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# **THE MOST EFFECTIVE, ENTERTAINING WEBSITE GUIDE YOU'LL EVER DOWNLOAD**

THERE'S A LOT OF CONTENT  
IN THIS GUIDE THAT WILL  
**GIVE YOU AN IDEA OF**  
WHERE YOUR WEBSITE  
STANDS AND WHAT NEXT  
STEPS YOU CAN TAKE TO  
**SEE BETTER RESULTS. IN**  
A NUTSHELL, HERE'S HOW  
YOU CAN USE IT TO SEE  
MORE **LEADS COMING IN:**

**STEP 1** - Read through this guide.

**STEP 2** - Fill out the checklist and share it with your team. Impress your coworkers. Get an approving nod from your boss. Become the company hero, probably.

**STEP 3** - Find a super cool team of marketers and web geeks to help rebuild your site, if necessary.

**STEP 4** - Profit.

Ready? Let's go!

# IS YOUR WEBSITE EFFECTIVE? FILL OUT THE CHECKLIST

## IS IT A LEAN, MEAN, LEAD GEN MACHINE?

- Do you have Google Analytics installed with at least one goal set up?
- Does your site generate leads for your business?
- Is it easy for someone to fill out a form and give their contact info to your sales team?

## DOES IT WORK?

- Does your site load in 3 seconds or less?
- Does your site look good on a mobile phone?
- Is your site down a lot?
- Is it easy to add new content?

## DO PEOPLE SEE IT?

- Does your site include a blog or core pages featuring informative, educational content to appeal to readers?
- Does your site get traffic from Google Organic search?
- Does your site come up for your own brand name in Google?
- Does your site include meta descriptions and informative page titles?
- Have you optimized for industry-specific keywords to reach your users?

## IS IT UGLY?

- Does your site's content use headings, subheadings, bullets, and other formatting to make the content easier to skim and read through?
- Does your copy's voice speak to the pain points bringing the user to your site?
- Is the copy needlessly wordy or complex?
- Does the appearance of your site reflect your overall brand?
- Does the imagery you use appeal to users authentically, instead of using a lot of cheesy stock photos?
- Do you use 2-3 fonts that match or mirror those used in your logo and other branding?
- Does your site make use of popup forms or other features that interrupt the user's experience?
- Is it easy for the user to find the information they're looking for?

# WHY ALL THIS FUN STUFF MATTERS



A little context will help you know why the items on this checklist matter and what you can do to improve your site's performance. Here's a breakdown of the importance of each item on the checklist.

## DO YOU HAVE GOOGLE ANALYTICS INSTALLED WITH AT LEAST ONE GOAL SET UP?

Google Analytics gives you invaluable data on how people are using your site, how many viewers you had, what pages are most popular, etc. Setting up goals goes one better and lets you see how often people submit a form on your site. This gives you great data to see how well your site generates leads.

## DOES YOUR SITE GENERATE LEADS FOR YOUR BUSINESS?

Your site is your company's best salesman. So what better way to measure its effectiveness than by how many new customers it brings in? Your site should generate leads in the form of form submissions or calls, or ecommerce sales.

## IS IT EASY FOR SOMEONE TO FILL OUT A FORM AND GIVE THEIR CONTACT INFO TO YOUR SALES TEAM?

Because lead gen is so important, it should be as easy as possible for someone to fill out a form and get in touch with you. Is it easy to find a form? Do the forms work and notify the right people? Is someone in charge of responding to those submissions?



## DOES YOUR SITE INCLUDE A BLOG OR CORE PAGES FEATURING INFORMATIVE, EDUCATIONAL CONTENT TO APPEAL TO READERS?

Quality content will help your site rank better, and offer value to encourage users to visit and keep visiting. How-to guides, company news updates, and other similar types of content are all great to have on a site.

## DOES YOUR SITE GET TRAFFIC FROM GOOGLE ORGANIC SEARCH?

If you've got Google Analytics set up you can view how much search traffic you're generating by going to Acquisition, then to All Traffic, and finally Channels to see how many visitors you draw from which sources. If you don't have analytics set up, then your site has bigger problems than not generating enough search traffic.

## DOES YOUR SITE COME UP FOR YOUR OWN BRAND NAME IN GOOGLE?

Open up an Incognito Window and search for your own company and a few closely related terms. Do you come up? You should. If you don't, then it means that searchers looking for your business specifically aren't finding you and you're missing out on a big traffic and lead gen opportunity. Opening up an incognito window is a crucial part of this, because Google tries to remember what sites you frequent and serves up content accordingly, showing you relevant results from sites you already love. Because of this, your own site is more likely to come up. (We're assuming you visit your own site a lot!)





### DOES YOUR SITE INCLUDE META DESCRIPTIONS AND INFORMATIVE PAGE TITLES?

Meta descriptions and page titles help make results featuring your site more enticing in search results. Including relevant keywords here helps the site rank better. To find out if your site's pages have this information, you can crawl it with a tool like [Moz](#). You can also look at Google results featuring your site. The title should be informative and exciting. Meanwhile, if the description underneath the title features an excerpt from the page's content rather than a custom description, your site doesn't have meta descriptions.

### HAVE YOU OPTIMIZED FOR INDUSTRY-SPECIFIC KEYWORDS TO REACH YOUR USERS?

Have you thought about how searchers will find your site's content? Are they looking for specific terms like "healthy lunch near me" or looking to solve a problem, like "what foods are most important to buy organic?" Creating content that includes these key terms and answers these questions can help you turn up for more searches.

