



The Ultimate **WEBSITE CHECKLIST**

Most Entrepreneurs Are Making These 5 Costly Mistakes With Their Websites, That's Why We Created This Kickass Checklist So You Can Start Making More Money Today!

INCREASE
traffic to your
website

IMPROVE
your SEO
ranking on
Google



WRITTEN BY BEEFY MARKETING •  **beefy.**

Congratulations! You are about to have one amazing website! Here are the top five mistakes most businesses make with their website, and our top five strategies to help you avoid (or overcome) them.



Mistake #1:

Not Knowing How Your Site Is Performing

Effect: loss of traffic, loss of potential leads, loss of sales

The metrics of your site have so much to tell you, but if you aren't using them (or worse yet, you don't have them **gasp**) you will have no idea how your site is actually performing. You might be getting plenty of traffic, but you're not converting the traffic you have (getting leads or making sales). Or maybe you aren't getting any traffic at all and that's why you aren't making sales or getting leads. Not knowing how your site is performing is the most common (and in our opinion the mostly costly) website mistake.

Strategy: Install Google Analytics on your website so you have a great picture of how your website is performing. Here's a [great article to show you how to download it now.](#)

You want to look at these three primary pieces of information:

- **Traffic** (the number visitors to your site)
- **Bounce Rate** (how many people leave your site before exploring any other page)

- **Conversion Rate** (how many people took the action you wanted them to take IE: gave you their email address, purchased your product, signed up for your newsletter, etc.)

Bonus Tip: We get it. Some people just don't understand analytics. No shame in that game. Learning how to interpret your analytics is so critical to your website success and ultimately the success of your business that if you can't figure it out, we will help you for free. (True story. Find out how at the end of this checklist.)



Mistake #2:

No Primary Call to Action

Effect: loss of potential leads, loss of sales

Your primary call to action is the number one thing you want visitors to your site to do. Do you want them to download something, sign up for something, buy something? Remember, if *you* don't know what you want them to do, they won't know either.

Strategy: What action do you want visitors to your site to take? Communicate that clearly with one simple action. They should not have to scroll or search. It should be prominent and above the fold (the top half of the website, before you have to scroll).

Bonus Tip: Never under any circumstances use a slider. It increases the likelihood that a visitor to your page will miss your call to action altogether and will bounce (leave your site without taking action).



Mistake #3:

No Secondary Call to Action

Effect: loss in potential leads, loss in sales

More than 80% of the people who visit your site are not ready to buy. They might not want to take your primary call to action yet, so you're going to have to create a second option for them, some other offer that will inspire them to give you their oh-so-valuable email address.

Strategy: Offer a free value-added option that visitors will be happy to give you their email address in order to receive. (IE: Free recipes, workouts, ebooks, whitepages, case studies – anything relevant to your business and customer base).

Bonus Tip: Make sure whatever your secondary offer is changes periodically and points back to something you offer.



Mistake #4:

Dumb Things People Do That Kill SEO

Effect: loss of SEO rank, loss of traffic, loss of potential leads, loss of sales

In retail, taking inventory is what you do to determine what you have on hand, what you've sold, what you want to replace, etc. In the website world, taking inventory means knowing which pages are performing the best (which ones have the most traffic, have the best performing keywords, highest conversion rate, etc). If you don't know what you have, and how it's doing, you might accidentally get rid of a page or some content that is generating some heavy SEO credit (this is bad, bad, bad).

Strategy: Never redesign your website, change a URL, delete a page or any other content before taking inventory of your site. (See Mistake #1).

Bonus Tip: Create a 404 page that allows people to report a page that may be broken on your site. Okay, this is kind of jargony, but it's very important to your SEO. [Here's a great site that will help you with this.](#)



Mistake #5:

No Content Strategy

Effect: loss of SEO rank, loss of traffic, loss of potential leads, loss of sales

Content is the text and video information you present on your website that constantly pushes traffic to your site. Blogging, podcasting, webinars, and guest blog posts (which are epic for SEO because you not only have YOUR audience, you now have the guest blogger's traffic as well! #winning) - these are all great examples of content.

Strategy: Download an editorial calendar that helps create a content strategy. You can also [download our free social media dashboard](#) that allows you to easily find and post relevant content to your site in minutes.

Bonus Tip: How you engage your social media (Twitter, Facebook, Instagram) also helps drive traffic to your website. Be sure you are providing content in these areas as well.

So, there you have it. Our top five strategies for creating a website that functions as the number one member of your sales force! If you've read through this kickass checklist, but you still have questions about how to optimize your website for maximum traffic, maximum lead generation, and maximum sales, [sign up today for a free 15 minute consultation call.](#)