



**24 PROVEN Website
TACTICS**
that Transform
“**Price-shoppers**” into
“**HOT-to-Buy**” Leads

By

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The RULES of Marketing Success

A strategy's success is determined by EXECUTION. Execution effectiveness is determined by skills and experience with **testing** to see results of marketing.

A website is a great strategy for businesses - *but* the execution of content for websites is generally *poor* to *average* and rarely **GREAT**.

Website developers are more skilled with coding and design than they are with hard-core marketing content that generates sales. Rarely do they see measured results of websites they built for months afterwards.

Your website will generate more leads and/or sales – with great **execution** of the following little-known “secret” tactics.

- ♁ The homepage needs to feature a large/full width size photo of **happy people** that match or are similar your ideal target market.
- ♁ Have a **large** font (size 42 to 50) **Headline** at the top of the homepage, over the top of or next to the main featured image.
- ♁ Change any ALL CAPS on all web pages to Proper Case – i.e. a capital letter for the first letter of the words - except for small words like ‘to,’ ‘and’ etc. **ALL CAPS reduce reading comprehension by 67%** and people tend to avoid reading them because they are so much harder to read.
- ♁ Use Proper Case for all pages on the Menu, not All CAPS.

Are you taking Action?

Start by comparing all the tactics in this PDF with the content of your website now.

Next, make **a list with 3 columns**. In the first column add the ones you can do yourself. The second column ones you may not be able to do or unsure of and the third column ones your website developer will need to do.

Then start on your first column tactics, then go to the second column and see how you go. The changes require very little time so all up it would be lucky to cost you \$200 or \$300.



- ♁ *About us* page has a photo of the business owner and their full name. The team can be featured on the page as well or have a separate Team page on the About menu as a second page.
- ♁ There is a video on the homepage – because it’s eye candy and increases ‘Time on Page’ – a BIG ranking factor with Google for SEO.
- ♁ There is a clickable phone number for mobiles seen on every page at the top in large font.
- ♁ The mobile version of the site is “Google Mobile Friendly”: test every page here...
<https://www.google.com/webmasters/tools/mobile-friendly - i.e.>
the page loads in under 1.7 seconds and ideally under 1 second.

- ♙ Check web pages (or blog pages) focus on ***solutions*** to customer problems, frustrations and/or common issues. Before and after photos work great (if applicable).
- ♙ Have social media links/icons linking to all your social profiles
- ♙ Don't have white text on black or dark colour background for paragraph text on pages. Sub headlines are okay and optional.
- ♙ Have a Google location map for your business embedded on the Contact page (optional: in the footer of all pages)
- ♙ Do not use of the word “we” anywhere on the website. Use “you...” or “you’ll” or “you’re” or “our” because it is benefit orientated text, not *feature*-focused. This is called “***rapport writing***” which is very different to copywriting and far more effective.

- ♙ Use the H1 tag (html code) for headlines once only per page with H2, H3 for all other subheadings on every page. Check the code of the site using SEO Minion a Google Chrome “extension” that is free to use. [Search in Google](#) to find it and then install it.
- ♙ The headline and/or first paragraph on every page contains the ideal TITLE keywords for each page.
- ♙ Optional: have video testimonials from clients on the homepage – with names (and preferably suburbs), or use text ones with people’s faces in photos as well as first names (and last name initial or full name) and suburb location or business name when relevant.

Time Out!

Are you realising there's a *bit of work* here to do?

Don't sweat it! 😊

These changes can be made *quite quickly*, once you get onto it and make a start.

They are all *easy* for a website developer to do and most of them would only take **minutes**, not hours. *You want more SALES right?* This is your shortcut to getting them, and you only need to make the changes once.

- ♙ All paragraphs on the website are short – 1, 2 to 3 sentences maximum and preferably only 2 sentences where possible.
- ♙ Paragraphs are regularly broken up by images, especially on mobile devices. Don't have a full screen of text on mobiles if possible.
- ♙ Use supplier brand name icons on the homepage for association with big brand/companies to increase trust through familiarity. Ideally positioned just below the fold or just under the top big image.
- ♙ All page Titles have the ideal keywords in them. The Descriptions aren't a sales pitch and don't use the word "we" in Descriptions.

- ♁ The Business Name is not used in page **Titles**, except for the Contact page. It's a waste of valuable character space that tells Google what the page is about, to help with ranking.
- ♁ All opt-in or contact forms have a first name and a phone number as required fields.
- ♁ Your site has an SSL Certificate and is operating as a https site and the http site is redirected to it.
- ♁ All pages have at least 400 words on them and ideally 700. Blog posts with 1,000+.

Final Recommendations

Do you have Google **Analytics** and Google **Search Console** setup?

I recommend you do this ASAP. That's so you can see the PROOF of results from these changes for yourself.

In Analytics, look for the **Avg. Session Duration** for each web page. Good execution of these tactics will increase the Time by 23% to 55% in weeks – and that's huge! You'll also see a reduction in **Bounce Rate**.

Avg. Session Duration is an indicator that your site visitors like what they are seeing. It's a very *significant* ranking factor with Google.

The Foundation of Sales

Websites for all service businesses form the foundation for sales.

Whether people find your business on Facebook, LinkedIn, referral or anywhere else, there's a 90% likelihood of them going to your website.

Even if you do Google Ads, these tactics will improve your results. That's been proven for countless years with countless websites.

While there's a lot to implement here, it's by no means all of the best changes that can be made to your website. **All marketing can be improved and all top, PRO marketers know this and experience it.**

The “Next Level” of Marketing

Want a **Marketing PRO** to review your changes, give you feedback on how to take it to another level – and without obligation?

I’d *love* to see your website with these changes and share more insights and “tweaks” from 30 years of constant testing of 1,000+ business’ marketing content.

In a **15 minute EXPLORE Meeting**, I’ll review your website, give you honest, specific feedback on how to improve it at a whole new level, and talk about how to crank up leads, apart from your website, beyond these **24 tactics**.

Book a 15 minute EXPLORE Call Now

Book Your 15 Minute
EXPLORE Call Now

I guarantee in this meeting will be **valuable** and beneficial – with
no sales pitch!