

Website Success Call Sheet

"You make the call!"

Need coaching? Contact Kurt Scholle Coach@WebAsylum.com

Schedule a free 20-min call: WebsiteSuccessGuy.com/Schedule



Set Up Google Analytics	Analytics	Set Up WordPress	Plugins	Simple SEO	Free Stock	Keys to Success
GA is managed thru your Google Account It's in the 'Grow your business' section. Click 'Sign Up' Click on Admin in lower left corner. Click on Create Account or Create Property Once Account is created, click 'Create Property' Select 'Web.' Click continue. Enter website name and URL. Select and Industry Category. Set Time Zone. Click 'Create.'	If Daily Visits Are Low Promote with social media or paid ads. If Bounce Rate is 70% + Make content better. Crosslink more of your content. If Site Duration is <3:00 Write longer content, add video, make content more compelling. Crosslink to similar content. If Pages Per Visit is <3.0 Add crosslinks and Call To Action	Set up new domain in cPanel Set up a new secure database Change domain name servers Download latest WordPress ZIP Upload to server using cPanel Delete <i>wp-config-sample.php</i> Remove default <i>Hello World!</i> post Install a WordPress theme Install plugins Create a sitemap. Add appropriate Users: Admins, Do not use 'Admin' as a User Name Editors and Writers In General Settings, change URL, tagline and email address for site. Upload your logo. Add a favicon Update your user profile Set timezone Set blog categories Test website on multiple devices	Site Backups UpdraftPlus Backup Buddy (Paid) SEO Yoast SEO or All-In-One SEO Google XML Sitemaps Rank Math Security iThemes Security WordFence Miscellaneous Akismet Anti-SPAM Contact Form 7 Insert Headers & Footers Pretty Links W3 Total Cache WPtouch Mobile Plugin Most Email Providers have plugins for easy opt-ins.	Find keywords that people search for. Choose a high-value keyword. Publish content that Google searchers v Optimize your content for User Experien Implement on-page best practices. Promote your content. Build backlinks to your site. Monitor and improve your SEO. Optimize a Blog Post Use one Focus Keyword (FK) Use FK in Page URL Use FK in main headline Use FK in sub-headlines Use FK in image filenames Use FK in image ALT-tags Use FK links in or out Crosslink to similar blog posts Link similar older content to new Response Posts: 1200 words Staple Posts: 2000-2200 words Pillar Posts: 3500+ word guides Call To Action?	canva.com/ creativecommons.org focastock.com/ foodiesfeed.com/ freephotos.cc/en freestocks.org/ gratisography.com/ icons8.com/ isorepublic.com/ jaymantri.com/ kaboompics.com/ lifeofpix.com/ littlevisuals.co/ morguefile.com/ negativespace.co/ pexels.com/ picjumbo.com/ picography.co/ picspree.com/en pikwizard.com/ pixabay.com/ rawpixel.com/ reshot.com/ skitterphoto.com/ startupstockphotos.com/ stocksnap.io/ stockvault.net/ styledstock.co/ unsplash.com/	Content That Converts + Qualified Traffic = Success Always have a Call To Action on Every Page Home page is a Table of Contents Include About page with links to other pages Include Contact page. Name, Address + Phone format Use Short Permalinks Include an XML sitemap Review robots.txt file: (domain.com/robots.txt) Install Secure Socket Layer (SSL) Fast & Mobile Responsive!
Content Marketing Strategy Know Your Customers. Create client avatars. Map The Customer Journey. Create a funnel. Competitor & Market Analysis. Create Your Content Marketing Strategy. Define Your Key Performance Indicators. Create And Promote Your Content. Engage With Your Audience. Track Trends, Review Results, Adjust Accordingly The Holy Trinity of Website Success 1- Know your Target Avatars. Do Market Research. 2- Create Content That Converts 3- Drive Qualified Traffic to that content.	Pages With Most Visits Pages With Fewest Visits Path(s) Thru Site Top Landing Pages Top Exit Pages Pages With Highest Bounce Pages With Lowest Bounce Pages With Highest Duration Pages With Lowest Duration Miscellaneous Look for Broken Links & Errors with Free ScreamingFrog Spider tool. Compare inbound links to your site competitors using Moz Analyzer Claim your brand name on as many social networks as possible. Set up Bing Webmaster Tools	Secure Socket Layer Buy SSL certificate from host Install certificate on account Use HTTPS links going forward Use 301 redirects Confirm w/ ssllabs.com/ssltest/ Free Keyword Tools answerthepublic.com/ keywordtool.io/ trends.google.com/trends/ ubersuggest.com/ wordstream.com/keywords wordtracker.com/ Your Google Search Console	WordPress Themes Astra Elegant Themes StudioPress ThemeForest WooCommerce eCommerce PayPal Stripe WooCommerce	Legal Stuff You will need several legal pages. Terms of Service page Privacy Policy page GDPR Compliance page Terms of Service page (Ecomm) Do NOT copy someone else's. We recommend hiring a lawyer with online experience. There are affordable online generators. This is IMPORTANT! Protect Yourself. We are not qualified to render legal advice. We are recommending that you seek legal advice.	kaboompics.com/ lifeofpix.com/ littlevisuals.co/ morguefile.com/ negativespace.co/ pexels.com/ picjumbo.com/ picography.co/ picspree.com/en pikwizard.com/ pixabay.com/ rawpixel.com/ reshot.com/ skitterphoto.com/ startupstockphotos.com/ stocksnap.io/ stockvault.net/ styledstock.co/ unsplash.com/	Tools AMP Mobile Testing google.com/test/amp Verify SSL Checker sslshopper.com/ssl-checker.html Mobile Friendly search.google.com/test/mobile-friendly PageSpeed Insights developers.google.com/speed/pagespeed/insights/ Pingdom Website Speed Test tools.pingdom.com/ Theme & Tech Detectors BuiltWith.com/ Gochyu.com/ WhatWPThemelsThat.com/ WPThemeDetector.com/ Photo Editors piZap.com/ Pixlr.com/ Spark.Adobe.com/ Site Mockups gomockingbird.com/ mockplus.com/ Accessibility wave.webaim.org/
How to Use This Call Sheet WebsiteSuccessGuy.com/use-it	Get Your Free Call WebsiteSuccessGuy.com/Schedule					

