



Website agenda

When your audience visits your website, it gives them their first impression of your business. In these first few seconds, you need to capture their attention, get them to self-serve on the topics they are looking for and ultimately complete an action – like contact us or download a brochure; this is called creating a sales funnel. The more time they spend on your site, the more likely they will take an action on it.

Whether you are just starting out or you would like to get more productivity out of your current site; understanding what should be on a website and where is crucial.

What I will cover through our training – as well address your particular questions

Beginner

- Domains / Hosting / Content Management System
- Choosing the right hosting plan for your business
- WordPress, WIX, assigning and installation
- Themes, plug in's, forms, images
- E-Commerce , products, shipping, payments, subscriptions
- When to code and when not to
- Mobile responsive version
- Connecting Google and why it matters
- How to improve your Conversions rates – get people to contact you
- SEO impact on website development - what to do, where and why
- Answer all How do I questions

Already have a site

- Look at what Google Analytics is telling you and make adjustments
- Bounce rates, audiences, acquisitions, behaviors and CONVERSIONS
- Organic SEO – how is your business showing up – keywords in titles
- Website suggestions to help get more customers – make over
- Start a Blog
- Sell products – add a webstore or improve your e-commerce efficiencies
- Add Pixel
- Connect to Social – sell on social – apps
- Relaunch the brand