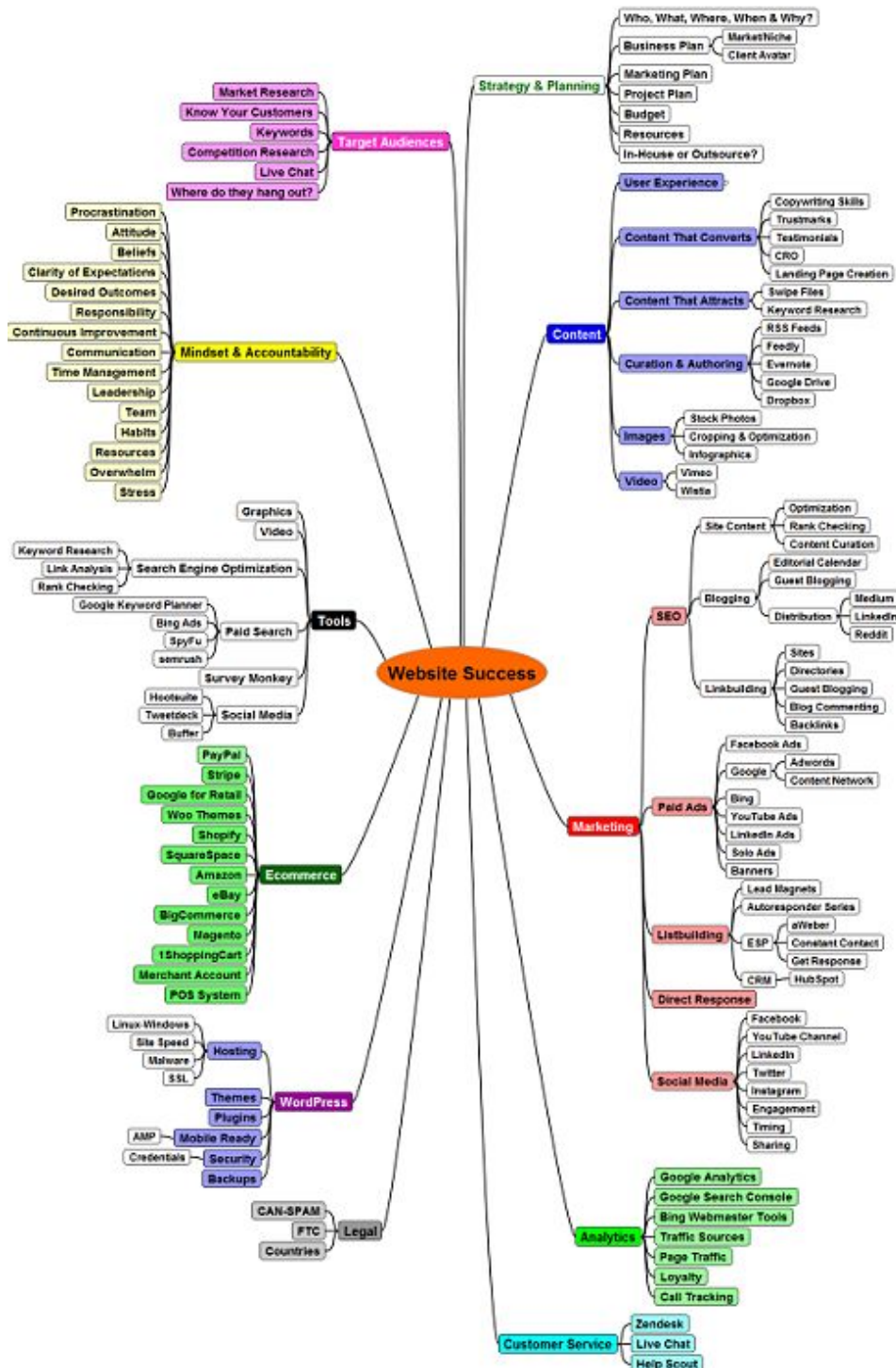


Website Success Manifesto

The Definitive Guide to Small Business Website Success



Your Website Sucks.

I'm not being critical, so please don't be offended.

I'm trying to be helpful.

This Is Your Wakeup Call

In fact, when you finish this eBook, you will learn the **ONE REASON WHY your website sucks.**

You will have a sharper focus and clear understanding of what you need to become a website success.

You will learn the **7 Keys to Website Success**, which will give you an almost unfair advantage over others!



And I'll give you **7 Website Success Action Steps** that you can deploy TODAY that will make your site suck less.

All free!

When you are done with this report, you will have a fresh outlook, sharper focus and clear understanding of what you need to do to become a Website Success.

But if you agree that your website is not...

1. putting money in your pocket
2. finding new prospects
3. helping you engage with more people who might buy your stuff
4. attracting people to your local practice, gift shop, restaurant...
5. helping your non-profit organization spread the word, find volunteers or donations

...then you might want to read this report to gain insights that will save you time, money and frustration.

And if **you're one of the 29% of small businesses without a website**, you will benefit from this report, especially if you're planning on building a website for your non-profit or business.

Why Are These Action Steps Being Shared?

**I see an epidemic of business owners
who are not getting any return on their website.**

Do any of these apply to you?

- ☐ You can't identify even one sale that came as a result of your web presence.
- ☐ Your website hasn't been updated in months.
- ☐ You're not really sure how to get into your site to make changes.
- ☐ You don't know where your domain name is registered or where your site is hosted.
- ☐ There was never a plan, especially a written plan.
- ☐ You don't know how many people visit your site, what pages they view or where they came from.
- ☐ There are no Calls To Action on the site.
- ☐ Your site does not look good on mobile phones. (More than 50% of website visits come from mobile devices)
- ☐ You're working too much and you feel overwhelmed.
- ☐ You don't have anyone to delegate your website work to.
- ☐ **You're not getting a Return On Effort.**

If so, you're not alone!

If your website isn't bringing in a significant amount of business, whether you sell services or products, *You Are Not Alone!*

YOU ARE NOT RESPONSIBLE FOR THE FAILURE OF YOUR SITE!

But you ARE responsible for fixing it if you own it or manage it.

You owe it to yourself.

You owe it to your family.

You owe it to your employees.

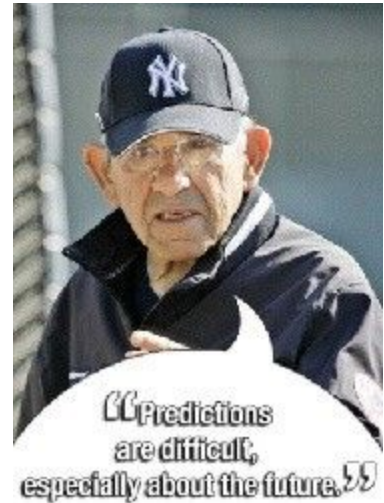
You owe it to your customers.

Website Success does not happen overnight and it isn't always easy.

But done right it can be immensely rewarding and even fun!

It will give you a sense of pride and make others who support you proud.

