

# The Website Performance Report

## “3 Reasons Why Your Website Is Not Bringing You More Sales...”

...And What You Can Quickly Do About It

### “Build It And They Will Come”

In 1989, Kevin Costner starred in a hit movie called “Field Of Dreams”. Costner’s character was a farmer from Iowa.

One warm summer’s evening he was out strolling through his cornfields..

Surrounded by the tall corn swaying gently in the breeze, he heard a whispered voice urging him to build a baseball field instead of planting more of his precious crop.

The voice said “*Build it and they will come*”.

The plot then twists and turns on an emotional roller coaster around the themes of baseball, unfulfilled dreams, dealing with adversity and opposition and unresolved paternal issues

It’s one of those classic sickly sweet, feel good movies with a happy ending where having built it, people did indeed come to watch baseball.

Now...

...you’re not here to read about a baseball movie, so why do I share this with you?

Well, unfortunately the “Build it and they will come...” approach is one too many businesses take with their website.

And sadly, the digital marketplace doesn’t follow the Hollywood playbook.

Just because the internet is awash with potential customers, credit card in hand, ready to buy what you’re offering....,

... it’s digitally naive to think that just having a website is enough to get people to it, let alone make any sales from them.

Why?

You see there's part of the script that's missing.

In the digital business environment, "Build it and they will come..." needs something else to make it work.

It's this:

***"Build it and they will come..."***

***...and they will buy...***

***...as long as you've not made these three mistakes."***

What I'm going to do in this report is explain what those three mistakes are that you absolutely must AVOID making and...

... what to do to make more sales from your website if you have made them.

This report will be relevant to whether you:

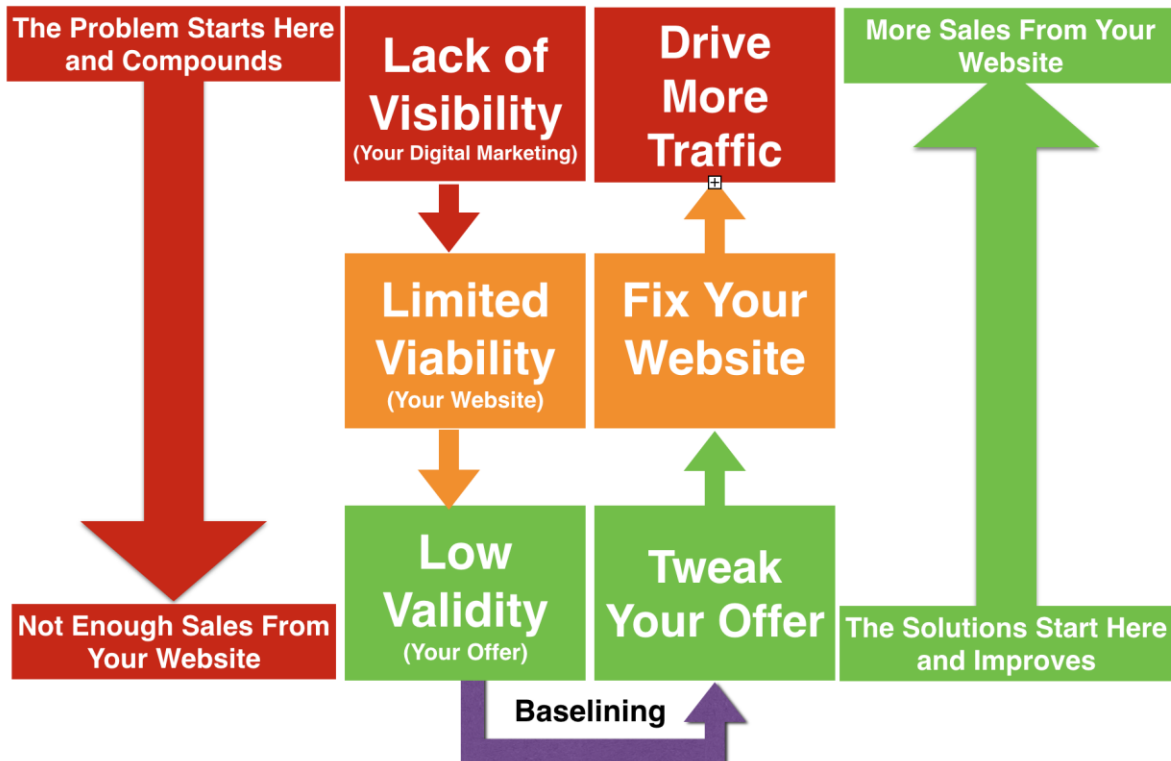
- Have an existing website already making sales but want more.
- Have an existing website that's getting traffic but not making any sales.
- Or, you're starting from scratch and want to know exactly what to do with a brand new website.

## **So Why Aren't You Generating More Sales From Your Website?**

Let's get the reasons your website is probably under performing as a revenue generator on the table first.

- **Reason #1 - Lack of Visibility (poor digital marketing)** - You're not getting more sales (or even any sales at all) because not enough people know your website even exists.
- **Reason #2 - Limited Viability (Your website is not up to the job)** - When people do find your site it's not as responsive and user friendly as it could be. This means visitors leave quickly AND Google penalises you for it meaning you'll appear lower in their rankings.

- **Reason #3 - Low Validity (Your offer is not enticing enough)** - If visitors manage to stay long enough on your site to find more about what you sell, they're not convinced by your offer.



Let me break down each of those reasons one by one, before showing you what you can do about them. And it all starts at the top with a lack of visibility.