### HAVE YOU IMPLEMENTED SCHEMA MARKUP?

Schema markup, or structured data, doesn't show up on the page or appear to users. It is special data that tells search engines more about your site so they can rank you more accurately. For example, you can provide information such as your hours and location, or a sitemap to make results featuring your site more informative. You can test for schema simply by plugging a URL into a tool like [Google's structured data tester](#). If this information contains errors or isn't present, you can add it with the help of a special plugin or a developer.

## DOES YOUR SITE'S CONTENT USE HEADINGS, SUBHEADINGS, BULLETS, AND OTHER FORMATTING TO MAKE THE CONTENT EASIER TO SKIM AND READ THROUGH?

People don't read content online the same way they might read a book. They won't go through your content line by line, they'll skim for the specific information they're looking for or something that grabs their eye. Laying your content out to be easy to skim and making it clear what each section is about will make it easier for people to consume and find what they're looking for.

## IS THE COPY NEEDLESSLY WORDY OR COMPLEX?

We've already established that people don't read, they skim. For the same reasons you need subheaders and other formatting to break up your copy, you also need to keep things simple and succinct, but still informative.

## DOES YOUR COPY'S VOICE SPEAK TO THE PAIN POINTS BRINGING THE USER TO YOUR SITE?

Here's a bit of harsh news - your customers don't care about your company nearly as much as they care about themselves. That's good information to have, though, because you can use it to make your website more effective.

Look through your copy - does it talk about why you're awesome, or does it talk about your user's problems and how you can help them solve them? You want your site to speak much more about the customer's problems and solutions than it does about your business.





### DOES THE APPEARANCE OF YOUR SITE REFLECT YOUR OVERALL BRAND?

What are your brand's colors? What fonts do you use? This look should be reflected in the appearance of your website. If you have an incredibly colorful brand, but a stuffy, corporate site then your site is off-brand. At best, this will create a confusing impression of who you are to your users. At worst, it will frustrate them and send them away entirely.

Does the imagery you use appeal to users authentically, instead of using a lot of cheesy stock photos?

Today, people are used to online marketing. They've seen a dozen other ads and a dozen other site's today (at least), so if your site is full of nothing but hokey stock photos of business people shaking hands, they'll know right away.

### DOES YOUR SITE MAKE USE OF POPUP FORMS OR OTHER FEATURES THAT INTERRUPT THE USER'S EXPERIENCE?

A popup inviting newsletter sign-ups seems like a surefire way to generate leads, but honestly, it's just irritating. Think about it this way - the reader came to your site to learn more about your business or to engage with the content that brought them there. A popup or another distracting feature is making it deliberately impossible to engage with the content they're there to read. This is especially worrisome if the popup is deliberately hard to exit out of. At that point, people will just leave the site.

### IS IT EASY FOR THE USER TO FIND WHAT THEY'RE LOOKING FOR?

Just like it should be easy to find a way to contact you, it should be easy for users to find the information they're looking for. If they're looking for specific advice, like a how-to article or a video, but can't find it immediately, they'll just go to WikiHow instead. And then you've lost them.

## DOES YOUR SITE LOAD IN 3 SECONDS OR LESS?

There are many reasons your site should be fast. Here are two of the biggest:

- Today's users have a lot of content to choose from. If your site doesn't load in a couple seconds, they're going to go somewhere else.
- Search engines prefer faster sites. If your site is slow, it won't rank well.

## DOES YOUR SITE LOOK GOOD ON A MOBILE PHONE?

Did you know Google recently switched up the way it indexes sites for search for a **mobile-first approach**? That means if your site doesn't perform well on a mobile phone, you won't rank in search results and will have a hard time reaching new eyes and finding new leads. Your users are also most likely viewing your site from their phones. (In 2018, **52.2% of all global web pages were served up to mobile phones**.) People will leave if it doesn't perform well.

## IS YOUR SITE DOWN A LOT?

This one is pretty straightforward. If your site is down, people can't use it, and can't buy from you.

## IS IT EASY TO ADD NEW CONTENT?

A site that's continuously updated will rank better, and new content gives you a chance to reach a new audience and build up your brand's expertise. Making it easy for people to add new content, like blog posts, will help your site in the long run.



# TOOLS AND TUTORIALS

IF YOU'VE MADE IT THIS FAR, YOU'RE INVESTED. THANKS. HERE ARE A FEW OF OUR FAVORITE TOOLS FOR EVALUATING WEBSITE PERFORMANCE TO HELP YOU FILL OUT THE CHECKLIST:

**MOZ** - An awesome tool for both looking up new keywords and figuring out what you already rank for. They also offer excellent educational resources.

**GOOGLE'S KEYWORD PLANNER** - Like Moz, Google's Keyword Planner is a great place to discover new keywords to use in your copy.

**WEB.DEV** - A great tool for checking how your site is performing. This can help you figure out what your site's speed is like, among other things.

**NEIL PATEL'S WEBSITE TOOLS** - Neil Patel is a marketing industry leader and offers a range of great tools, including tools that will suggest new keywords and another that can tell you how many people are linking to your site.

**UNSPLASH** - A great source of authentic stock photos, so you can finally say goodbye to "two businessmen shaking hands and smiling."