

YOUR WEBSITE

You

ANALYTICS

Make sure to set up Google Analytics and Google Search Console so that you can keep an eye on how your website's performing. Seeing how visitors find and use your website will help you create effective growth strategies.



STAYING RELEVANT

Keep your website up to date with fresh, relevant content your audience wants to see. Making sure your website is up to date with relevant content will improve search engine rankings and allow you to be found online more easily.



AN EFFECTIVE WEBSITE THAT WORKS FOR YOU IS WITHIN YOUR REACH.

Websites are complicated and people often don't know what to do to get the most out of them. Don't worry though, we've got some great tips to help you maintain a great website that works for you.

Here are some simple things to help you make sure you're getting the most out of your website.

GOOGLE BUSINESS PROFILE

Establish credibility for your business, improve search rankings, and help your audience find you by setting up your Google Business profile. You can even update searchers on what's new and get reviews from happy customers!



ADVERTISE

Strategically advertise your website using Google Ads, other search engine marketing, or even social media ads. There's no guarantee organic methods will get you the visibility you want, so utilize advertising to make sure you're being seen by the right people at the right time.



TELL YOUR FANS

Drive traffic to your website with the audience you already have. Send out some emails and post on social media to direct your audience to your website.



CONGRATS!

You're officially on your way to getting the most out of your *website!*

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ANALYTICS

- ☐ Set up Google Analytics
- ☐ Set up Google Search Console
- ☐ Set up recurring analytics review
- ☐ Create and update strategy based on analytics



STAYING RELEVANT

- ☐ Regularly review the content on your website
- ☐ Create a content strategy for new content
- ☐ Set up a content schedule that works for you



GOOGLE BUSINESS PROFILE

- ☐ Set up Google Business Profile
- ☐ Add all relevant business information and links to profile
- ☐ Regularly check reviews and add business updates
- ☐ Ask happy customers to leave reviews



ADVERTISE

- ☐ Set up a Google Ads account
- ☐ Create and run ads through Google Ads
- ☐ Decide which social media platforms make the most sense to advertise on for you
- ☐ Create and run ads through those platforms
- ☐ Regularly check up on ads to see how they're performing and tweak them if needed



TELL YOUR FANS

- ☐ Send out an email blast to current contacts
- ☐ Post on relevant social media platforms



CONGRATS!

You're officially on your way to getting the most out of your

website!

FOLLOW THE ROADMAP AND CHECK OFF EACH TIP AS YOU GO. MAKE IT TO THE END OF THE ROAD AND YOU'RE OFFICIALLY ON YOUR WAY TO GETTING THE MOST OUT OF YOUR WEBSITE!