Website Success Call Shoot

"You make the call!"

The Ultimate Guide to SEO for FREE!

WebsiteSuccessGuy.com/Ultimate-SEO

Work With Kurt

WebAsylum.com



Promote Posts	Basic Facebook Ads	Listbuilding	Email Marketing Checklist
Optimize for Focus Keyword using plugin	Set up a Business Manager tied to a Facebook page.	Always start with your Goals .	Use an Email Service Provider with good ratings, like aWeber or Active Campaign
Link to new content from old posts	Set up a Campaign. Set up Adsets. Create ads.	What is the 'Job' of your emails?	Use consistent branding for recognition and higher Open Rates
Add "Click to Tweet" or "Tweet This"	Use high quality images 1,200x628 pixels	Sign up to AWeber or ActiveCampaign	Use your full name in the "From" field for recognition and open rates.
Share on Twitter, Instagram, Facebook	Text: 90 characters	Get their training	Use your domain email as the sender for better deliverability and Open Rates... (GMail, Hotmail, Yahoo! emails sometimes get filtered out)
Repurpose to YouTube channel	Headline: 25 characters	Create a Lead Magnet. Solve ONE problem.	Strong subject lines get more opens. Split test them. Learn what works with your tribe
Repurpose new posts to Medium	Link: 30 characters	Create a Landing Page for Optin	Remind subscribers why they opted in to your list. (Reduces Opt Outs)
Repurpose new posts to LinkedIn	Image text: less than 25% of image	Use popups or lightboxes for better optins	Always include a P.S. with a compelling Call To Action. (Your offer or Affiliate)
Create Pinterest Pins to new post.	Only FOUR Things Matter:	Create a Success Page, confirming subscription	Welcome Series: (set up an email Welcome Series for every optin offer you have)
Use Pinnable images	1 The Offer	Create a "Tripwire" offer on Success Page	1-Deliver a link to the 'thing' they opted in for. Buttons work better than text links.
Use Infographics	2 The Audience	Add a tag for each subscriber to filter in future	2-Try and get them to respond to your 1st or 2nd email. Helps deliverability.
Share content on ViralContentBee.com	3 The Words ("Copy")	Write a 3-6 page Welcome Series of emails	3-Remind them of the "Tripwire" offer they saw on the Success (Thankyou) Page.
Use SHARE icons.	4 The Picture ("Creative")	Offer an inexpensive product on Thank You page or during Welcome Series to help cover promo costs. Helps identify buyers too.	4-Set expectations early. How often will they hear from you and why?
Use Facebook Live to talk about new posts			5-Tease what's coming next.
Upload FB Live video to YouTube channel			6-Followup up with common FAQs.
			7-Send a time-sensitive offer. And maybe a followup to that.
			"Testing 1-2" Always test your broadcast and autoresponder emails by sending one to yourself before putting it in the queue. Check for proper spelling and grammar. Verify that the links are working. Check what it looks like on mobile devices. Confirm the list it's going to!
Blog Aggregator Directories	7 Facebook Ads Tips		Copywriting Formulas
Match campaign objectives to your goals			Copywriting formulas have these things in common: They are easy to remember and master, they help new & experienced copywriters produce effective copy quickly.
Alltop.com/	Set broad targets. Let Facebook drill down		Formula #1: The 4Cs
