

4 WAYS YOU CAN GET MORE RESULTS FROM YOUR WEBSITE

**Get More Traffic, Improve Page
Loading Speed, Refine Your
Message, and Keep in Touch With
Your Visitors**

SEANONDES

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WordPress is a great content management system that's used by millions of websites around the world.

It's versatile enough to do just about everything you need it to do.
That's why you chose it for your website!

There's a rub though. You have to tell it what you want it to do first.
This is where the best intentions can run off the tracks.

There are generally four ways your WordPress site can fail to deliver results.

- 1 People Can't Find Your Site**
- 2 It Loads Way Too Slowly**
- 3 Your Site Is Confusing**
- 4 You Can't Follow Up With Visitors**

1

MOST PEOPLE DON'T KNOW YOU EXIST

Most people don't know who you are or where to find your site. The internet is a very big place and your website is almost completely hidden from everyone.

HOW TO FIX IT: Start your work by making it easier for them. Pick a primary traffic channel as a source to find your customers.

SEO - Optimize the content on your site so your pages show up on search results. Install the [SEO Framework](#) plugin and follow the recommendations it provides.

- **Blogging** - Write about your business, your industry, and your customers. Every article you write increases your exposure and gives you one more shot at attracting a visitor.
- **Online Ads** - Advertise on [Google Adwords](#), [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#), and [LinkedIn](#).
- **Social Media** - Find out where your customers hang out online and meet them there. Use [this chart](#) to see a demographic breakdown for users of the major social networks.
- **Talk to People** - Talking about your business and projects is one of the absolute best ways of generating interest.

After you get a steady flow of visitors using your primary traffic source, then add another. And then add a third. This incremental approach can help ensure that your traffic never dries up.

Next: Speed Up Your Site

2

YOUR WEBSITE NEEDS TO BE FASTER

You have just a few seconds to engage a visitor to your site. 46% of visitors will **not** return to a slow website. If that's not enough reason, page loading times also now affect search engine rankings. Scared yet?

HOW TO FIX IT: You can speed up how fast your site loads by focusing on these three areas: reducing the **number of things** on the page that need to load, reducing the **size of those things**, and increasing the **speed that they load**.

Disable all unused or unnecessary plugins - Regularly review the plugins on your site. Disable and uninstall the ones you don't need.

- **Optimize images** - Use a plugin like [WP Smush](#) to reduce the size of images you upload to your site.
- **Browser caching and minification** - Install a caching plugin like [W3 Total Cache](#) or the built in caching plugin from web hosts like [Siteground](#).
- **Use a CDN** - There are a lot of options but [CloudFlare](#) is a great way to start. W3 Total Cache and CloudFlare work great together.
- **Switch to a faster web host or at least a faster plan** - That really inexpensive shared hosting account you signed up for won't cut it when your site starts getting more attention. If you outgrow your account, then congratulations are in order. That means you're doing well!

Next: Clarify Your Message

3

MAKE YOUR MESSAGE CRYSTAL CLEAR

Your customers **need to understand** the value you're offering. They need to know what's different about you and your company, what separates you from your competition. This is your Unique Value Proposition (UVP). It's your job to **help them understand**.

HOW TO FIX IT: Clarify your message by imagining your ideal customers. Now, what do you want to do for them? How are you going to serve them? How will they benefit?

Imagine your ideal customers. Now imagine a single person that has all the qualities of your ideal customer.

- **Male or female?**
- **How old?**
- **What are the main troubles for this ideal customer?**
- **What pains or fears do they have?**

Now, imagine this person after they've visited your website. How does he or she feel? Relieved? Encouraged? Satisfied? Hopeful? Entertained? This is the after state. Your job is to lead this visitor there.

Regardless of your service or product, **what you're really selling** is this feeling. Don't stop there. Dial in your understanding of your ideal customer by creating a full [profile](#).

Next: Create A System To Keep In Touch

4

YOU NEED A SYSTEM TO KEEP IN TOUCH WITH YOUR VISITORS

Who visits you? Why are they on your site? You have no way of knowing anything about them. Once they're gone, they're gone.

HOW TO FIX IT: The short answer and the only one that has proven reliable for the last 20 years, is **email marketing**. This could be as complex as a multi-part sales campaign or as simple as a bi-monthly message to your subscribers.

An email address is valuable. To get it, you'll need to **trade something valuable**. This is called a lead magnet. Lead magnets should be nearly irresistible and provide undeniable value to your prospective lead. Don't overcomplicate your lead magnet. It should be a kiss on the cheek or a handshake - not a makeout session.

Here are some great ideas for lead magnets:

- **Videos** - If making videos come easily to you, then a webinar or video presentation could be a great lead magnet.
- **Email Courses** - These are automated email sequences that can be set up with a service like [AWeber](#), [MailChimp](#), or [ConvertKit](#).
- **Ebooks** - These ebooks should be simply a pdf with no more than 10 pages or so.

Next: Action Steps

ACTION STEPS

- + Share this ebook with someone that it could help.
- + Follow the fixes and let me know how it goes. Email me at sean@seanondes.com.
- + Learn more about online marketing and succeeding with WordPress at seanondes.com. I'm available to assist with building a custom WordPress or Shopify site, improving an older one, and WordPress maintenance and optimization.

[LEARN MORE](#)

A FEW FINAL WORDS

WordPress is a robust content management system that's trusted by millions of users around the world - I've used it exclusively for years. But it won't run itself.

Addressing these four areas is just the beginning. If you want to really level up your online presence, then you'll need to become almost an expert in each one.

However, don't get so bogged down in the details or in chasing some idea of *perfection* that you forget the bigger picture of your business and online presence.

As you start to gain some traction in your business, each one of these failure points can become almost a full-time job - one of the marks of success is growth. Growth can often require expanding your team so you can focus on what you do best.