## Reason #1 - Lack of Visibility

So the first reason your website is struggling to make sales is because it's not getting enough of the right kind of traffic. As we'll see later, just getting traffic to your site is not enough. It also has to be the right kind of traffic.

Here are the primary ways your website gets traffic i.e., visibility from potential customers to generate sales:

- **Organic Search (51% of traffic)** - They stumble across your website when it pops up in the search engine results after Googling something they're interested in.
- **Paid Search (15% of traffic)** - Potential customers actively click on an ad for your goods or services that brings them directly to your website.

- **Social Media (5% of traffic)**- People are drawn to your site stimulated by something you've posted on social media.
- **Other (29% of traffic)** - this can include a variety of different sources including email marketing and other forms of advertising.

(Note: Traffic data sourced from BrightEdge Research.)

Before we focus on the main traffic sources for a viable business, let's look at Social Media.

Many businesses post regularly on Social Media..

Why?

Well it's easy to do. Anyone with a modern smartphone can put rich content up on Facebook, Instagram, Twitter, YouTube, TikTok, SnapChat.

It feels like "marketing" when that content is about the business. It's an easy task to give to an intern who seems to spend their entire life on Social Media anyway...

...so they must know what they're doing, right?

And as every other business in your industry seems to do it as well, so it appears to make sense.

But there's a problem.

Less than 5% of website traffic can be directly attributed to social media channels. More importantly, less than 1% of online revenue is generated from Social Media channels.

[Source: *BrightEdge Online Research*].

So it's not a good return on energy or investment....it just feels like it is.

What about "Other" traffic?

When you understand this traffic source is an accumulation of multiple sources lumped together, it makes sense to turn your attention to Organic Search traffic.

This channel is where you'll get most of your traffic.

And unfortunately, here's where most businesses make the biggest mistakes.

SIDE NOTE - We'll look at paid traffic later, because that's very much part of the solution than a major problem for most websites]

## Mistake #1 - Your Site Is “Invisible” To Google

There's no doubt about it, Google is the search engine of choice. A massive 92% of all online searches are done through Google.

In simple terms, here's how your site gets listed in Google:

Step 1 - Google discovers your site exists - Sometimes Google stumbles across a site by accident. However, you can tell Google your site is there. More about that later.

Step 2 - Google crawls your site - Google then crawls the site to see what's there.

Step 3 - Google indexes your site - This means it has analysed the pages it has crawled, worked out what they're about and “filed” them into the Google database.

Step 4 - Google lists your site - When someone does an internet search, Google scans its database to find web pages it thinks are relevant, and then presents the most relevant first.

If you've done everything right with your site, when someone Googles a search term relevant to your business, you'll appear in that coveted #1 position in the listing. At the very least, you'll want to be on the first page.

So, what can possibly go wrong?

Well let's take a look at your website.

### Your Site Self Check #1 - How “Google Friendly” Is Your Website

#### Test 1 - Does Google Know Your Website Exists?

- Go to Google and type this into the search bar:

Site:yourdomainname.com

- If the search results list pages from your website, then Google knows you exist.
- If it doesn't, then check you've put the correct domain name in. If you've done that correctly and there's still no listing, you're definitely invisible to Google.
- If your site has been around for a while, then the chances are Google will know you are there.

## Test 2 - How High Do You Appear In The Google Listings?

- Pick the five best search terms you'd want your site to rank at the top of the first page of Google.
- Go to Google and do a search on the first term. Make sure you do this by going incognito on your browser to avoid skewing the search results.
- If you're in the #1 slot on page one of the Google listings, then well done. You're going to get the majority of the clicks for that search term
- If you're not in the #1 slot but you appear on page 1. That's good. You'll still get clicks to your site, just not as much as the top slot.
- If you're not on page 1 of the search results, are you on page 2? It's not a good place to be for traffic to your website,, but you're close enough to possibly make the leap to the first page.
- If you're not on page 2...well in the (slightly misquoted) immortal words of Jim Lovell in the doomed Apollo 13 Lunar mission "*Google, we have a problem!*". Less than 1% of traffic comes from the lower pages of the listings.
- I don't recommend you do this because it can be disheartening, but if you're not on page 2 of the listings, but scroll down the listings to see how far down your site appears. If it's not there on the first 10 pages, then I'd give up looking,

How did your site do?

Are you happy with what you discovered?

Well if Google knows you exist, but not appearing where you want to in the listings, there are a number of possible causes.

- **Potential Cause #1** - you are competing against much older, more authoritative, more relevant websites for those terms.
- **Potential Cause #2** - The terms you want to rank for are highly competitive.
- **Potential Cause #3** - The pages on your website are not optimised for the search terms you have chosen.
- **Potential Cause #4** - Google has a "budget" for how many pages of your site it will crawl and index every day. It won't visit every page because it can't do that for every site in the world every day, so it has to limit its daily activity. It's

possible relevant pages on your site are not being seen by Google because they're outside this "budget"

All of these causes are fixable when you know what you're doing. I'll give you some suggestions for what to do when we start looking at solutions.

For now, let's look at Reason #2 why your website is not bringing you more sales.

## **Reason #2 - Limited Viability**

If you look up the term "viability" in the dictionary, it is defined as:

*"The ability to work as intended or to succeed"*

What does this mean when considering how many sales your website brings?

Well, it's about your website being able to do the job of "being a website" on an internet that is essentially patrolled, controlled and managed by Google.

Sadly, the days of "Build it and they will come" are definitely over when it comes to websites. In the past, just being online was enough.

But today, as well as serving relevant content, your website also has to meet specific technical performance standards set by Google.

Why?

Google's algorithms are designed for one thing: to provide the best experience for the user.

