



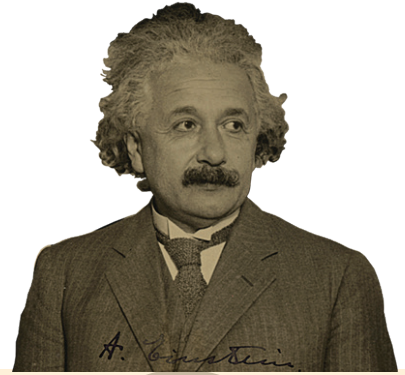
5 SMART fixes
that will boost
your website

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It's never been easier to collect leads, attract customers, grow a business, find staff, provide awesome customer service and build communities online. Most of us, however, could do far better to maintain a great digital presence. So, here are five SMART things you can do in the next week to give your website some love.

Be SMART: Specific, Measurable, Actionable, Rewarding & Realistic, and Time-bound.

SMART goals help businesses and individuals increase productivity and stay focused.



1 SPECIFY.

Be SPECIFIC about Realistic and Rewarding goals and Measure the Actions that move you toward them. This can sometimes be the hardest part of the process.

Ask yourself this question: "If you could have 10 new clients today, but they all had to be a clone of one of your existing clients, who would the existing client be?" It's easy to break this down into an equation: identify who is the most profitable + is a joy to work with + refers you new business + pays on time + who you'd like to have more of.

Once you've identified Mr or Mrs Right, ask yourself what industry they work in, the size of the business, their turnover, what kind of products and services they offer, how many staff they have, what their business aspirations are and what value YOU offer the relationship.

Now visit your website and read all of the pages, view all of the images and work your way through the site as if YOU were your number one client: imagine your website has been built specifically for you and ask yourself these questions:

- Does the language used on the website resonate with you?
- Are the images engaging to look at?
- Is the information relevant and interesting?

Your website should be built for your number one client and nobody else. This is usually difficult to execute because we are afraid of potentially losing other clients. However, if we have identified who our number one client is, doesn't it make sense to focus on attracting more of them?

ACTION:

List all of the changes to the text and images you need to make on your website so that it appeals to your number one client.

Does the language
resonate
Do the images engage
Does the information
interest



2 MEASURE:
The only way to improve your online activities over time is to measure. Get yourself set up with the 2 most important free tools in the google arsenal: Google webmaster tools and google analytics. Webmaster tools shows you how your site is seen by the search engine and Analytics gives a picture of who is coming to site, how many hits a site gets, how people are finding the site and what content is popular.

First: GET FOUND:

Ensure you're in the Google index. Type your domain name (your website address: yourdomainname.com - replace "yourdomainname" with your actual website address) into Google to see if your site is in the Google index. If your website isn't in the Google index, you will need to open an account with Google Webmaster tools and submit your website. Click here for a great video from Jennifer at Google explaining how it works.

THEN, install Google analytics and read the reports once a week to understand how your audience are responding to you: what pages are being visited, how long users stayed, what's hot and what's not...
Click here for a free video from Grovo to show you how to get started with Google analytics.

ACTIONS:

Make sure you are in the Google index so you can be found. There are many resources on YouTube especially, detailing how to add your site to google webmaster tools and add google analytics to your site. If need be, instruct your web developer to submit your site to Google for you. Make sure Google analytics is installed on your website and that you can access the reports to read every week.



3 ACTIONABLE:
 Most websites fail to achieve a measurable goal for the business because they don't ask the user to take action. Asking for an action - sign up for my newsletter, download my freebie, fill in the form for a free quote - is the perfect way to increase leads and it's measurable too! - noone signs on, you're not getting much action!
 [On our site: lovecommunications.com.au we've got a form at the bottom of every page encouraging visitors to download this free e-book. This simple action allows me to collect email addresses from potential new clients every day, even while I sleep. I won't spam or onsell this list - it's a valuable tool for me to flag new products, interesting web building/video production or business news]

ACTION

Identify the action you want your website visitors to take and make sure it is clear and obvious on every page throughout your site.

GET OTHERS ACTING FOR YOU.

You've probably heard a thousand times that the key to getting shared on social media is to create engaging content. People share your content when it's relevant and resonant for them and also for their broader community. Ask yourself what you could create that your number one client would be interested in sharing with their peers. Types of content can include a blog post, a free report, a video interview, a podcast or a free e-book just like this one you are reading. The key is to make it as useful as possible to number one client and make it easy for them to share. There are great tools such as hootsuite and sprout social that helps you post to your site and social media outlets at the same time. Drive people back to your site with the content so their shared community sees you at your best - on your site, where there aren't competing messages to distract them.

REALISTIC REWARDS in a TIME FRAME



4+5

REWARD WITHIN A TIMEFRAME:

So, you've got your Specific client/group in mind, you're Measuring and analysing your traffic and you've taken Action, what Reward would you like from these tweaks, within what Time frame? Set one up for yourself that's easily quantifiable:

- 10 new leads in the next 4 weeks?
- A 50% increase in traffic over the next month?
- 1 new blog/wk shared on social media, driving a spike in site traffic

CONCLUSION

There are vast opportunities to connect with new customers and improve our service to existing clients. We all struggle with white noise and distraction and possibly concern about what we don't yet know, but starting with easy steps such as these can make real changes to your relationship with your website and the way it is performing for your business.

For more information visit lovecommunications.com.au. We'd love to help you communicate.