Optimise your Website to Maximise Sales

by

NOW|COMMS.

WHAT'S IN THIS EBOOK?

INTRODUCTION

WHAT IS YOUR WEBSITE FOR?

- Information
- Sales leads
- Closing sales
- Retaining loyalty

ATTRACTING THE PERFECT BUYER

- Buyer persona
- Google analytics

MAKING IMPROVEMENTS

- Competitor analysis
- SEO
- Social media
- Content marketing / blogging

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WHAT'S YOUR WEBSITE FOR?

UNDERSTANDING THE CUSTOMER JOURNEY

QUESTION: WHAT IS THE PRIMARY ROLE YOUR WEBSITE PLAYS NOW?

Answer 1: Education - customers learn about my service and products

Answer 2: Conversion - customers buy or book services

Answer 3: Loyalty - retain customers / keep them coming back

Answer 4: Not sure

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KNOCKING ON THE DOOR?

UNDERSTANDING THE CUSTOMER JOURNEY

QUESTION: DO YOU KNOW ROUGHLY HOW MANY VISITORS COME TO YOUR WEBSITE EACH MONTH?

- Just answer **yes** or **no**

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WHO'S KNOCKING ON THE DOOR?

UNDERSTANDING THE CUSTOMER JOURNEY

QUESTION: DO YOU KNOW HOW THESE VISITORS FIND YOU?

Answers might be:

- Via Google search
- Via Facebook / X (Twitter) / social media
- Via referrals (other websites link to yours)
- Via email marketing

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WHERE DOES YOUR WEBSITE FIT INTO YOUR SALES FUNNEL RIGHT NOW?

UNDERSTANDING THE CUSTOMER JOURNEY

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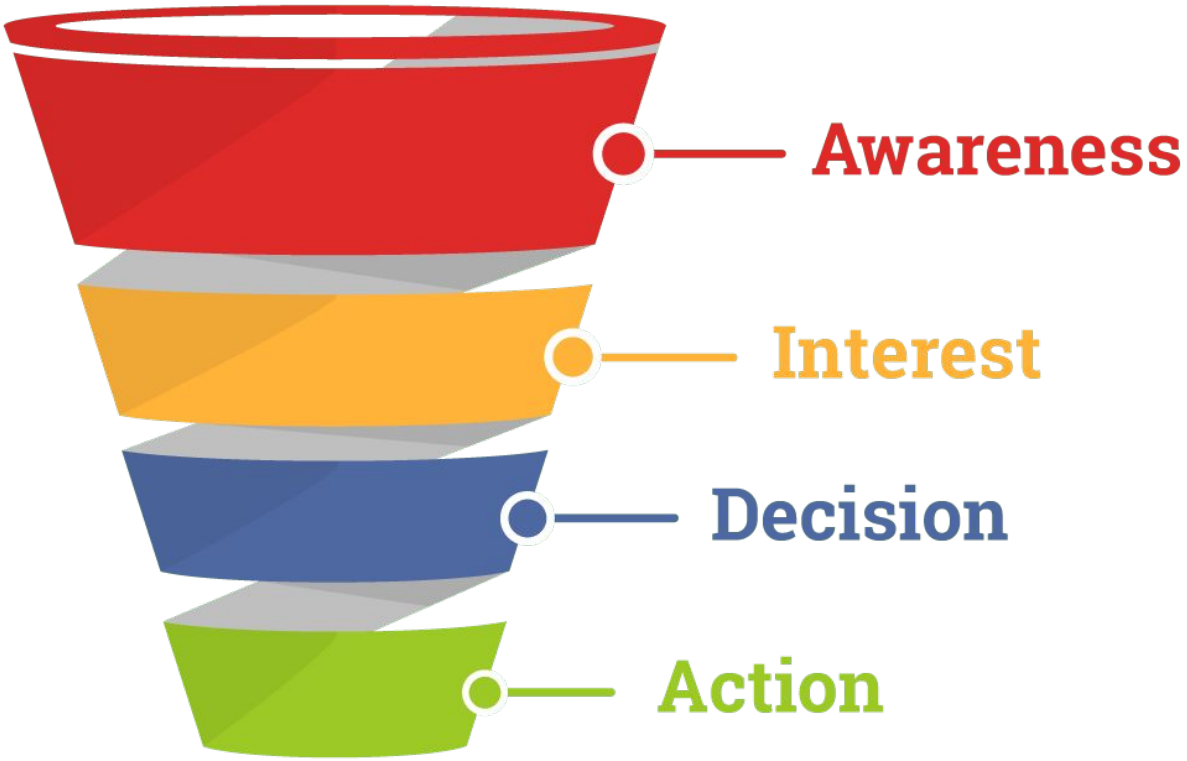
SALES FUNNEL BASICS: EDUCATE, EXPLORE, CONSIDERATION, CLOSE