When someone searches for something online, Google wants to be able to present the most current, most reliable, most accurate and most relevant results for that keyword search.

When they do so, people come to trust the results they get from a Google search. That means they'll rely and come to depend on using Google to find what they need. Which of course is the whole basis of the Google business model.

And it has worked.

It's why "Google" was added as a verb to the Oxford English Dictionary on 15th June 2006.

But rather than ponder on just how much we rely on Google, let's get back to the great user experience they want to give its customers.

As technology has improved, part of Google's criteria for filtering out good websites from bad websites is how well the site performs.

The most basic test a website must pass is how quickly it loads. There's nothing worse for someone arriving at your website and it is taking F...O...R...E...V...E...R to load.

Chances are, if it doesn't load quick enough, the visitor will hit the back button and try someone else. Internet patience is very short indeed, so there's likely to be a bit of grumbling when this happens.

Google knows this. It doesn't want to send its users to sites where they have a less than perfect experience.

So, it will favour sites that load faster in their listings. When they crawl a site, they'll check to see how fast it loads.

How fast is fast?

Well according to data published on SemRush.com:

- if your site loads in 5 seconds, it is faster than approximately 25% of the web
- if your site loads in 2.9 seconds, it is faster than approximately 50% of the web
- if your site loads in 1.7 seconds, it is faster than approximately 75% of the web
- if your site loads in 0.8 seconds, it is faster than approximately 94% of the web

[Source: [SEM Rush – How Fast is Fast Enough Article](#)]

In Google's own words, "speed equals revenue".

So, let's bring this back to your site. How quick is it in Google's eyes? The really cool thing is that Google will tell you.

Let's find out.

### **Your Site Self Check #2 - How Fast Does Your Website Load**

- Go to Google's free Page Speed Insights tool at this url:

<https://pagespeed.web.dev/>

- Enter your website URL and click the "Analyze" button



Enter a web page URL

Analyze

- Google has made understanding the results relatively easy, even to a non-technical website owner:
  - Green = Good
  - Yellow = Needs improvement
  - Red = Poor
- The key numbers to look out for are these:
  - **Speed Index** - the time it takes for content to visually appear during page load
  - **Time to Interactive** - the time it takes for the page to become fully interactive

Here's the results for a fast loading website that Google would be happy with. Note the key numbers are in green.:

METRICS

● First Contentful Paint  
**0.8 s**

● Speed Index  
**1.2 s**

■ Largest Contentful Paint  
**1.5 s**

● Time to Interactive  
**0.8 s**

● Total Blocking Time  
**0 ms**

● Cumulative Layout Shift  
**0.026**

Here's the results for a slow loading website that Google would frown upon. Note the key numbers are in red.:

METRICS	
■ First Contentful Paint <b>2.9 s</b>	▲ Time to Interactive <b>13.2 s</b>
▲ Speed Index <b>7.8 s</b>	■ Total Blocking Time <b>420 ms</b>
▲ Largest Contentful Paint <b>4.5 s</b>	● Cumulative Layout Shift <b>0.001</b>

With the first site example, it takes 1.2 seconds for the content to appear but only 0.8 seconds before it becomes interactive, i.e., it's usable. How can that be? Well, the site can give the user value before it is fully loaded. That is an effective and efficiently designed website.

With the second site example, content visually appears after 7.8 seconds, which means it is slower than more than 75% of websites, and it becomes usable after 13.2 seconds. In internet terms, that is an AGE!

Let's get back to your site.

How did your site do when you did the check? If there is more red than green on these results, then that will harm your listings in Google, which will reduce the traffic coming to your site...

...which of course limits the sales you get.

Here's the question to ask now: "*What causes your website to load slowly?*"

Well, here are just some of the many technical reasons your site takes too long to load:

[JARGON ALERT - What follows is some highly technical, web design jargon that describe potential causes]

1. Render-Blocking JavaScript Is Delaying Page Loads
2. You're Not Using a Content Delivery Network (CDN)
3. There's Excessive Overhead in Your Database
4. Your Site's CSS Isn't Optimized
5. OPcache Isn't Enabled
6. Caching Issues Are Preventing Optimized Page Loading
7. Large Media Files Are Increasing Loading Times

8. Poorly-Written Scripts Are Conflicting With Other Site Elements
9. Your Site's Code Is Too Bulky
10. Missing Files Are Causing Errors
11. Plugins Are Weighing Your Site Down

My apologies if I may have lost you somewhere in that list. However...

...it is important you know issues like these exist.

Here's why.

Many business websites get put together by web "designers". These are highly creative and capable people who know how to make a website look amazing..

Unfortunately, the drive for making a website look the part is the one that takes centre stage.

When a new website is presented for acceptance, the easiest thing for the business owner to feedback on is what it looks like because it's there in front of them. So that is where the focus is.

Very little consideration is given to the technicals.

The trouble is...

...this focus on making the site look good to humans is often at the expense of looking good to Google's "robots".

Not through incompetence or malice, but because the majority of web designers don't have the technical expertise to understand the implications of website structure and design on search engine rankings.

if you want your website to rank high in the Google search results, it has to look good to their "robots".

Here's another way of thinking about it.

It's ok building a great looking house with all the features you'd want from a great home. But if it's in the middle of nowhere, no one except your close family and a few really good friends will come and visit.

So, this is the second mistake many businesses make with their website that affects the sales they get.

## Mistake #2 - A Business Website Driven By Design & Not Search Engine Optimisation

But the problem compounds.

It's not just page speed that Google factors in when determining whether your site should be presented to people doing searches relevant to your website.