**I think I sound like Yogi Berra when I say,
“Anything worth doing is worth doing.”**



Why Should You Listen to Me?

Excellent question.



My name is Kurt Scholle and my company and I have been building and marketing successful websites since 1995. We've worked with some pretty small businesses and some pretty big ones.

I wake up every day determined to help SMBs around the world with the experience, resources, tools, expertise and support needed to make their websites a success.

I have visited with entrepreneurs and solopreneurs who have the drive and will to succeed, but need some insights on getting started or up to speed. I have helped other men and women who just needed a little support.

I have reviewed hundreds of websites at conferences attended by small retail business owners, including optometrists, restaurant managers and gift shop owners to hotels of every size and brand.

I have a blog where I share insights, news, best practices at WebsiteSuccessGuy.com.

I share information with clients in private Facebook groups or the public [Website Success Club](https://www.facebook.com/WebsiteSuccessClub).

I engage my friends, clients, partners and prospects on [Twitter](https://twitter.com/WebsiteSuccessGuy)



I was featured on the cover of Mentors Magazine a few years back.

They went out of business a couple of months later.

I'm pretty sure it wasn't because of my cover.

At least that's what I keep saying to myself!

My company started out small at the end of the century. Hardly anyone had a website then.

We used to host a monthly meeting at the local Chamber of Commerce where we'd get all the Chamber computers together - they were all on dial-up connections - and teach people how to surf the web and send and receive email.

We charged \$5 apiece to cover the cost of pizza and salad and a can of pop from the Italian place next door.

That restaurant is no longer in business.

They didn't have a website. Which may have contributed to their demise.

Teaching businesspeople to use the web back then was one of the most satisfying and fun times of my career. I get the same sense of satisfaction when I speak at conferences, Meetups or on webinars and podcasts today.

The websites we built initially, were fairly simple; a few pages of what is referred to as 'brochureware' with a primary strategy of just being found in local online directories, kinda like phone books, but online.

There weren't even search engines back then.

My business partner at the time, Ron, had taught himself to build websites from scratch by creating pages writing HTML in Notepad, the free program that comes with Windows.



Putting the Internet Into Perspective

Ron and I had worked in radio together in Chicago and he made a very prescient prediction early on....

“The Internet is like radio was 70 years ago. It will evolve.”

And boy, has it!

And it still is.

Radio went from strictly live presentations in the 1920s to recorded music and radio theater, from AM to FM (and later even “*Quadraphonic, man*”) to automated with big reels of tape to CDs to shows, sports and news delivered by satellite and then music and commercials coming out of a computer.

Promoting stations went from advertising in newspapers, on restaurant placemats and on billboards or matchbook covers to now integrating all forms of social media.



There were big stations initially that were owned by large corporations like Sears and Westinghouse who could afford experimenting with this new technology. They provided news and service regionally. Then smaller towns got a station with a teletype feed from the Associated Press or UPI and maybe a network news feed from CBS or NBC.

Ultimately, we got to slightly more than 10,000 commercial radio stations in the U.S. According to Factbook, there are about 44,000 radio stations in

the world today.

The Internet, specifically, the *World Wide Web* has changed too. Almost daily.

It has gotten more competitive.

According to InternetLiveStats.com,
300-400 new websites are created EVERY MINUTE of every day!

Think about that for a minute. That is a stunning fact!

There's more competition due to the sheer number of new websites in every town and niche around the planet.

The people behind your competitor's sites are getting smarter and more experienced.

It's getting harder and harder to achieve Website Success.



Building websites initially got easier with WYSIWYG editors like FrontPage and then Dreamweaver, but soon content needed to be 'dynamic' and came out of a database, sort of like how reel-to-reel tape recorders and turntables were replaced by computers in radio stations.

Did you know that one job they used to have in radio stations was a "*record turner*?" The guy's only job was cuing up and playing records working with the announcer and engineer. Ultimately, all 3 jobs were eliminated with the advent of automation and satellite delivery.

Anyhow, back to our regular program...

No longer could you build successful websites using Notepad or FrontPage, you needed to use ColdFusion or something similar to manage the database or web page 'parts.'



Today it's WordPress, themes, plugins, Javascript, Cascading Style Sheets, Ruby on Rails, Linux, embedded videos, and E-Commerce.

It got tougher because like radio stations began doing more over the last 90 years, websites do more and more every single day.

Website design and user experience started becoming more important.

New technology eventually made it easier to program a radio station and actually improve the variety and quality of the programming.

Today, a decent laptop allows you to create pages, online stores, edit and post video.

The technology makes the "How" a little easier.

But like radio since its inception, you need to have some talent and experience, but you still need to understand the "Why."

The First Web Page

World Wide Web

The WorldWideWeb (W3) is a wide-area hypermedia information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an executive summary of the project, Mailing lists, Policy, November's W3 news, Frequently Asked Questions.

What's out there?

Pointers to the world's online information, subjects, W3 servers, etc.

Help

on the browser you are using

Software Products

A list of W3 project components and their current state. (e.g. Line Mode, X11 Viola, NeXTStep, Servers, Tools, Mail robot, Library)

Technical

Details of protocols, formats, program internals etc

Bibliography

Paper documentation on W3 and references.

People

A list of some people involved in the project.

History

A summary of the history of the project.

How can I help?

If you would like to support the web..

Getting code

Getting the code by anonymous FTP, etc.

<http://info.cern.ch/hypertext/WWW/TheProject.html>

We've Come a Long Way Baby!

To stay competitive, we found a company nearby that we farmed all of that database programming out to.

We couldn't compete on the programming thingy.

Or creating attractive website design and graphics.

Or effectively marketing our client's sites.

So we outsourced.

Some people do that today on Fiverr or they hire a developer.

We had a client, an optometrist, who brought in a local girl scout to help with his website. Oy!

My friend Ron left the business and went back into radio. We still get together for Indian food sometimes. He sometimes picks up the tab. :-)

I merged the company into the new company we'd been outsourcing to, taking the role of business development manager. I spent a lot of time learning how to build successful website strategies, which included creating project plans, writing content, learning search engine optimization, paid & profitable advertising and how to set up E-Commerce!

I didn't do much of the actual work. We had experienced staff to put it all together.

The company grew from 8 employees to over 16 in about 18 months!

We did sites for local retailers and realtors, more chambers of commerce, small towns and cities, public speakers, optometrists, manufacturers - even a liquor store chain.

We worked with large companies, like Sprint and the Department of Veterans Affairs.



We had about 8 developers; some graphic designers, some database managers. 2 people in the marketing department, several content developers and a couple of guys who managed our tech and servers. A couple of interns. One accountant. One office manager. And a cocker spaniel spokesdog, named *Chachi*.

We were also fans of the Taco Bell chihuahua, that was actually a female dog, named Gidget, playing a male dog on TV, but that's not really important right now.

"Yo **Quiero** Taco Bell!"

Anyhoo, we worked long hours. Sometimes early. Usually late into the night.

Many on our team had specific experience and expertise that we needed to build websites.