PUTTING THE BUYER'S JOURNEY AT THE HEART OF YOUR WEBSITE

UNDERSTANDING THE BASICS

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BUILDING BUYER CENTRIC WEBSITE ARCHITECTURE

- Know your customer (develop a customer persona)
- Educate your customer (informational blogs, social posts)
- Nudge customer to interest / explore stage in sales funnel / buyer's journey
- Prompt customer action (enquiry or conversion)

KNOW YOUR CUSTOMER

HOW TO CREATE BUYER PERSONAS

GREAT THINGS HAPPEN WHEN YOU DESIGN THE EXPERIENCES CUSTOMERS EXPECT

Persona-Based Marketing Results

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HOW TO CREATE BUYER PERSONAS

FACTORS TO CONSIDER WHEN BUILDING A BUYER'S PERSONA

10-MIN EXERCISE: BUILD YOUR BUYER PERSONA NOW

Tip:

- Use this free persona wizard to build your buyer persona easily HTTPS://WWW.SEMRUSH.COM/PERSONA/WIZARD/
- Log in to save the data
- Go back later to fine tune and create the perfect customer persona

CUSTOMER PERSONAS
& HOW TO USE THEM

IS YOUR WEBSITE ATTRACTING THE RIGHT PEOPLE?

Google analytics (if GA is not set up use this assistant)

- Go to User/User attributes/overview
- Assess match between ***actual*** visitors & the buyer persona you have created
- Use findings to inform your next steps roadmap (if the match looks good, build on what you're doing already; if not, take action to improve match)
- Return to this analytics page regularly to see impact

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MAKING IMPROVEMENTS

SEARCH ENGINE OPTIMISATION (SEO)

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OPTIMISE TO GET FOUND ONLINE

The 5 best website builders for SEO are:

Wix – perfect for absolute SEO beginners

Squarespace – best for boosting your site's SEO with built-in features

WordPress.org – best value for money SEO tools

WordPress.com – good for those who want a hands-on SEO experience

Webflow – good for incorporating SEO into your design

MAKING IMPROVEMENTS

SEARCH ENGINE OPTIMISATION (SEO)

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THINGS TO CONSIDER WHEN YOU START OPTIMISING:

Meta titles & meta descriptions – the title and summary of your site that gets shown in Google search results

URL structure – ideally, a short page URL with relevant wording

Image alt text – the explanatory text that appears in place of an Image on your site if the image fails to load

Backlinks – external links that go back to your website that add credibility to your content

Site speed & mobile usability – factors that determine whether the user experience on your site will be positive or negative

Structured data – a standardised way of formatting code that is easy for search engine crawlers to understand

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SEARCH ENGINE OPTIMISATION (SEO)

