5 TIPS TO IMPROVE YOUR WEBSITE AND MAKE MORE MONEY

lukenetti

WELCOME

Thanks for signing up for my free PDF guide! If you have any questions, shoot me an email at: **luke@lukenetti.com**.

I want this guide to provide value to you and be straight to the point. I intentionally made these tips concise with actionable steps.

Please take your time with each tip and implement each one separately. They each provide massive value and should be treated as such.

The goal of this guide is to provide clarity to your customer through your website. As Donald Miller says, **"If you confuse, you lose."**

Visitors scan websites, and if they don't understand what you offer and to whom, they will leave. Each of the following tips will help you refine your website to increase conversions.

I would love to hear more about what pain points you have with your website. Shoot me an email once you are done with this guide and let me know what you are struggling with.

✅ CLEAR CALL TO ACTION

Vague CTA(call to action) copy is one of the biggest mistakes I see on websites. This is one of the most important things you can fix on your website. You want to tell your user exactly where to go.

I always ask my clients what is the most important action they want their visitors to take. Let this be the foundation for your website.

If you don't know the answer to this question, take the time to figure this out. What action do you want your visitor to take?

- Get a quote through the contact form
- Schedule a call to book an appointment
- Call the phone number listed
- Signup for ebook/newsletter

Once you determine where you want your customer to go, it's time to write the CTA copy.

The best advice for naming CTAs is to tell your user what happens when they click your CTA.

- Downloading free pdf → **Download now**
- Viewing portfolio work → **See portfolio**
- Looking to get a quote → **Request a quote**

You have now made the first step in helping your website convert more leads.

Action Steps
- Determine the action you want your ideal customer to take when they land on your website.
- Change the website copy so when a user lands on it, they know exactly what you want them to do.
- Change your current CTAs to be more specific.

📌 PAIN POINTS

People buy with their hearts, not their heads.

In this tip, I will break down how to identify your customer's pain points, and how to use them on your website.

If you need help determining the pain points, your current customers are the best place to start.

Talk to your best clients and ask them questions about why they chose you. What were they struggling with before coming to you? What did they feel other businesses didn't solve for them?

This info is gold for determining exactly how you provide a solution. You can now speak to what frustrates them.

Once you have identified the strain your customer feels, you use this on your website. You do so by empathizing with them. This will allow your customer to feel heard and create trust between you and them.

Now you might be asking, where do I put this on my website? I recommend this section goes right below the fold. This will be the first section that the user scrolls into.

As we talked about in the intro, attention spans are short. If you can't connect with your customer immediately, they might find someone else who does.

If you do this well, you set yourself up to provide the exact solution they need. For now, determine these pain points and make sure they are near the top of your website.

💻 UPDATING YOUR WEBSITE

Before the world of content management systems, updating content was difficult. You had to pay your developer to update the code to change anything on your website.

You want to make sure your website always reflects the current state of your business. If your website and business are out of sync, you will create confusion.

Here are reasons you should be updating your website regularly.
- You rank higher in Google's eyes (SEO)
- You can run promotions and deals
- Your customer is seeing the most up to date information

The main reason for doing this is Google. SEO plays a critical role in how well your website performs.

When you are updating your website, you show Google that your information is still current. Without the ability to update your website, you are limiting the success your website can have for you.

Don't be stuck paying a developer for every change you want to make.

Note: If you don't want to do this yourself, I recommend paying for continual support. Most web developers do this through a monthly retainer to update the website when things change.

Action Steps
- Make sure you can make small updates to your website.
- Ask your developer about creating a blog—this is great for constantly refreshing website content.

📈 WEBSITE ANALYTICS

Using analytics software helps you better define who your target audience is. Using a tool like this gives you a lot of context about your website visitors.

Necessary data you need from your website analytics software.
- How many people are visiting your website each month?
- Which pages are most popular?
- Which pages have the highest bounce rate?
- What device they are viewing it on?

This information tells you exactly what your website visitors want. If your main content is on a page no one is visiting, you need to figure out why.

Maybe they are having trouble finding it? Or is it because it should be in a different location?

This website analysis helps improve your overall website experience for your customer.

Action Steps
- Connect your website to a website analytics provider.
- Start checking monthly to see how people navigate your website.
- Make necessary changes based on the results.

🚀 SPEED

Website speed plays a critical role in the performance of your website. There are some technical action steps in this tip, but they will help your website convert more leads.

Let's go!

Imagine a website visitor stumbles across your business. They open their phone and enter your website into their address bar. They wait and wait, and nothing happens. I guarantee that no matter how perfect your product/service is if the website loads too slow, they will leave. No one waits for websites to load anymore.

Think about the last time this happened to you. How long did you wait for a website to load —4, maybe 5 seconds?

This can be catastrophic to your business. You spent all this time implementing the steps above, but now your website doesn't load fast enough for people to see it.

You want to make sure your website is optimized to load fast no matter what internet speed people have.

Follow the action steps below to make sure your website loads quickly.

Action Steps
- Use **GTMetrix** and determine your page speed. This will also provide solutions as to how to solve what is slowing down your website. If you have any questions, reach out.
- Use tools like **TinyPNG** to optimize images before uploading