Web development created new jobs where jobs were lost over the years in radio.

Our team went through a lot of Taco Bell. And Dr. Pepper. And M&Ms.

And pizza!

It's important to understand that everybody had different skills, experience and responsibilities.

There was a reason for that. To do an expert job, we needed to use people with specific expertise!

That's part of why so many websites suck, it really doesn't take one person with a variety of skills and experience - it takes several. It takes carpenters, plumbers, electricians, window installers, roofers, concrete guys, painters and landscapers to build a house.

Which is not to say that small businesses cannot build and manage their own websites. They can. Successful website owners can have several people to plug in, as needed, but most don't have a deep bench. Sometimes they delegate internally or hire a 3rd party vendor. Now they use plugins and apps to help get the job done that might have taken several developers before.

Hard Work, Frustration & Marginal Results

As small business owners, we have a lot of responsibilities. We often fail to do important long-term work because of urgent matters that arise. We are being pulled in many directions. We lack the time and resources to do everything that needs to be done.

It could drive you to drink!



It's too easy to put off marketing, and a website is a key marketing activity, until we have the time, knowledge resources (or energy) to focus on it.



We try and figure stuff out by looking at YouTube videos, attending webinars or reading books and blogs. We think we can hack our way thru some software or website builder to do a decent job.

But we are fooling ourselves. It's not efficient. Or effective.

We are not getting a **Return On Effort**.

And it can actually be quite dangerous.

Tom Nichols writes in his new book "*The Death of Expertise*" that people are literally killing themselves trying to self-diagnose online. "*The*

Internet is the enabler of a spreading epidemic of misinformation, making many of us dumber."

Success Is No Accident

My quest for knowledge and my drive for success continued. I realized that if we could get our clients a Return On Investment (ROI) on their websites, that we would have a lot of happy clients... and get a lot of referrals.

I was right! We have spent little on advertising over the years. There are ways to effectively leverage the Internet inexpensively.

Web development firms sometimes develop expertise in specific niches and we began working in the hospitality business; hotels and convention & visitors bureaus. We built websites for public speakers and authors and then began building websites for professionals, like Ophthalmologists.



We worked with all kinds of chamber of commerce members - small local businesses - who needed affordable websites that work. They would also benefit from Local Marketing, now a key for local businesses.

All websites had some things in common. Some sites had different needs. "*One size fits all.*" definitely did not apply.

As we built sites, new ideas, technologies, tools and best practices were included in new projects and sometimes we'd adjust previous sites, as well.

Things were moving fast. And still do!

We soon embraced building websites using WordPress, which is one of the most significant parts of the evolution of website development in the last 20 years and a key to Website Success.



Website Success Action Step #1

Log In to WordPress. Set Access Permissions: The first thing you need to do on your road to Website Success is to make sure you can access your WordPress site. If you can't create and edit content, you have no chance to succeed.

There are standard log-in URLs where you enter a username and password. DomainName.com/wp-login.php is one of them.

There are 4 different levels of success: Admin, Editor, Writer and Subscriber. Admin allows you full access to everything. Be careful how many people get Admin access and make sure to delete login credentials for people who no longer work on the project

If you have trouble, call your website hosting tech support. They can help you and the support should be free.

We've built and marketed hundreds of websites in 20+ years. We always had at least simple familiarity with the tools needed to get the job done. Some were free. Many cost money. In this report, we are going to show you how to use free tools. But even free tools need some training or practice, which leads us to...



Website Success Action Step #2

Learn the basics of WordPress & Theme: People mistakenly think that just because they can log in to WordPress that they are web developers. If only it were that easy!

The WordPress Editor looks a lot like Microsoft Word, which many people have experience with, so that makes it a little easy...and deceiving.

WordPress is much more powerful than just editing text on a page. WordPress will help...

1. Create the hierarchy of the site, including major sections and the site's navigation. (NAV)
2. Add and position images and videos to the site, which are key elements. Adding that media the wrong way can make your site load slow enough that visitors will bail before they see critical parts of your message, especially on mobile devices. (I see this on more than half the sites I evaluate.)
3. Add plugins and widgets that allow you to quickly and easily do things you'd pay a web developer to do. Things that make your message easier to understand; your site more attractive; get more visitors to your site, who will see your message; create online forms; reduce spam; make your site more secure from hackers - all kinds of important and useful things!

The last time I checked, there were 55,107 plugins available in the WordPress Plugin Library. You certainly don't need to know all of them, but having a working knowledge of what plugins can do is essential.

Once you have completed these 2 action steps, you will have built a decent foundation to build a successful website and probably gotten an edge over your competitors, who usually don't have these basics covered.

The Importance of Checklists

As with our team being familiar with the tools we use, we also maintained a series of checklists, even for simple stuff and things we'd do frequently. It saved time and helped make sure we didn't forget anything. We've had dozens of checklists for things like...

- Setting up a secure website.
- Setting up WordPress and all related themes, plugins and widgets.
- Optimizing a page for SEO. (There are 9 different areas of a page related to SEO)
- Setting up Google Analytics and Search Console to see how many people are visiting the site, where they came from and how they act, among other things.
- Notifying search engines of the new site so they can begin indexing it.



Competitive Research and Website Success

I don't think any business or website can succeed without also studying the competition. Threat assessments are usually an ongoing activity for successful businesses.

A threat assessment is a list of all of your competitor's strengths and weaknesses and then compared to your own. Obviously, you don't usually have any of their internal metrics to compare yours to, but understanding yours and monitoring trends on a monthly or quarterly basis is good practice.



Website Success Action Step #3

Install the SEOQuake extension in your Chrome browser. It will give you insights about your site and those of your competitors.

The extension is free, but the information provided can be very beneficial. The information helps you track your progress. Do a baseline report now and then again after you work on your site.

SEO Quake lets you...

- Get an **SEO overview** of any page at a glance
- Discover your **SERP competitors'** strengths and weaknesses
- Discover any **keyword's difficulty** level
- Analyze a webpage's external and internal **links**
- Get detailed information about your **backlinks** and much more.

Know Your Numbers!

I have reviewed hundreds of websites for clients, associations and marketing blogs, and what I've found is **that most website owners and managers are not looking at site analytics** that show critical Key Performance Indicators, like...

- Number of website visits.
- How often do they come back?
- Which pages are most popular?
- Which pages are not so hot?
- How many pages visitors look at on an average visit?
- How much time they spend on the site?
- Where did visitors come from?
- What sites referred them to your site? (Search engines, review sites, chambers of commerce, local or industry directories, social media, direct mail, paid advertising, etc)

How would you know anything more than, "*My website sucks.*"?

How do you know what to fix?

How do you tell whether or not you fixed it?

Your website is part of your sales funnel.

You NEED to know what part of the funnel is working and what part is not.

Then, knowing what part of the funnel be enhanced further is where the real growth comes from. Internet marketer Matt Bacak says to look for the parts of the funnel that can be multiplied.