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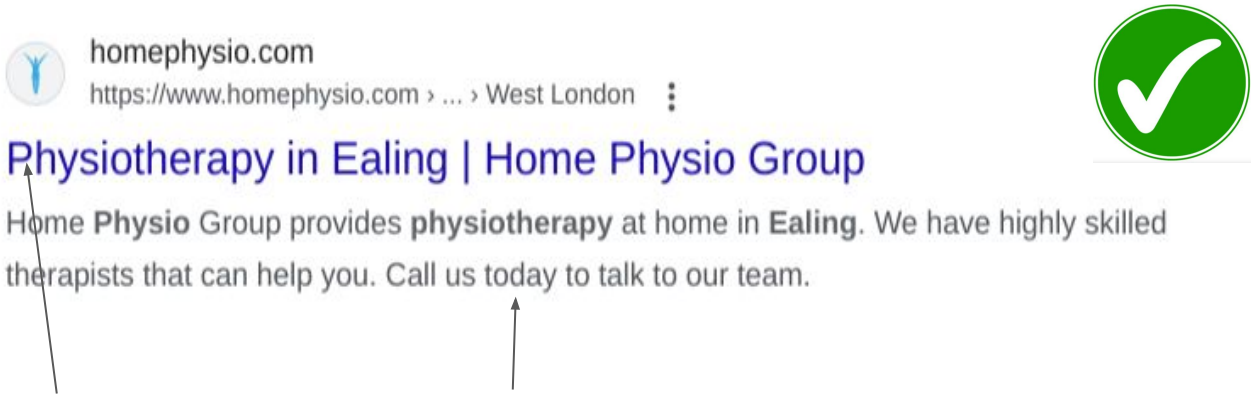
Meta titles & meta descriptions:



Title tag: 60-80 characters **Description tag** 120 -158 characters

MAKING IMPROVEMENTS

BLOGS AND CONTENT MARKETING

WRITE THE BLOGS AND CONTENT YOUR CUSTOMERS ARE SEARCHING FOR

Your customers are searching for solutions.
They're not (predominantly) searching for your business.

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BLOGS AND CONTENT MARKETING PILLARS

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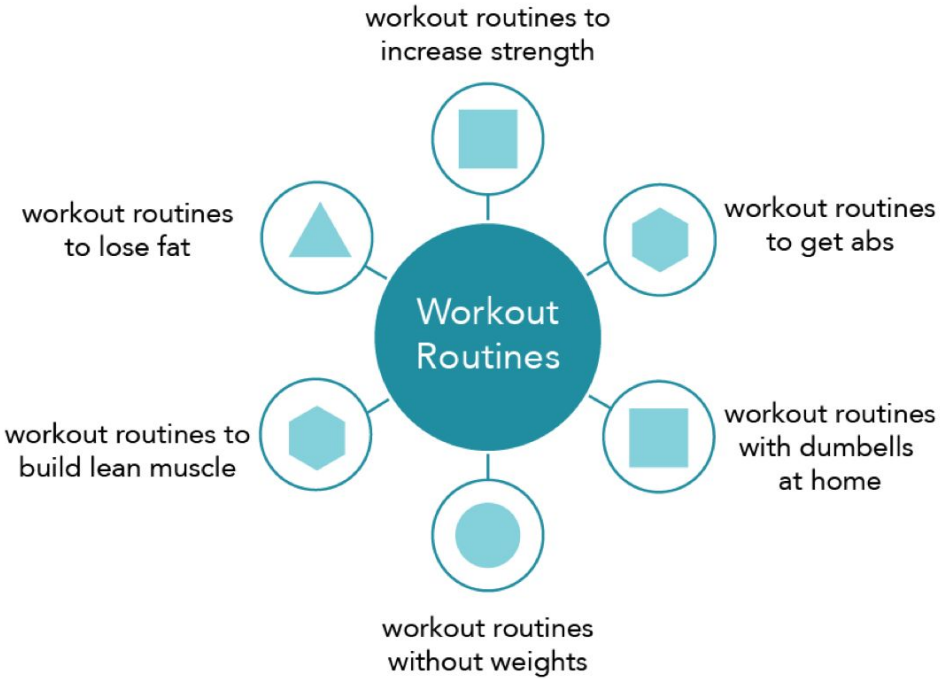
Pillar cluster example



MAKING IMPROVEMENTS

BLOGS AND CONTENT MARKETING

WRITE THE BLOGS AND CONTENT YOUR CUSTOMERS ARE SEARCHING FOR

Example

Pillar page - Best restaurants in West London

Sub pillars - Where is the best area to eat in (West) London?
Where do celebrities eat in (West) London?
Where do locals eat in (West) London?
Where is hot to eat in London right now?