Here are a list of other factors likely to be overlooked by designers and web developers who don't understand Search Engine Optimisation:

[ANOTHER JARGON ALERT - more technical terminology on its way!]

1. Site Crawlability
2. URL Structure
3. HTTP, HTTPs, HTTP2
4. Internal Linking
5. Key Content & Keywords
6. Duplicate Content
7. Navigation & User Experience
8. Core Web Vitals & User Experience
9. Optimised for Mobile

Each of these, when done wrong, will harm what Google thinks about your site.

The challenge is, business websites that have not been optimised for these factors won't rank well in the search engines. That shuts off the biggest potential source of traffic to any site which of course, will affect sales.

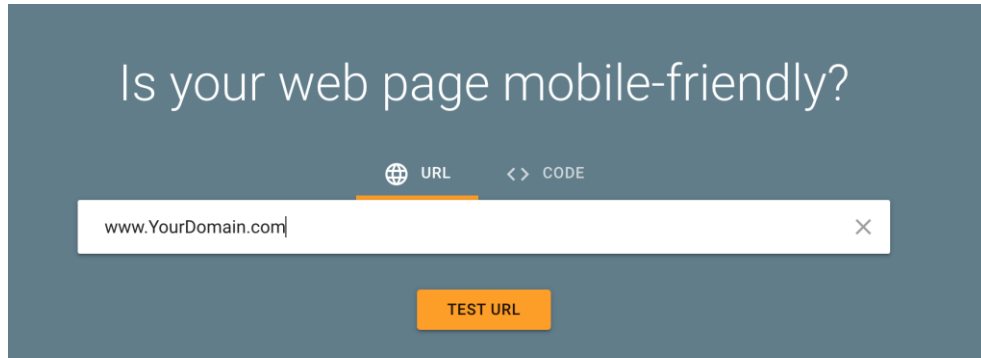
I call these websites "Leaky Vessel" websites because they are just leaking potential sales opportunities whilst these avoidable, and easily fixed problems exist.

If your website is not bringing in the sales you want, chances are it's also a "Leaky Vessel" website.

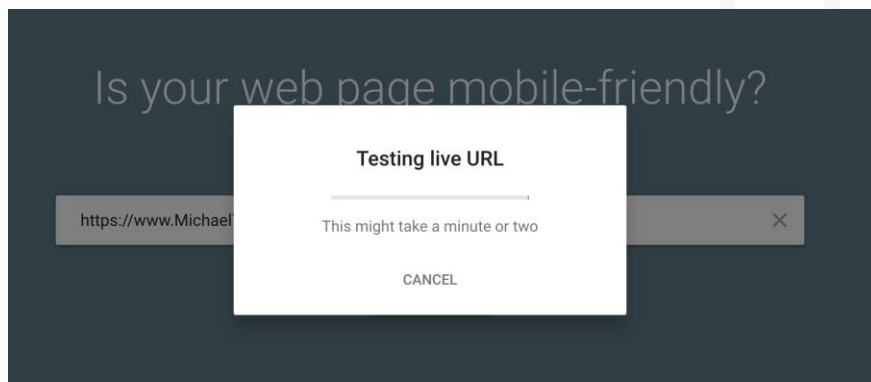
### **Bonus Site Self-Check - How Mobile Friendly Is Your Site?**

As you can see from that list of technical issues, being optimised for mobile is important. Here's a bonus self-check you can do. Go to this site:

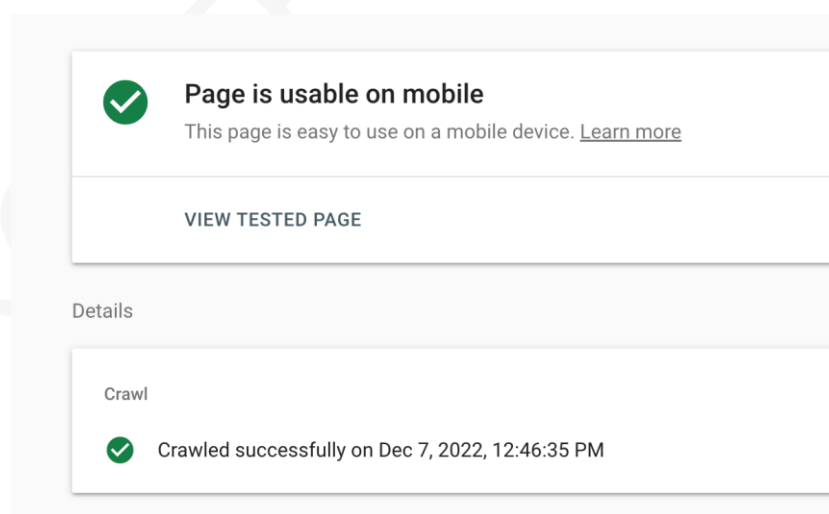
<https://search.google.com/test/mobile-friendly>



Enter in the URL of your website and click “TEST URL”. It might take a few moments



Hopefully, you’ll get results like this:



What you don't want are results that look like this:

### Test results



#### Page isn't usable on mobile

This page can be difficult to use on a mobile device. [Learn more](#)

[VIEW TESTED PAGE](#)

If your page isn't usable on mobile, then that will affect your sales significantly.

## Reason #3 - Low Validity

And now on to the final reason why your website is not bringing your business more sales.

So even if someone does manage to find their way to your website...

...and they're determined enough to wait around while it loads so they can see what you've got to offer...

...there's one more reason why they might not buy, and it's this:

What you're offering them doesn't appeal to them enough for them to buy.