We'll talk more about Google Analytics KPIs later in this report, but I want to share something else about Google Analytics that most people probably don't know and it will **give you a HUGE competitive advantage!**

Search Ranking Factors 2018

There is another little-known reason why using Google Analytics is important to Website Success and they are all documented in Google Analytics.

The Top 5 Ranking Factors in Search are related to content that results in...

1. Direct Website Visits
2. Time On Site
3. Pages Per Session
4. Bounce Rate
5. Total Referring Domains

The next 3 most important ranking factors are related to outside links to your exceptional content! (Courtesy SEMrush)



Write epic content that results in visits, shares, higher consumption and links!

Keys to Website Success

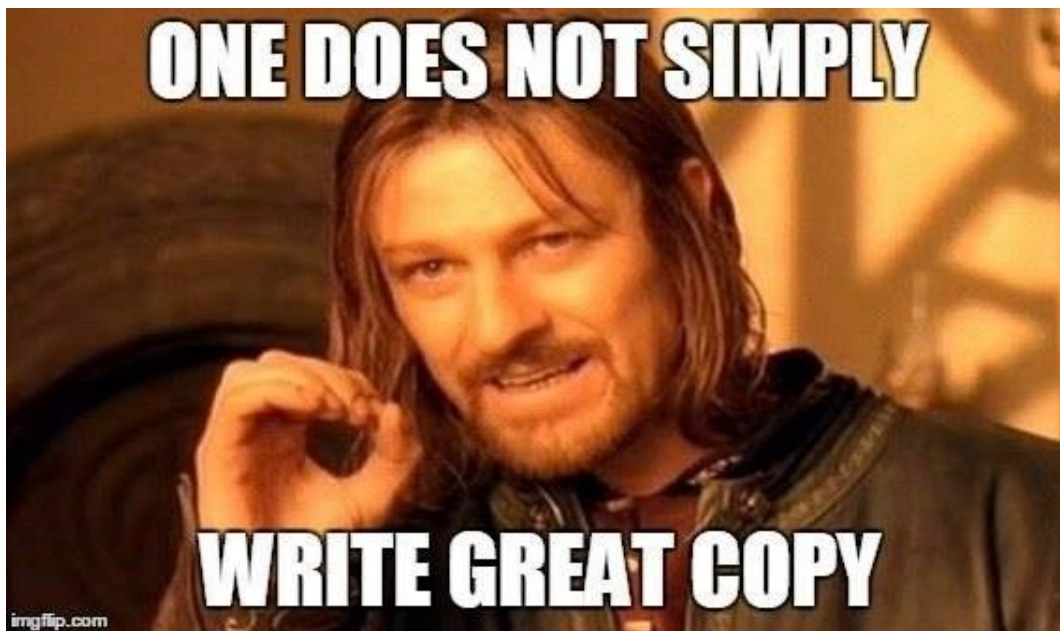
For years, my primary keys to Website Success were...

1. **Content That Converts:** Presenting an offer (or offers) that appeal to buyers.
2. **Targeted Traffic:** Getting enough qualified buyers to your offer(s).

Without either an offer that converts or people seeing your offer, you don't make any sales.

Both key tactics take experience and know-how. There is a reason why good copywriters are well paid - they are online salespeople! It's not just the words, it's the images and user experience throughout your site.

And as discussed earlier, great content is important to the top SEO ranking factors.



Delivering paid or organic traffic to a website takes experience and expertise. Many people have read about how to do keyword research, build links to a site or attract people using social media. They try Facebook ads for literally an hour; don't make a sale and tell you, "*Facebook ads don't work.*"

We heard something similar on the request line. A listener would call up and say something like, "*Talking on the radio isn't too difficult. Anyone can do it.*"

There are stations today who allow guest DJs on for an hour, like on Sunday night at 7pm, and they usually fail miserably, which adds to the entertainment. They don't have the experience, the knowledge of music or the timing of talking up an 8-second intro and making it sound natural.

That would be like me in a banquet hall at a conference somewhere saying, *"I'm kinda handy around the kitchen. I could make dinner for 300 here, because after all, I know how to turn on the stove."*

Maybe you've gotten similar comments about your job selling gifts and home decor, plumbing Junior's diaper out of a toilet, selling automotive parts, managing the office, building a room addition, keeping the books, fixing computers, running a non-profit or making dinner for 300 at a banquet hall.

The Number 1 Key to Website Success



The 3rd Website Success key may be the most important because it affects both creating content that converts and the various ways to get visitors to your site.

It is **Understanding Your Target Personas.**

Describing your ideal prospects is critical to any business.
Important to WRITE them down!

It's all a part of the comprehensive WRITTEN project plan.

The project plans we develop are very goal-oriented. I like to say that every website has a 'job.' And **every page on the site also has a 'job,' usually a Call To Action.**

"You know you can dream about what you want, but when you start committing it to paper, now it more formalizes. Information now starts to make a composite of an idea... ideas can turn into a fabulous career."
– Jim Rohn

Everything is done with the site visitor in mind. The one who has your money. The one who wants to do business with you.

Giving them what they want, **not what we know they need**. (At least at first)

So it's really important to understand your prospects and clients.

Put another way, you may have heard sales coaches say, *"People will buy from you if they know, like and trust you."*

You will sell to them, if you know, engage and impress them.

It's all about them.

Who are they? There are multiple things you need to know.
The shorter your description, the less you **know**, the less you sell.

Where are they? Hopefully they gather in pods where it is easy to listen to them,
talk to them, **engage** them and advertise to them.
These are places where you build your brand; how they *KNOW* you.

But smaller, mostly online venues, especially if they are more focused on their specific niche or need, can be beneficial. Hanging out in the big groups has its benefits, but likely more competition. Look for opportunities to also be a big fish in a small pond.

How can you impress them? If they need to trust you to buy from you,
what can you **offer** that will make them like and trust you?

Watching them in the wild, like in a forum or Facebook group, will give you the information you need.

- Who are they engaging with?
- What related content are they sharing; links to websites?
- Links to YouTube videos?
- Are they talking about other Fan or Group pages?
- LinkedIn?
- Twitter?
- Instagram?
- Do they share pins? (Will they share yours?)
- Do they travel to conferences?
- So they talk about books or blogs they consume?

All of that is information that you can use to strike up a conversation, add value to the community, create sharable content that they and others will see.

It might help you find speaking opportunities online or at chamber events and Meetups. It might get you interviewed by local media or an industry publication

Which builds your brand and promotes *Know, Like* and *Trust*.

It might help you build out your blog calendar, sometime referred to as an Editorial Calendar.

Participate in their world, but get them into as many of your social accounts as possible. Your blog, Twitter, Facebook and LinkedIn are excellent places to start. Pinterest, YouTube, Slideshare and all in-person opportunities are other options.

Just understand, it's not about you. It's about them. Help or contribute 80% or more of the time. Otherwise, they may know you, but they may not like you much.

You wouldn't show up at your kid's Little League game, a chamber function or Sunday services, shouting "*Buy my stuff!*"

You might wear a shirt with a logo.