BestOfTheWeb.com/	Use Audience Insights to find your target audience		CLEAR: Use small words, short sentences, headers and bullet points.
Blogarama.com/	Know the difference between AND and OR targeting		CONCISE: Convey information in the fewest possible words, especially when writing ads. This would also apply to sections of long comprehensive guides for SEO purposes.
Bloggeries.com/	Make sure geotargeting is properly set up		COMPELLING: Focus the reader on their needs, problems and desires. Be interesting.
Bloghub.com/	Prospecting and Retargeting strategies are different	Join Website Success Club on Facebook!	CREDIBLE: Think whitepapers, thought-leading, testimonials. Experience & Authority.
Local Marketing	Monitor ad frequency. Ads should show 3-4x per week.	Promote a Product or Service	Formula #2: Problem, Agitate, Solution
Add your business to Google Maps	Control your budgets.	Exclusive Previews	Introduce a Problem the reader experiences. Agitate it using language that appeals to the emotions of the reader. Then offer a solution with a clear, concise, credible Call To Action.
www.google.com/maps/	Test ads for \$5/day for 4 days minimum before changes.	Introductory Offers	Formula #3: Bridge After Bridge
Search for your business name	Scale up slowly. No more than 10% every few days.	Google My Business Promotions	Similar to PAS, but begins on a positive, aspirational note, rather than negative. Demonstrate paradise or nirvana. Then illustrate how others have reached this state. List tangible benefits.
If it appears in dropdown, skip to next	Facebook Pixel Installation	Contests or Giveaways	End with a powerful and irresistible Call To Action.
If it doesn't appear 'Add a missing place'	Create and name Facebook pixel in your ads account.	Email Your List	Formula #4: Attention, Interest, Desire & Action
Add Name, Category & Location	Use the same pixel for all websites.	Blog Posts (Preframe Articles)	Similar to other formulas; get the reader's Attention, attract their Interest in your solution, create a Desire for that solution and then ask them to take Action.
CLAIM your Google Maps business listing	Use edited versions for event tracking: Add to Cart, Purchase, Registration Complete or Other	Events (In-Person or Online)	More Copywriting Formulas & Tips at WebsiteSuccessGuy.com/category/copy-conversion
- Claimed listings allow more details	Install a pixel code plugin on WordPress: PixelYourSite, Pixel Caffeine and Pixel Cat are popular.	Upgrades	
Log in to Google My Business Account	Pixel Caffeine and Pixel Cat are popular.	Trade-Ins	
Click on "Info" tab. Add information	Copy the base pixel code from Facebook Ads Manager	Customer Reviews	
Use a local phone number	Add pixel code to pixel code plugin. Set it to show on every page of the site.	Social Media Posts	
Google likes you keeping your hours updated	Add event-specific pixels to pixel code plugin and set it to show on appropriate pages.	Facebook Ads	
Write a keyword-rich business description	Install Facebook Pixel Helper Chrome extension.	Webinars	
Add logo & photos of location, products	Test that base pixel shows on all pages and event pixels on the appropriate pages.	Limited Time Offers	
Get reviews. Respond to them OFTEN			
Consolidate duplicate listings			
Get More Traffic To Your Site WebsiteSuccessGuy.com/Category/Traffic			

BE YOU.