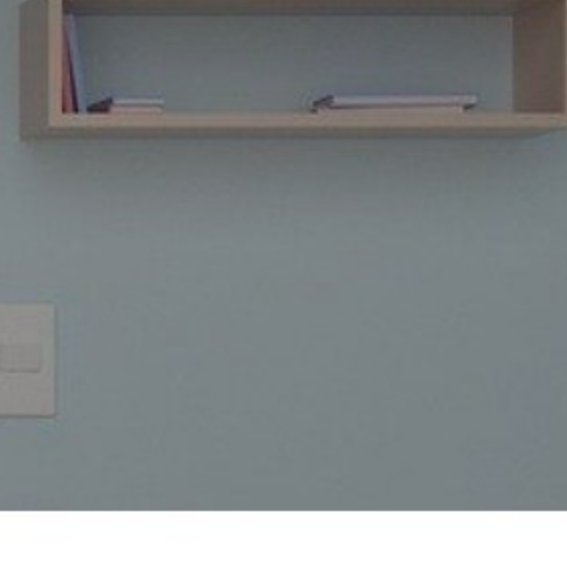




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5 Effective Ways to Optimize Your Website

3/11/2020

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Optimize your website to tap into its full potential for your business. It's an online asset that can be automated to help you achieve your goals. Your developer can help you with website optimization, but it's better if you're well-informed.

Knowing what to do on your website will help you communicate what you want and insist on it during the **web development process**. For one thing, it's not just about design, SEO, and content, although these are all very important.

It's actually ensuring that some business information is on the right spot on your website. It's putting the right elements at your home page so that users can access it without difficulty.

If you already have a website, you can still apply these website optimization tips. You need to ask your webmaster to do some of the tweaks on your site without extra cost. You can do the rest.

Here is the list of things that you can do to optimize your website.

1. Have a mobile-friendly website



If you're still working on your website with your developer, I'm sure this will be taken care of. But if your site was built before smartphones became popular will most likely not display well on other screens. So it's important to do this particular website optimization tip as soon as possible.

A lot of people now use a smartphone to go to the internet. A report by Statista showed that in 2018, 52.2% of all website traffic worldwide was through mobile phones. That figure is most likely higher now that we're in 2020.

Recently, Google announced it's mobile-first indexing for search results. Websites that have a mobile version are the priority in the search results ranking.

2. Add Video to Your Website

Create a video content about your business and put it on your website. Video is the quickest way to tell people about your business, products, and services.

But don't embed it just about anywhere. During the initial stage of website design, you can provide instruction to place the video above the fold, in the area where it's immediately visible to website visitors.

This way, users will no longer have to scroll down or even click the About page to learn more about the business.



3. Add a Call-to-Action

Tell your audience what to do. Tell them to buy. Ask them to sign up. Guide your website visitors on the next action to take by having a call-to-action on your website.



And like your video, make sure to put this feature on your home page, above the fold. The best placement of a CTA is right below the video.

4. Give your audience what they came for



Ask yourself, why did a user visit your website? Is it to gather information? To place an order?

It will all depend on your business. Users visiting a restaurant website probably wanted to book a table, order food for delivery, or check the menu.

Is your phone number visible? Do you have a booking feature accessible? Are your recommended dishes at the front and center of your website?

If you answered YES to all the questions above, then you have optimized your website.

5. Ask for Email Address in Exchange for Something

Capture your customers' email addresses. But give them a reason to give the information. You can offer a discount voucher or anything of value so they would sign up.

You can sponsor a giveaway. If you're a dentist, you can offer a particular service as a giveaway in exchange for that very important information you can use for marketing campaigns.

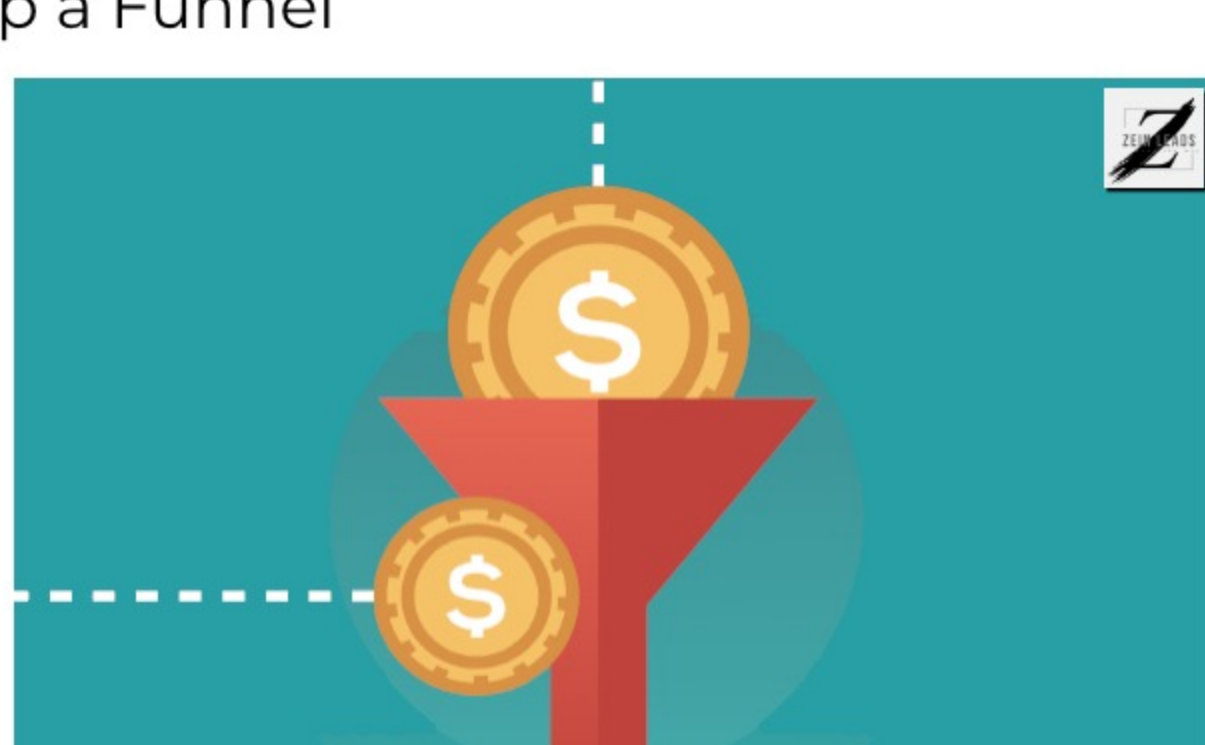
If you're a restaurant, you can encourage people to sign up by sponsoring a free lunch for 1 year.

All you need is creativity in implementing these huge giveaways. But make sure what you're offering is related to your service.

An iPad is not a good idea for a giveaway unless your a gadget store. And to avoid abuse, you set certain limits by having terms and conditions implemented.



6. Set Up a Funnel



Optimize your website by making it a funnel. It's a system where you nurture customer and lead them to buy even more from you. And if you've captured tons of emails from your target customer, the best way to make use of all the data is through a funnel.

Using email marketing, you can pitch your target audience to take the next step in the funnel and convince them to buy a high-ticket offer.



These website optimization tips will help you get more customers to your business. Implementing them will make your website a great tool for your business. It's an online asset working hard and helping you achieve your business goals.

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