You might sponsor an event. (Which can be a good way to get a link back to your website.)

The sum total of just showing up as a community contributor will serve you sell. By knowing, engaging and impressing them, they will buy from you because they know, like and trust you.

To do that requires a little research, practice and documentation.

Otherwise your Internet Sales Department goes *Kablooey!*



Creating Your Client Avatar

Website Success is not possible without having a really good understanding of your site or business's **Client Avatars** or **Target Personas**. And there's almost always more than one!

You can have a few key elements of a Target Persona or, if you're a Madison Avenue agency, they can be VERY comprehensive, such as outlining specific things their target market is doing minute-by-minute of every day!

We have a template that we use containing just about any information we might use to create a Client Avatar. We fill out the information that is appropriate for the specific website and discard the others.

At a bare minimum, creating a client avatar usually includes curating the following information...

1. Gender
2. Age
3. Title or job
4. Location
5. Interests
6. Experience
7. Needs
8. Solutions sought
9. Benefits of your products or services relative to their needs
10. Questions or obstacles to purchasing.
11. Media consumed, including Facebook Groups & Pages, blogs, books, TV shows, magazines, etc.

Know where your prospects hang out may be the most important part of developing client avatars. It allows you to engage them without being 'salesy.'

You can build your brand in those same places by being helpful and supportive.

Some of those places, whether they are Facebook groups or pages, forums, social media sites like LinkedIn or Slideshare, Twitter and YouTube are places to consider for paid advertising.

Some people name their Client Avatars for easy reference. We did one for a fitness center where every avatar has a name that began with "R." They were all different, but they were all people who could use the fitness center.

- RON was in his early 20's and was really into getting buff. He primarily used the weight room and typically spent his workouts listening to heavy metal on his iPod.
- RACHEL was a bit older and a new mom looking to drop some of the weight she gained during her pregnancy. She often used a stairmaster or swam laps and took rumba lessons. She sat in on some yoga classes too.
- ROGER hit 40 and wanted to get ready for golf during the winter months. Trainers helped him with flexibility, balance and strength. He also signed up for a sports nutrition presentation.
- ROBERTA was nearing retirement age but beginning to have trouble keeping up with the grandkids. Some of her friends were beginning to show signs of age and she would have none of it. Her doctor said getting some more exercise would be beneficial. Roberta used the treadmill and for fun took some dance lessons. She also used the weight room to work on her upper body strength.
- ROB (Robert or Roberta) represented many of the referrals the fitness center got from the local hospital, including men (and women) who had had surgeries and would rehabilitate in the pool, weight room or on the walking track.



Sometimes including a picture of each persona is useful.



Do you see how beneficial a written Client Avatar or Target Persona can be? It helps you plan your business and marketing needs and sharing those identities with a banker/investor or staff.



Website Success Action Step #4

Create your Target Personas. Start as simply as the fitness center listed above, then make it as comprehensive as needed.

1. How old are they?
2. Where do they live? (Even if you serve clients locally.)
3. What do they WANT?
4. What do they NEED?
5. Where do they hang out?
6. Who have been your best or most profitable clients?
7. What level of experience do they have?
8. What questions do they have?
9. Where are they in your sales funnel?
10. Who did you like working with?
11. What is their annual company revenue, if B2B?
12. What is their household income, if B2C?
13. How many employees do they have?
14. Who is the decision-maker?
15. Who will you have to deal with before getting to the decision-maker?
16. What objections to buying with they have?



Feel free to change the order or the questions themselves as you want.

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WebsiteSuccessGuy.com/mastermind

This exercise is great for sales departments too. It lets everyone know what the company priorities are and how you will find, engage and close warm leads.

As you begin to engage your prospects online or in-person, consider updating your Target Personas with new, useful or better information.

<- Matt Bacak wrote a pretty good book on the subject.

Don't Just Create a Website...

Create a Website That Sells!

That's the point, right? A site should help you build your business. That's why understanding your avatar is so important. That's why content that converts is critical. Then, getting traffic to your site, whether paid, referral or organic delivers the people who will buy your stuff.

Web technology evolves, so I added: **Having a Mobile-Friendly or 'Responsive' Website**, which means it looks good on a Smartphone or iPad as a key to Website Success because so many website visitors now come from mobile devices.

You can't do a great job selling on a website that people cannot experience well because it's hard to see, takes too long to download, is difficult to navigate. Or won't get ranked by the "G."



Google announced an update in April 2015 that websites that were not responsive might not be ranked as high as those that were - they might actually be penalized.

According to the Clutch Report, 17% of websites are still not responsive.

Sites designed for desktop don't always look good or navigate well on a mobile device. WordPress offers themes that you can create a website once and it looks good on most devices.

Since more than 50% of website visitors now come from mobile, you need a site that looks good on a phone, tablet or desktop. It has become a primary key of Website Success

How does your website rate?





Website Success Action Step #5

Is your website mobile-friendly? Let Google's [Search Console Mobile Friendly Tool](#) tell you! Just enter a page URL to see how your page scores.

The test typically takes less than a minute to run and the test results include a screenshot of how the page looks to Google on a mobile device.

They will give you a list of any mobile usability problems that it finds, including not being able to access the page (Check your robots.txt file), font sizes that are too small for small mobile devices or the use of Flash, which isn't supported on most mobile devices and all Apple products.

If you can prove ownership of the site, Google will give you a full written report. For free.

The Internet is like the Internet was 7 years ago... It will evolve.

To succeed online, you need...

1. An offer that converts.
2. Traffic to that offer. Visitors who really need your product or service.
3. Client Avatars.
4. A platform you can manage, like WordPress. (Don't use the website builders like WIX.)
5. A list!

The value of having an email list is that you can mail them anytime. People who opt in to your list like you and probably trust you.

You don't have to hope that they come back. You just email them - daily if you want. Just give them good information and make them look forward to getting your emails.

Email marketing is my favorite way to market a website. McKinsey says "Email is responsible for more acquired customers than Facebook and Twitter combined." They go on to say that 91% of all U.S. consumers still use email daily. The average order value is 17% higher than social media.

Campaign Monitor claims that email marketing is the king of all marketing with a 4,400% ROI, bringing in \$44 for every \$1 spent.

Yes, please.

Email marketing, AKA “Listbuilding” should be a core part of your marketing strategy. But, you can’t say, “Sign up for my free newsletter.” Those days are over. People don’t want any more junk in their Inbox, but if they learn something or are entertained, they will become very loyal and profitable.

There is an old adage that every subscriber on your email list is worth \$1 per month. 1,000 subscribers = \$1,000 income each month.

That depends on MANY factors. Sometimes it’s less. Sometimes it’s MUCH more!

There are many factors in successful email marketing;

- Your niche.
- Your messages. (Stories work well. So do lists, like, “5 Ways to Skin a Cat)
- Headlines
- Call To Action
- Deliverability. (Getting past SPAM filters)

Email Service Providers allow you to send immediate ‘broadcast emails’ or you can send out a series of ‘autoresponder’ emails on a specific schedule. I prefer the latter. Once your autoresponder series is set up, it takes little maintenance.