Create your own pillar marketing content strategy at Demandjump.com

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BLOGS AND CONTENT MARKETING

CHOOSE THE BEST KEYWORDS TO GET FOUND

Tools

- Google trends (easy)
- Google Keyword Planner (needs ads account)
- Google Search Console (needs analytics)

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MAKING IMPROVEMENTS

SOCIAL MEDIA

POST BLOGS THAT ATTRACT NEW CUSTOMERS

Post circa 15 -25 posts per week
Across Facebook, Instagram, X, Linkedin
Join the groups your customers use (and post there)

How?

- Joggle.ai
- Loomly.com
- buffer.com
- hootsuite.com

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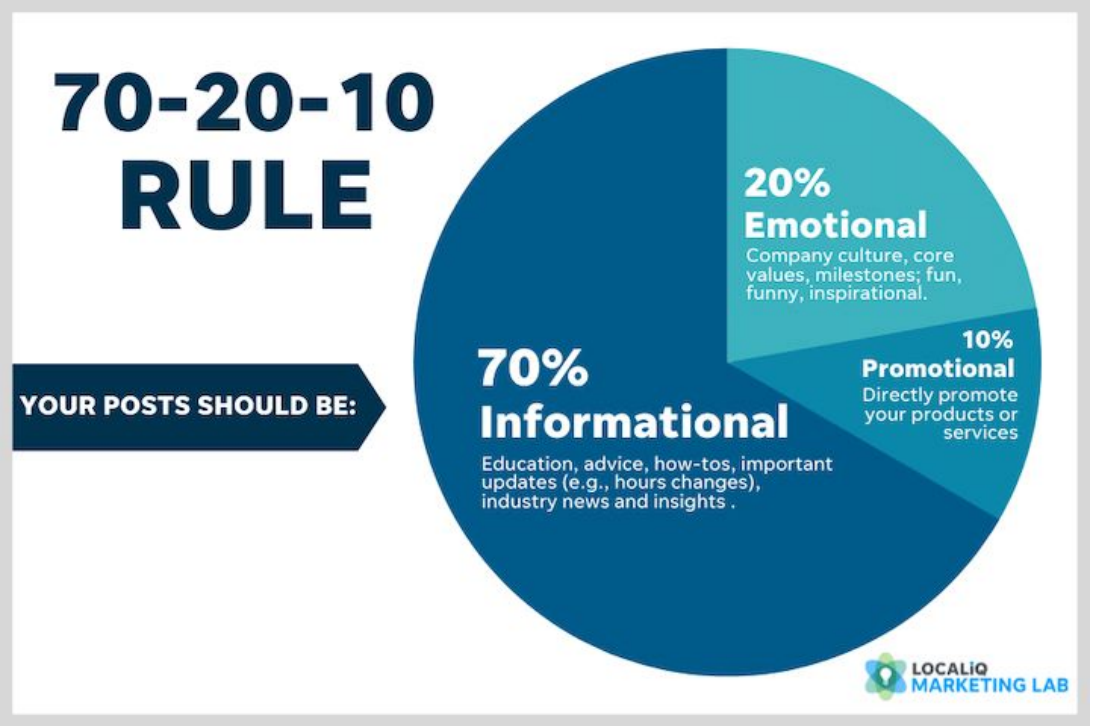
MAKING IMPROVEMENTS

SOCIAL MEDIA

But what do I post?



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MAKING IMPROVEMENTS

SOCIAL MEDIA

EXAMPLES

Informational
Educate customers. Tell them why you do what you do:
“We’re carbon neutral and source all our produce locally because we believe...”