I'll repeat that, because it's an important point:

**What you're offering them doesn't appeal to them enough for them to buy.**

Now it doesn't mean your products and services can't do the job.

It just means you're probably not presenting them in a way that is appealing to them.

There's a lot I could share with you about crafting compelling offers and writing persuasive sales copy for those offers.

However, I'll focus on the biggest mistake many businesses make on their website..

It's this:

## Mistake #3 - The Sales Copy Focuses Too Much On How Great The Product Or Service Is And Not Enough On What It Will Do For The Customer

Let me explain.

[SIDE NOTE - I will assume your business delivers amazing value to your customers and you're frustrated because your website isn't bringing you even more sales.]

Here's what a typical business website might have on the homepage of their website to persuade potential customers they're right for them:

*"We're a family run business that's been in the [ABC] Industry since 2004. We've vast experience in [SKILL/EXPERTISE] and have become known as the premier [BUSINESS TYPE] business in the area. Our award winning [PRODUCT/SERVICE] has been featured in [MEDIA CHANNEL] and we're well known for our great customer service. Our [PRODUCT NAME] is widely regarded as the best in class. Contact us now for a free no obligation quote."*

The unwritten message here is "We're great, you should buy from us".

The problem is your potential customer doesn't really care how good you are. It's an important factor because no one wants to deal with a poor quality company. However, it's not at the front of their mind when they make the buying decision.

*"Your Customer Wants To Know What Good You Can Do For Them  
BEFORE They Need To Know How Good You Are"*

So, the sales copy on your website MUST appeal to what **they want**.

Here's a quick way of checking:

### Your Site Self Check #3 - How Customer Focused Is Your Sales Copy?

- Open up the homepage of your website in a browser.
- Scroll through the entire page (including all headlines, text, links, drop down menus and any text appearing on images) and count every time the following words are used:
  - I,
  - we,
  - us,

- me,
  - my
  - our.
- Score yourself 1 point for each time one of those words appears and make a note of your score. Call this your “WE SCORE”.
  - Then scroll through the page once more but this time count every time the following words are used on the page:
    - You
    - Your
    - You’re
    - You’ve
    - You’ll
  - Score yourself 1 point for each time one of those words appears and make a note of your score. Call this the “YOU SCORE”.
  - Work out the ratio of the “YOU SCORE” to your “WE SCORE”
    - 3:1 or better, then your homepage is definitely customer focused.
    - X If it is 1:1 then your site is not placing nearly enough importance on the customer
    - X 1:2 or worse - it’s all about the business and ignorant of the customer’s wants.

What was your ratio?

If you struck out on a  X then you’ve some work to do to shift the focus of your offering to the customer.

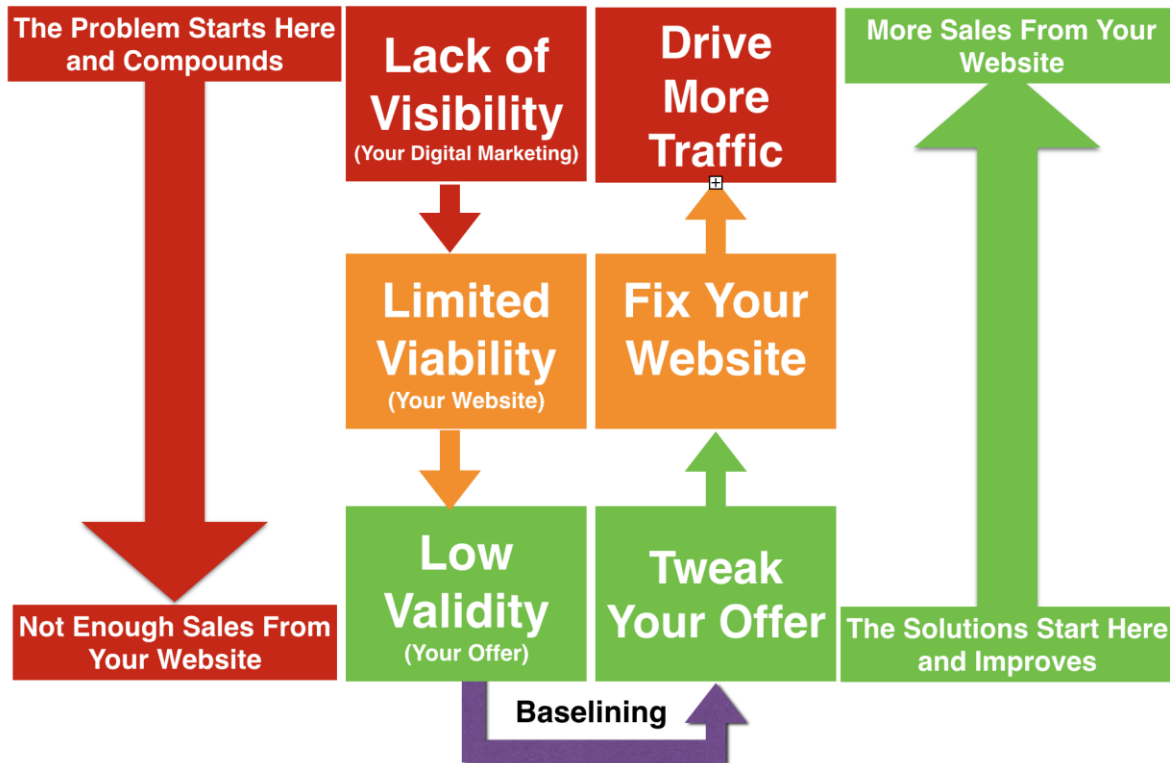
If you managed a  then well done. But if you’re still not getting the sales you want, you might need to work developing an even better offer or writing even more persuasive sales copy for it.