Another nice feature is the ability to email your list announcing a new blog post, service/product, special or discount or content shared in a Facebook group or YouTube.

Be consistent. But be VERY GOOD!



Website Success Action Step #6

Don’t wait. Get a free account at MailChimp or even better, spend 19 bucks a month at aWeber and learn how they work. If you [sign up here using my affiliate link](#), you get your first month for a dollar.

aWeber has pretty good training videos and if you have questions, please ask them in my Website Success Club group on Facebook.

Create signup forms online and practice adding them to your site. Learn how to send a broadcast email and autoresponder, even if you don't get any subscribers right away. I blog about email marketing on my [WebsiteSuccessGuy](#) blog.

7 Keys to Website Success

I think the 4 primary keys to Website Success I share above are important and you will vastly improve your chances of achieving Website Success if you focus on only those. But to review, here are the SEVEN Keys to Website Success.

1. **Client Avatars:** You have documented a way to identify, monitor & engage your best prospects..
2. **Written Plan:** You have a plan identifying your goals, prospects, resources, tactics and Key Performance Indicators. It should include a competitive analysis and threat assessment.
3. **Design & User Experience:** Most, but not all, sites need to be visually appealing and easy to navigate. Sometimes the very simple sites work best. Figure out what you need.
4. **Awesome Content:** Content to attract organic traffic and content to convince them to buy. This is one of the biggest contributors to Know, Like & Trust.
5. **Traffic:** Attract visitors with content, use Social Media, buy it or get help from JVs.
6. **Email List:** A list of followers know, like and trust you. Email marketing is a great traffic technique that also improves engagement.
7. **Mobile Ready:** Part of a platform you can manage, like WordPress. The site needs to work well on a smartphone or tablet. WordPress makes it easy!

Bonus Key to Website Success

I really should add Set Up Google Analytics and Google Search Console to my list of Keys to Website Success. I told you above to "Know Your Numbers." You need to know your current situation and needs and as you work on your site, you need to know what works and what isn't.

If you're a web developer delivering service to a client or an employee looking to please your boss or ask for a raise, you need hard numbers.

Metrics: The Language of Business

Google Analytics is set up using your Google account, often a Gmail account, but it could be Adwords or any other Google offering. You fill out some site information and Google will give you a code to use on every page of your website.

Most people use a Wordpress plugin to add the code to their site. You may have to verify that you are the owner of the site by adding information to the domain name registration or adding a verification file/page to your site supplied by Google.

Google will verify that it is receiving information on site visitors if it is set up properly, but it usually takes 12-24 hours to start seeing the results. And it really takes a week or so to get enough information to make informed decisions.

You access this information through your Google account, typically by signing into Gmail, then switching over to Google Analytics.

You go through a similar process to add your site to Google Search Console. Google Analytics reports very useful information, such as...

- Number of visits to your site, as well as how many visitors.
- Number of visits to each page/post on your site.
- How long they stay on each page.
- Where they came from, including direct traffic, where people typed in the URL or clicked on a bookmark; referral sites or search engines.

There is MUCH more to be gleaned from Google Analytics, especially over time, but for now having just a basic idea of the information above will give you a strategic advantage over most people.

Google Search Console, used to be known as Webmaster Tools and it's really the only way for Google to tell you what they think about your site, including pages they can't crawl or whether the site is mobile-friendly using the "Fetch and Render" feature. I would encourage you to set it up, let it run for a few days and then go look for their reports and fix whatever they suggest.

Getting started is a good start!



Website Success Action Step #7

Set Up Google Analytics and Search Console. Google gives you plenty of support and even more on YouTube.

If you have it set up, then take a look around, especially looking at trends. If you're looking at weeks or months of information, you might like to change the data to a weekly or monthly graph.

Some insights: Few websites achieve success without at least 50-100 daily visits. If you're going to convert at a rate of 1%, then you'd need 100 visitors a day to make one sale. Most sites I see, especially local retailers or restaurants only have 10 or 15 daily visits. At that rate you MIGHT make 3 sales a month!

Is your website responsible for even 3 sales a month?

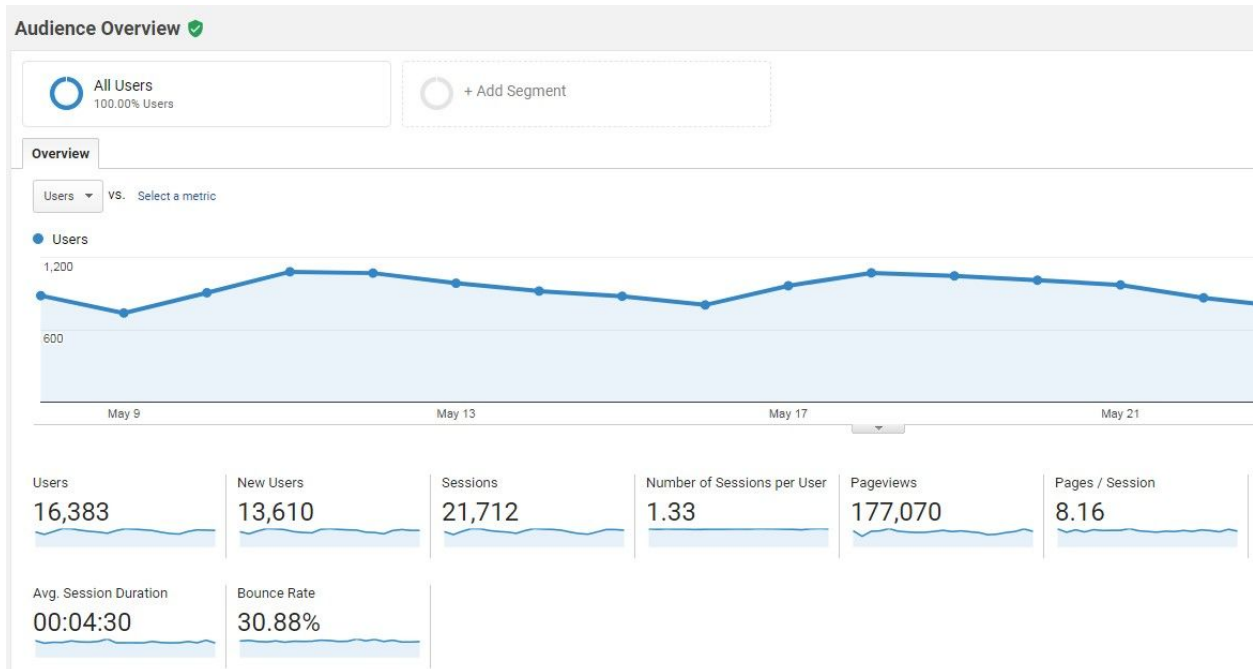
Below is an example of Website Failure. They get fewer than 10 visitors a day. Each users visits just 1.02 times and they view less than one and a half pages per session. Not surprisingly, they only spend a minute and 3 seconds on the site per visit.