Emotional
“On Oct 31 we’re celebrating 3 years of great service to local customers. It’s been an interesting journey. Since starting we’ve…”

Promotional
“Join us for a special Halloween Feast this October. Free wine for all orders over…”

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MAKING IMPROVEMENTS

SOCIAL MEDIA

TIPS & TRICKS

Find the groups your customers are using - post there.

Engage in these groups, don’t just post to them.

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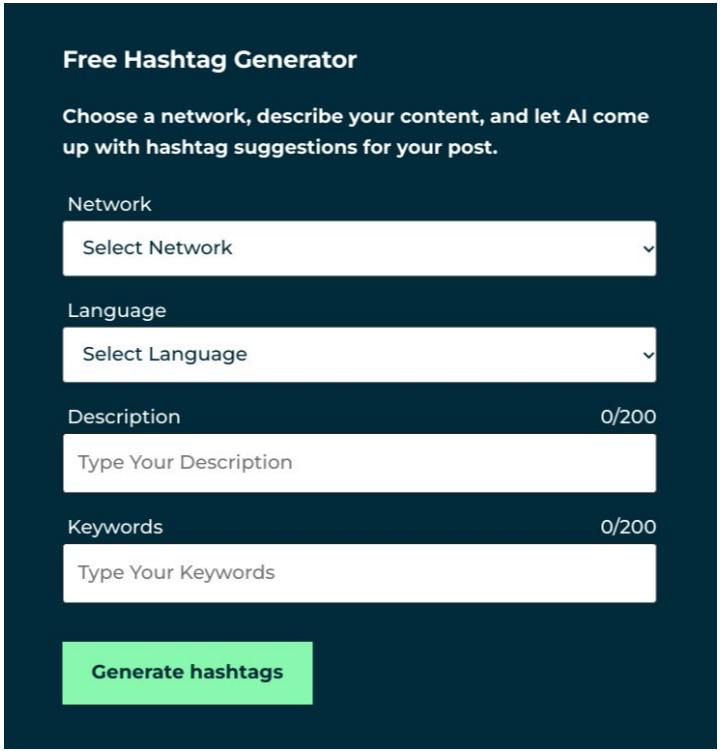
MAKING IMPROVEMENTS

SOCIAL MEDIA

TIPS & TRICKS

Use #hashtags to improve reach



Get this tool free here

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MAKING IMPROVEMENTS

SOCIAL MEDIA

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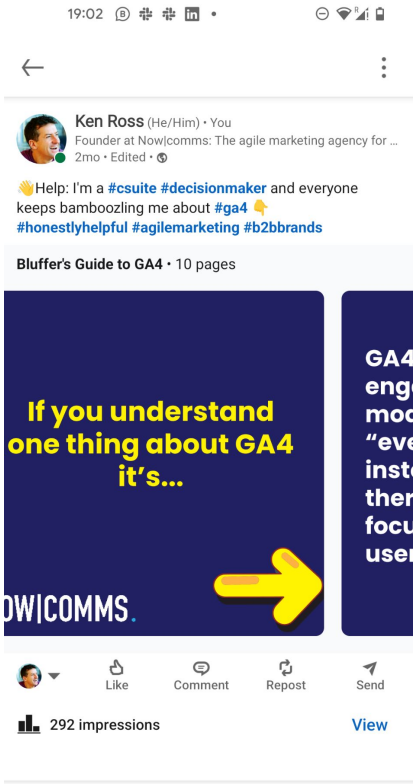
TIPS & TRICKS

Engagement x5 - Learn how to create carousels



On Facebook:
watch video

On Linkedin:
watch this

TAKEAWAYS

- YOUR WEBSITE CAN & SHOULD BE YOUR GREATEST SALES CHANNEL
- KNOWING YOUR CUSTOMER (KYC) IS (ALMOST) EVERYTHING
- REMEMBER THE 70:20:10 RULE
- DO THINGS THAT HELP YOUR CUSTOMER (SALES COME WITH TRUST)

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GOT QUESTIONS?

BOOK A MEETING

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