Create Dynamic
Website Strategy Yourself

ACTION STEPS FOR OPTIMIZING YOUR WEBSITE AND INCREASING CONVERSIONS AND CONFIDENCE

By Ayse Ozalkan
AYSEOZALKAN.COM

Hey there,

My name is Ayse and I've been building websites since 2006. I began learning to code when I was 16 years old, and my enthusiasm for websites has only grown as I've gotten older. When it comes to developing a website for your company, strategy cannot be overlooked.

People are following their hobbies in greater numbers than ever before, and you want to make sure you stand out and connect with your ideal audience.

BEFORE WE GET STARTED...

What do you think of when you think of a **personalised website?**

Custom websites need a commitment of both time and money. There are several advantages to having a fully customised website for your company. Your website might be the most valuable asset in expanding your revenue and confidence, no matter where you are on your path.

When it comes to custom websites, there are a number of myths and misunderstandings, the most common of which is that you can surely construct your own unique website.

A bespoke website is one that is created specifically for you. Business owners seeking for a low-cost option might consider using templates. However, in order to have all of the features and details you want, you'll almost certainly need to purchase numerous templates, which will significantly increase your costs. Your website will begin to appear disjointed rather than coherent.

Customization is essential for a long-term solution with capacity to expand. Custom is required for a strategic strategy to succeed.

On their website, every business owner need specific strategic elements. Let's go through things now, and how you may incorporate them into your own site using actionable actions.

01. Choose the finest website **platform** for your requirements.

Choosing the appropriate platform is nearly as difficult as finding the ideal companion. There appear to be a lot of characteristics to compare, or you may need to start with one and then go on to another. There are several viewpoints available. It's essential to keep in mind that you should pick a website platform for your own reasons.

Concentrate on the aspects that are most important to you right now and connect them with your long-term goals. This will assist you in becoming acquainted with the one you select.

Make a list of 1-3 goals you want to achieve with your website, as well as one you plan to create in the future.

Then select the platform that best suits your objectives.

02. Introduce your company on your homepage.

Your homepage is your chance to direct your visitor to the areas they'll need to visit in order to accomplish the objectives you set forth in the previous phase.

Are you stumped as to what to put on your homepage? Introduce the other pages on your website with a few phrases! Include an introduction bio followed by a link to your about page. Emphasize your products and services. Share your favourite blog entries with the rest of the world. Finally, include testimonials to demonstrate how much people like working with you.

Write a few of phrases that tease your about page and your services.

Pick a few of free resources or blog pieces to highlight. l-3 of your favourite testimonies should be highlighted.

03. Welcome new visitors to your website with a clear **greeting**.

When users decide whether or not to stay on your site after only 3 seconds, leaving a new visitor wondering what you do and who you serve may be a significant error. You may think what you do is obvious, but sending out a simple and short message may make a significant difference.

Add large, easy-to-read language above the fold (visible as soon as someone gets on your site) that states who you are, what you do, and who you serve as your action step.

04. Use **calls to action** to direct your visitors.

A call-to-action tells your visitor what they should do next or where they should go next on your website. Pages with information but no clear path to the next page miss out on the chance to guide a potential client through your site in a way that encourages them to book you.

At the bottom of each page on your site, place buttons and clear directions.

For instance, towards the bottom of your services page, include a button asking if the reader wants to see your work or if they're ready to contact you via the contact page!

05. Simplify the navigation on your website.

It may appear that naming your pages with unusual words or phrases will help you stand out. A website's user experience is an important but frequently overlooked part of its design.

The following is a simple method to think about user experience: when a visitor lands on your site or starts using it, will any element make them confused or lost?

You want to make sure that anyone who looks at your navigation knows where they're heading. For example, 'About' is easily identifiable. 'The 411' could refer to a variety of things.

You don't want a viewer to have to choose between clicking the link to find out what the page is about or not bothering because they're unsure.

Action step:

Rename your navigation links to simple terms, and reduce the amount of connections to the absolute minimum.

06. Make your **about page** visitor-centric.

While I feel that sharing your narrative makes you stand out in a real way to your audience and helps them connect with you, I also believe that you should not publish every detail about your life on your about page. This method allows me to keep my material focused and full of personality.

Action step:

On your about page, tweak your language to share clear information about who you are while also emphasising how you are the reader's ideal pick to assist them solve their problem.

07. To grow your audience and keep in touch during launches, **collect emails**.

Action step:

Embed a sign-up form for people

08. Include a **blog** on your website

When considering how to increase traffic to your website, SEO (search engine optimization) is critical.

Writing continuously for a blog is no easy task, but with a little work and entries that address the issues your audience asks you the most, you can have recurrent, helpful information on your site that Google will continue to add to their search engine, resulting in more visitors. It's a win-win situation!

Action step:

Make a list of frequently asked topics, then write 2-3 blog pieces on them and promote them on social media and to your email list.

09. Protect your website legally.

Protecting your website is simple, but it might be intimidating if you think about needing to employ a lawyer merely to acquire the right language for your website policy. While I still recommend hiring a lawyer to handle any legal matters, you may get started by using free internet tools to secure your website and information. You may also add one easy line of text to your footer to make it obvious that no element of your site can be taken and used without your permission, which is critical in these day of plagiarism and idea theft.

Action step:

To begin, include a copyright statement in your footer, normally on the same line as your website credits. Second, you should make a separate page for your policies and link to it from your footer.

10. Keep your audience on your **own website** as much as possible.

When it comes to landing pages, you want to keep customers on your site as long as possible. You're losing potential visitors and SEO on your site when you utilise services like Leadpages or Linktr.ee.

You'll need to use other providers for webinars and other things, but you want to keep as much traffic coming back to your site as possible.

Here are some examples of pages you might want to preserve on your website:
- a page with links to your social media biographies
- a landing page for joining an email list or signing up for a freebie
- pages of gratitude
- a course sales page
- page for announcing a webinar

Action step:

Keep things simple and relocate external sites to your primary website.

11. Make your mobile experience as seamless as possible.

Putting all your eggs in one basket is never a smart idea, and your website is no exception. Don't make this lovely, fantastic experience on the desktop, but the mobile site seems like it was designed in the 1990s. Make sure the links are easy to click, the information is easy to read, and the design works well with your desktop website.

Action step:

On your phone, view your whole website and note where the experience on brand is weak.

Add the special details from your desktop website to the mobile version.

It's time to boost your business's conversions, confidence, and contentment.

It's time to put your worth and experience on display in a beautiful online environment.

It's time to make an impression in your field and be recognised as the expert you've worked so hard to become.

Interested in working with us one-on-one?

Let's Connect