Time On Site/Page or Duration is a measure of loyalty. In most cases, if they aren't spending 2 to 3 minutes or more on your site, they're just not into your content. You might find pages to improve by looking at the top pages on your site with the lowest Duration.

Similarly, if they aren't looking at 3 or more pages per visit, they may not be resonating with your content, which means they won't convert. It might be that you aren't cross-linking to other pages/posts with similar information. On-site linking helps visitors understand your offer better and it's a key for Google in indexing your site.

In the example below, the site averages 1.33 visits per user, which is much higher than the example above. Notice that visitors view 8.16 pages per session, which is pretty good! Duration is drastically improved, averaging 4:30 per visit.



As you can see from the mindmap graphic on the cover of this manifesto, the devil is in the details. There are hundreds of other components of a successful website.

And those components are different for just about everybody, whether you sell products or services - locally or online.

Here is Why Your Website ~~Sucks~~ is Underachieving

Af all of the websites I've ever analyzed, most fail because they lack one or more of the 7 Keys to Website Success listed above.

Their content is not compelling. The design and user experience is confusing. There is no traffic to the site. Search engines don't know they exist. They don't have an email list. Links are broken. Pages are blank.

There is no plan.

They're being beaten by competitor sites that simply suck less.

Er, uh, they're being beaten by sites that underachieve less.

You don't have many options for controlling your competitors.

You have a lot of influence over the person you see in the mirror!

You may need a little help. Everyone does at some point or another!

I said earlier that it is not your fault. It isn't.

1. There is a knowledge deficit.
2. You may not have the tools.
3. You probably need help developing your online offers or content to attract visitors to the site who want to buy.
4. You don't know how to update your site.
5. You don't have time to update it anyway.
6. You sometimes look for solutions on blogs or YouTube, but you're still confused.

You don't know what you don't know. That's how much you don't know.

That's OK. Don't be offended. There are MANY people who don't know everything that you know about your niche or business.

For someone to get to your level of expertise in your business, it takes Talent. Education. Experience. Resources. Skills and Time.

Those ingredients contribute to Website Success too!

You're An Untrained Project Manager - Managing Projects

They say that to become a true expert takes 10,000 hours of experience. That's 5 years of 40 hour weeks!

Most small business website owners don't have even 1% of those hours (100 hours) managing their website. Even 500-1,000 hours of experience makes a BIG difference.

At that stage you at least know what you don't know. And you've had a chance to work through some things. You may know people who can help.

You have a comfort zone.

But without experience, it may be hard to make informed decisions, set strategy, manage the team (internal or external) and monitor performance.

Being responsible for the company website is just one of the many hats entrepreneurs wear!

Perhaps you sometimes struggle with accountability or need help getting things done?

Your competitors may have more website experience or resources than you do. Or they may have less. Either way getting more knowledge and experience will make you more competitive and yield more results.

A website does not equal an online business, just as a Twitter account or Facebook page do not equal a social media strategy.

They're all important. We usually use social media to link back to our core presence online - [our own self-hosted website](#).

Since you've read this report, you know that your website could be more profitable and easier to manage.



Small Business Website Priorities

The Clutch Report showed us the importance of having great content as top ranking factors. Great content shows up higher in search engines and gets shared more. Both of those reasons result in more traffic to your offers.

Great content also improves the amount of time people spend on your site and the number of pages consumed, which are also important ranking factors.

Content that converts contributes to Website Success...and your bank account!

So it's not surprising that their recent survey of website priorities has publishing higher quality content ranked #1. The Top 5 priorities...

1. Create more high quality content to publish on site. 23%
2. Make website more mobile-friendly. 20%
3. Make website design more user-friendly. 19%
4. Improve SEO by optimizing on-site features. 17%
5. Improve security. 12%

9% of respondents said they have no plans to improve their website.

"You've typically got that one person in the company whom is tasked with running and managing the site, the social and everything else related to online marketing. These disciplines tend to be overloaded. Smaller companies might not understand that a social media manager and a marketing manager and a web designer are very different roles and expertise."

-Michael Wynn, Full Blast Creative

So, more than half of small businesses manage their sites in-house, usually with one person responsible, but with the 3 major roles requiring very different experience and expertise.

Yet, you often hear someone say, *"Have Jennifer do it. She has a Facebook account."*

In Review

- Your website sucks.
- It's not helping you find prospect or clients.
- It's not generating foot traffic.
- You may not know how to get in and update it.
- You need to understand why, whether you build it yourself or delegate it.
- It looks terrible on a mobile phone.
- You're overwhelmed.
- But you are not responsible for the lack of success.
- You ARE responsible for fixing it. (You'll be the primary beneficiary of fixing it.)
- Website tactics are getting more and more complex.
- Websites have evolved.
- Technology changes.
- Good copywriting is essential.
- Expertise in diverse niches is critical.
- WordPress is arguably THE best platform for entrepreneurs.
- Most website owners and managers have a limited knowledge of WordPress and all it offers.
- Checklists help make sure everything is done as well and quickly as possible.
- Good Competitive Research = Website Success.
- SEO Quake can tell you a lot about your website...for free.
- Know your Key Performance Indicators.
- Site content is a primary key to website success. And copywriting is not easy.
- Getting people to visit your site is also key. Organic and Paid traffic is difficult.
- The #1 key to Website Success is knowing your Target Personas or Client Avatars.
- People will buy from you if they Know, Like and Trust you. How do you do that?
- Your site has to be mobile-friendly because 50%+ of traffic comes from mobile.
- Email marketing done right, may be the best form of website marketing.
- You need to add Google Analytics to see where you are and monitor progress.
- You're getting beaten by websites that suck less than yours.
- Website owners and managers are untrained project managers.
- No single employee has all the skills and expertise to manage your website.

I'm hoping that you have a better understanding of what may be holding you back from Website Success and how to resolve those issues.

I hope that the few action items I've shared with you will put you on the right track and will form a strong foundation for continued Website Success.

I'm on a MISSION to help website owners and managers achieve WEBSITE SUCCESS!

That's why I wrote this manifesto. I would like to help more!

Introducing the Website Success Mastermind



If what you've read makes sense to you. If the few simple tips and hacks I've shared with you have been helpful and given you insights, then you will benefit from the Website Success Mastermind.

It was specifically designed to support website owners and managers who don't have some of the resources of larger companies, whether human capital, experience or other assets.

My mission is to help thousands of small and mid-size business owners confidently take charge of their websites to make more money, more often and with less effort so that they may have more time to do what they are best at...or what they LOVE doing!

We curate the content you need, we give you the playbooks, checklists and advice you need all in a community of like-minded people. We are a safe harbor where you can ask questions and get honest, objective answers.

Ben Franklin once wisely said: ***"An investment in knowledge pays the best interest."***

Franklin was in an early version of a Mastermind group, called a junta.