So, let’s just review what we’ve covered up to here.

## Our Journey So Far...

If you’re not getting more sales from your website, there are three reasons. These have taken us down the left hand side of this diagram.





First of all, a **Lack of Visibility** means your website is not getting enough visitors. This is because you've probably made this mistake: **Mistake #1 - Your Website Is Invisible To Google.**

But even if someone finds their way to your website, it has **Limited Viability**, possibly because you've made this mistake with it: **Mistake #2 - A Business Website Driven By Design & Not Search Engine Optimisation.**

And finally, if visitors stay long enough to find out more about your products and services, your offer to them has **Low Validity**. There are many causes for this, but the most common one is this mistake: **Mistake #3 - The Sales Copy Focuses Too Much On How Great The Product Or Service Is And Not Enough On What It Will Do For The Customer.**

So, what do you do to start working your way back up the right side of that diagram and begin developing more sales?

## It Begins With Baselining...

From hereon in, you're going to be making improvements to your website. So, here's the big question:

How will you know if what you have done actually improves the performance of your website?

Well, you must start by baselining the current performance of your website.

You need to take measurements of key performance indicators before you begin. Then as you make changes, you can re-test against those indicators to see if they've had an impact.

### **Action Step #1 - Gather key indicators**

Here are the minimum key indicators you need to measure before you begin:

1. Website traffic. We recommend you use Google Analytics. You'll need a Google account to set this up at <https://analytics.google.com/>.
2. Current page ranking against your chosen keywords. We recommend you use [SEMRUSH](#).
3. Your current page loading speed. Get an up to date analysis from Google at <https://pagespeed.web.dev/>
4. Current conversion metrics for every stage of your sales process. For example:
  - a. How many visitors you need to a page to get a contact form filled in.
  - b. How many contact forms you need filled in to get an appointment.
  - c. How many appointments made actually take place.
  - d. How many appointments you need to make one sale
  - e. How much you make on average from each sale..
5. For services purchased directly off the page, you'll need to know the number of website visitors required to make one purchase. From that you'll be able to work out the page conversion as a percentage and the value of each visitor to your site.
6. How much money you are currently making from your website, broken down by each product/service you offer.
7. For bonus points, if you can work out the LifeTime Value (LTV) of a client and the Average Order Value (AOV) of each transaction, you'll have more data to shape your decisions as you improve your site.

Now if all this sounds like too much for you to do, or you feel you don't have the technical skills to implement what's required, you might consider involving a digital marketing agency to help you with this.

So now you know your starting point, let's get you moving up the right hand side of our diagram.

It starts with Increasing the validity of your offer.

## OMS Recovery Stage 1 - Tweak Your Offer - Make What You Sell Even More Enticing

If you have the budget, I recommend you employ a professional copywriter to review your site and suggest improvements to your sales copy. You could even get them to re-write the copy for you. This will be the quickest way to improve the conversion rate of your website.

If you have enough quality traffic, and your products and services are good, you should see an uptick in your revenue from this activity alone.

But if you want to do this for yourself, here are the steps I'd recommend:

**Step 1** - Review your sales copy and ensure your "YOU SCORE" to "WE SCORE" ratio is at least 3:1 on every page. Remember it is all about THEM.

**Step 2** - Look at how you're presenting what you're selling and see how you can improve the offer to make it feel more enticing. This is either by adding bonuses, improving the guarantee or just beefing up the promise of what it does.

**Step 3** - Review your product descriptions and turn every feature (what it is) into a benefit (what that feature does for the customer).

**Step 4** - Get someone not directly associated with your products to review your product descriptions to make sure they are clear, jargon free and make sense.

**Step 5** - Make sure you have customer testimonials for each of your products clearly displayed on each product page.

**Step 6** - Increase the free value your website offers to your customers. What information, advice, tools, tips or techniques can you share with them on your site that will help them deal with problems your products and services solve?

When you complete these steps, your website should convert better, even with your existing traffic.

Now we need to make sure your visitors have a positive experience of surfing your site. This will also make your site look more attractive to Google and will enhance your listings.

To do this, I'm going to recommend a handful of technical tweaks you can make to your site to make sure it functions properly.

## OMS Recovery Stage 2 - Fix Your Website

Everything we'll do in this stage is to make your site appear more attractive to Google. So, it makes sense then to use the free tools Google provides to do that.

**Step 7** - Set your site up on the Google Search Console by going to:

<https://search.google.com/search-console>

**Step 8** - Run an Index Coverage Report for your site from the Google Search Console. Review the list available and try to fix page errors and warnings

**Step 9** - Run a Mobile Usability Report from the Search Console and have any page errors or warnings fixed.

**Step 10** - Submit a sitemap of your site to the Google Search Console

**Step 11** - Routinely run a Site Performance Report from the Search Console to monitor your sites traffic performance.

[Source: <https://developers.google.com/search/docs/monitor-debug/search-console-start>]

Here are a few other tweaks you should also make to your site. By the way, when I suggest these, I don't expect you to do these yourself. A good webmaster should be able to make these changes for you. Just give them this list of things to do.

