How to Turn Your Website into a Marketing Machine

CHEAT SHEET #1

KARASU DESIGNS

For more info:
www.karasu.design

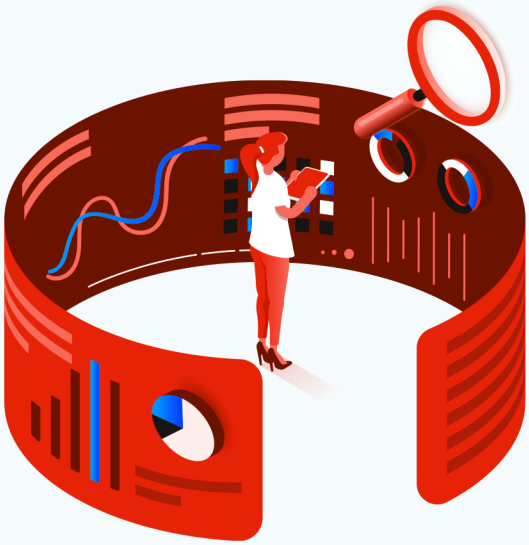
So you are a small business. You have a website. Great! Is it making you money? No? Well, it's supposed to. Here are **first 3 things you can do** to turn your website into a marketing machine that you need to look at right now.

1. Get clarity **on your strategy**

When was the last time you sat down to plan out your business strategy? Or how to do your digital marketing? It isn't just about making a website and putting it out there, it is about building a brand. Building trust and authority with your ideal customers. Which of the following crucial questions have you asked as a small business owner?

1. Why do you do what you do? ☐
2. What are your business goals? ☐
3. What are your roadblocks? ☐
4. Who are your ideal customers? ☐
5. Where do they hang out? ☐
6. How do we attract them? ☐
7. Do you have a marketing plan? ☐
8. Do you know how to execute it? ☐
9. If not, who is executing it? ☐

Learn More



2. Diagnose **what needs fixing**

Regular Website Health Checks can diagnose small problems before they become a big problem. You'll need to know what to focus on fixing first. It tests your website against best industry practices in web design and development. How does your website rank in these categories?

1. Conversion Optimisation /100
2. Website Performance /100
3. Website Security /100
4. User Experience /100
5. Content Format & Copy /100
6. WordPress Technical /100
7. Search Engine Optimisation /100
8. My Google Business /100
9. Accessibility /100
10. Legal /100
11. Competitors Comparison /100

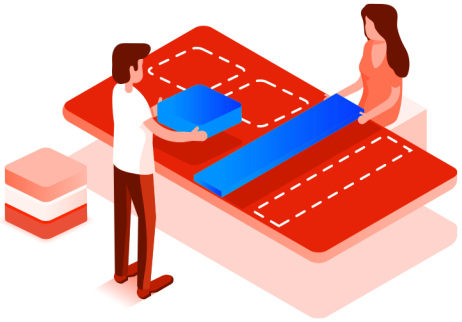
When was the last time you checked your website?

Learn More

3. Organise content to prime your **audience into liking your brand**

Content placement, layout and sitemap dictact the flow and journey of your customers. Make it easy for them so they find what they need exactly when they need it. That makes a great user experience which builds trust. Why make it hard to serve what your ideal customer wants? That only deters them to go elsewhere. Yes, they'll go to your competitors. How many customers are you gifting your competitors?

Learn More



KARASU DESIGNS

For more info:
www.karasu.design