Warren Buffett spends most of his time reading and learning. Perhaps the source of Buffett's true wealth is not just the compounding of his money, but the compounding of his knowledge, which has allowed him to make better decisions.

"Millionaires love to learn because they're always looking for ways to expand their skill sets and get ahead in their fields. They read books, watch documentaries, study educational materials and talk to others who can give them more information. Millionaires know that knowledge is power, and they stop at nothing to get it."
Entrepreneur magazine.

The Website Success Mastermind is for people like you; site owners, managers, developers or any stakeholders at any stage, including...

- Those individuals or organizations without a website who understand the value of having a core presence online and who want to build a new site using a competitive expert strategy.
- Small business owners who want or need more ROI from an existing site while limiting the "I" part of ROI.
- Site owners who want to improve staff needs and training.
- Administrative Superheros who always want to deliver the very best, because that's their job, and maybe they value continuing education to support their career goals.
- Sales pros who see the benefits of creating online sales funnels for lead generation.
- Website developers or graphic designers looking to improve their skills or benefit from a community of like-minded, non-judgemental colleagues.



Anyone who wants to improve on any key to Website Success; strategy & planning, content that converts, getting traffic using paid ads or SEO, ecommerce, building an email list, learning WordPress.

7 Reasons Why a Mastermind Might Be Right For You

By Stephanie Burns in Forbes Magazine

1. You'll be part of an exclusive community. Joining a mastermind typically involves you being invited by the members or going through an application process. The other members need you just as much as you need them, so quality of experience and knowledge is crucial to all involved.

2. Advisement. Once you are involved in a mastermind, that feeling of "being alone" while running your business is gone. The other members of the group turn into business advisors of sorts and vice versa.

3. Collaboration is the name of the game. You may find someone in the group that is a perfect fit to work on a project with you. Or, you may be the perfect person to help another member as well. The group works together collaboratively, to achieve more together.

4. Extend your network. Joining a mastermind expands your network exponentially and rapidly. If you are in business, you know how important your network is. By joining a mastermind, you instantly add to your network and typically gain the networks of those in the group with you.

5. New learning. Everyone in the mastermind is unique in skill, experience and connections. By interacting and sharing your challenges, it's almost certain that someone in your mastermind will have a solution for you and you may also be able to offer a solution, connection or tactic to help another in the group.

6. Cross-promotion. When you join a mastermind, you will most likely find ways to help each other by utilizing cross promotion. Finding ways to help each other through promoting to your respective networks.

7. Think bigger. Being in a mastermind will truly give you a Master Mind! You can't help but think bigger and stretch beyond your boundaries when surrounded by amazing people doing amazing things.

Masterminds are incredible and can do wonders for your business as well as for you, personally. Growing in a group is not only more effective, it's quite a bit more fun!

Don't Worry About Getting Stuck!

You'll have an entire community helping you get over the hurdles that are holding you back.

According to the Clutch Small Business Survey, about **2 out of 3 small businesses without websites plan to build one** before the end of 2018.

25% of small businesses say a lack of technical capabilities is why they don't have a website.

22% say a lack of human and/or financial capital is why they don't have a website.

What would it mean to your business if...

- You could actually take control of your website and ***make it start generating regular new leads and customers?***
- You were able to stop trying to puzzle your way through creating profitable websites because ***the information you need is curated just for you?***
- You never had to base your decisions on a hunch because you have ***access to key trainings, resources and an experienced group of like-minded individuals?***
- These resources were super-affordable for ***company owners, administrative superheros or employees looking to improve job skills to get a raise or beginning website developers looking for more clients?***

"If you ask any successful businessperson, they will always (say they) have had a great mentor at some point along the road." – Richard Branson

What do all winners have in common? Successful people like Steve Jobs, Michael Jordan, Mark Zuckerberg, Oprah Winfrey, Connie Chung, Colin Powell, Woody Guthrie, John Glenn, Christian Dior and thousands of other successful entrepreneurs.

They all invest in mentorship.



You have 2 options.

- # 1: Go it alone, spending hundreds or thousands of hours getting frustrated, wasting years of your life. Read some books and blogs. Watch YouTube videos.
- # 2: Learn proven systems from someone who has the experience and expertise. Join a community of like-minded individuals who want to help you.



Get the discount price now while you still can!

Got questions? Of course you do!

Q: *How do I know if this is right for me?*

A: There are no guarantees and **your success depends on how hard you work**, among other things. There might be a slight learning curve when it comes to technology, but friendly support is part of what this group is all about!

Q: *Is there a term commitment?*

A: Nope! First, there is a 14-day, “**No Questions Asked Money Back Guarantee.**” We’ll refund your first payment if you decide it isn’t right for you. After that, cancel anytime. Keep any resources you downloaded.

Q: *Do I get access to previous weekly webinars?*

A: Absolutely! **Mastermind members get access to the weekly trainings archive** for as long as they are a member to review when they can’t participate live or simply want to go back to a specific subject for more info.

Q: *How long does the introductory pricing last?*

A: **You will receive the discount for as long as you are a paying member** of the mastermind group. If you leave for any reason, you can sign back in for the prevailing rate.

The Website Success Mastermind helps you build a profitable easy-to-manage website.

Enroll in The Website Success Mastermind today and you'll receive...

- My personal review of your site. I often charge \$295 to do this.
- Priority access to all archived online weekly meetups as they are released.
- Instant access to all bonus training, traffic tips, checklists, and templates.
- Private, members only Facebook group for ongoing support.

How do you know if The Website Success Mastermind is right for you?

The Website Success Mastermind isn't for everyone.

If you're not willing to devote even a few hours every week to developing a better website, then this mastermind group is not going to make you more successful.

If you don't want to spend a modest amount of funds on training, tools and insights of a key factor of business success, then you should put this manifesto down and focus on something else.

If you don't see any benefits to being in a supportive group of experienced individuals, participating in this mastermind will not be helpful

If you're already earning consistent, predictable income in your business, without stress or overwhelm, and you're comfortable that your business will continue to grow at a steady pace because you have a successful website, then this training is not for you.

But if, like so many successful small business owners, you know you could earn more and grow faster with affordable help for you or a team member, if you want to free up time to concentrate on the things you do best, then I encourage you to join me. You're in the right place.

I'll make you a promise

Give us 4 weeks. If, after we've had time to work through your website audit together and you've had time to watch the weekly trainings and talk with others in the private Facebook group (Network of Ambitious Entrepreneurs), you don't feel *The Website Success Mastermind* offers the value I've presented here, simply email me for a full refund. No harm, no foul, no hard feelings.

Kurt@WebsiteSuccessMastermind.com

I'm that confident that this program is what you need to put your business on track for Website Success.



Save \$20 a month for a limited time only.

<https://websitesuccessguy.com/mastermind/>

Disclaimer: There are no guarantees, except that if you do nothing, you will achieve nothing.

While every attempt has been made to curate and distribute information here that will improve your chances of Website Success, your mileage may vary.

Your success will depend on your niche or market, your competitors, the economy, your skills, your effort, your dedication and other aspects of your business.