**Step 12** - Have your webmaster optimise your site for speed by getting them to look at the factors I shared with you earlier in this report. For your convenience, I'll repeat them again:

1. Render-Blocking JavaScript Is Delaying Page Loads
2. You're Not Using a Content Delivery Network (CDN)
3. There's Excessive Overhead in Your Database
4. Your Site's CSS Isn't Optimized
5. OPcache Isn't Enabled
6. Caching Issues Are Preventing Optimized Page Loading
7. Large Media Files Are Increasing Loading Times
8. Poorly-Written Scripts Are Conflicting With Other Site Elements
9. Your Site's Code Is Too Bulky
10. Missing Files Are Causing Errors
11. Plugins Are Weighing Your Site Down

**Step 13** - Improve your website's performance on mobile. As more and more people use their smartphones as their primary access vehicle to the internet, it's even more important your site presents a favourable experience to them on their phones.

**Step 14** - Have someone from outside your business navigate through your website. Stand behind them and watch what they do (or get them to create a screen capture video of their experience) to see how easy it is for them to find their way round your site. You'll be surprised that what makes sense to you (because you're so close to it) may be completely befuddling to a new visitor. Fix any problems that arise.

**Step 15** - Use the Google Search Console to find and then eliminate any duplicate content on your site. Having duplicate content may harm your rankings and will certainly dilute your site's authority in the eyes of the Search Engine Gods.

**Step 16** - Review how the pages on your website link to each other. If there is insufficient internal linking, pages may remain hidden from Google and from your website visitors.

**Step 17** - If you have not already done so, move your website over from HTTP to HTTPS. There are multiple benefits for doing this that include better user experience and improved search engine rankings.

Here's what to do next.

## OMS Recovery Stage 3 - Drive More Traffic To Your Website

It's important to understand that everything you have done so far in these recovery stages has been to ready your site for more traffic.

If you've followed the recommendations made so far, you now have a website that is positively purring away in a fashion that Google thinks is awesome.

Because of that, Google will view your site more favourably and will penalise other sites that are slow to load and have technical imperfections.

And then once visitors arrive at your site, they are more inclined to buy your products and services because you've made them even more enticing.

So now all we have to do is drive more traffic to your site.

There are two main ways to do this.

1. Search Engine Optimisation so your pages rank higher in the Google search results

## 2. Paying for traffic to come to your website

Each of these approaches deserves multiple reports in their own right because of the skills and knowledge required to implement each effectively.

However, what I'll do in this report is give you some basic things you can do.

Let's start with the quickest one:

### **Harnessing The Power of Paid Search**

Businesses have been advertising their goods and services ever since traders and merchants first began exchanging what they offer for some form of value.

How businesses advertise has changed over the years as technology opened up new and more exciting media.

First there were billboards outside shops. Customer walking past could see what was on offer.

Then advertising shifted to the print media as newspapers opened up larger audiences for businesses to share their wares with.

The advent of radio and then television advertising broadened the reach even further.

And then came the internet.

Online advertising was a game changer for many.

Why?

Well, it was far easier to target your perfect customer...

...and more importantly...

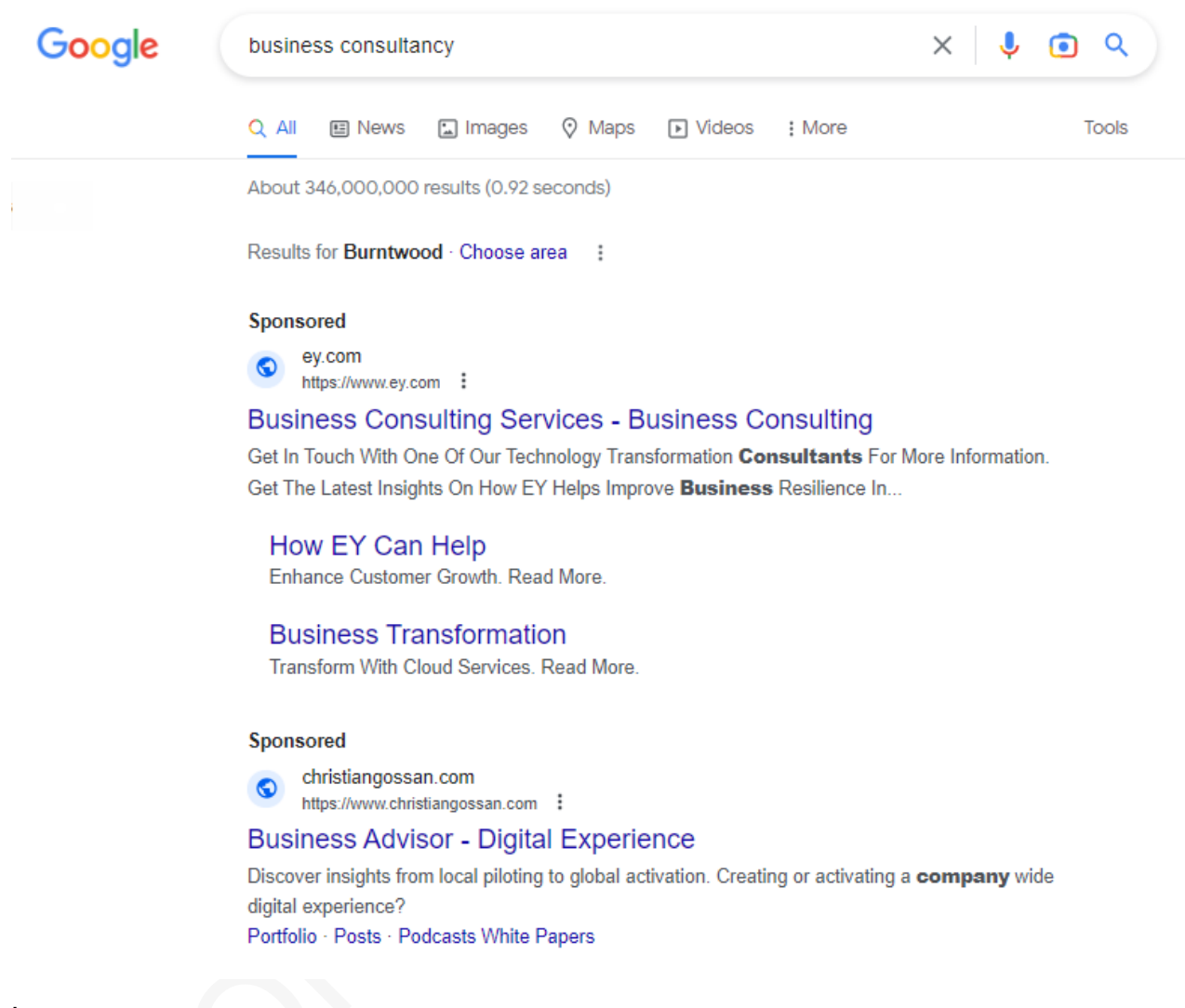
...you could track how ads performed.

There are many different ways you can advertise online, but I want to focus on just one.

It's called Paid Search.

When you do a search on Google for something you are interested in buying, what you'll see at the top of the search listing are "paid for" ads.

The “Ad” at the front of the URL tells you the owner of that website has paid for the privilege of being there.



With it being at the top of the search engine results, it's likely to get a large proportion of the clicks for that search.

So, with a business credit card and a Google Ads account, you can drive traffic to your website in a matter of hours.

...If only it was that easy!!!

It's certainly that simple, but to generate traffic that makes you enough money to pay for the Ads AND generate a profit for you...

...that requires a bit of work.

Get it right and you'll open up a self-funding profit centre that has exponential growth potential. Your biggest challenge then will be to scale your business operations so you can meet the demand.

Get it wrong and you'll see a ton of your cash reserves quickly disappear without ANY return on the investment. Your biggest challenge then is explaining to your business partners and shareholders where all that money went!

So how do you get it right?

Here's an 8 Step Action Checklist that will get you started:

**Step 18** - Work out what your monthly advertising budget is for the next 3 months.

**Step 19** - Set up your Google Ads Account at <https://ads.google.com/>

**Step 20** - Brainstorm the keywords you'd like to advertise for. It's important you focus on the "Buyer's Intent" for the keyword. "Buy [YOUR PRODUCT TYPE]" has a stronger purchasing intent than "Compare [PRODUCT A] with [PRODUCT B]."

**Step 21** - Use the Google Keywords Planner Tool to generate more keyword ideas from your initial list. You'll find it at <https://ads.google.com/aw/keywordplanner/ideas/new>. You'll also be able to see the competition for each term, the search volume and how much it might cost to appear at the top of the search results.

**Step 22** - Select the initial keywords you are going to target, choosing low competition, reasonable monthly search volume at an affordable bid price for your budget.

**Step 23** - Make sure the destination page on your website for each ad meets the expectations of the person who has just done a search for that keyword term.

**Step 24** - Set up your ads in your account and set them live.

**Step 25** - Monitor the performance of your ads, turning off those that underperform and double down on those that convert for you. [TOP TIP - Reinvest your profits back into profitable ads]

Now that you have harnessed the power of paid search and have satisfied your need for instant results, let's take a look at a more slow burn, but longer lasting way of driving traffic to your website.



# Search Engine Optimisation - Making Your Website A Marketing Magnet

As we've seen earlier, the vast majority of traffic that comes to your website will be through Organic Search.

When someone does a keyword search, your site appears in the search results, they click on the link and that's how they end up on your site.

The trouble is, getting listed in the search results can be like trying to win the lottery, unless...

...you learn to stack the odds in your favour.

How do you do that?

Well you do something called Search Engine Optimisation (SEO).

To many it's a black art.

But to those with knowledge, experience and a track record of success, it's a skillfully held balance between art and science.

Search Engine Optimisation is the process of taking the pages of your website and aligning them as close as possible to the listing criteria Google has for the keywords you want to target.

Unfortunately, only the techno-wizards at Google know exactly what those criteria are, so there's a degree of guess work/trial and error required.

However, with a bit of persistence, determination and patience, it's possible to move the pages of any business website further up the search listings to generate more qualified traffic to that site.

Here's how:

**Step 26** - Brainstorm the keywords you want to be listed for in the Google Search Results.

**Step 27** - Use the Google Keyword Planning Tool (<https://ads.google.com/aw/keywordplanner/ideas/new>), the Google Search Console (<https://search.google.com/search-console>) and perhaps a tool like SEMRUSH - [Click here to go directly to the website >>](#)

**Step 28** - Select your initial batch of keywords to target. It's important to limit the keywords you initially choose so you can either focus your own efforts, or limit your costs if you're working with a Digital Agency to do this for you.

**Step 29** - Track the position of the pages on your website for each of the keywords you are interested in using a tool like SEMRUSH.

**Step 30** - Review and edit the meta title of each of your web pages to more closely match the "Buyers Intent" of the keyword. Be aware that Google truncates the titles. You'll need to check how many characters because it does change.

**Step 31** - Review and edit the meta description of each of your web pages to more closely match the "Buyers Intent" of the keyword. This is the short description seen under the hyperlinked page title in the search results. Be aware that Google truncates descriptions too. You'll need to check how many characters because it does change.

**Step 32** - Review and edit the content of your pages so they are more helpful. In August 2022, Google introduced "helpfulness" as a key factor in the indexing of any page in its search results. What constitutes "helpfulness"? Answering questions, solving problems and meeting the needs of the visitor.

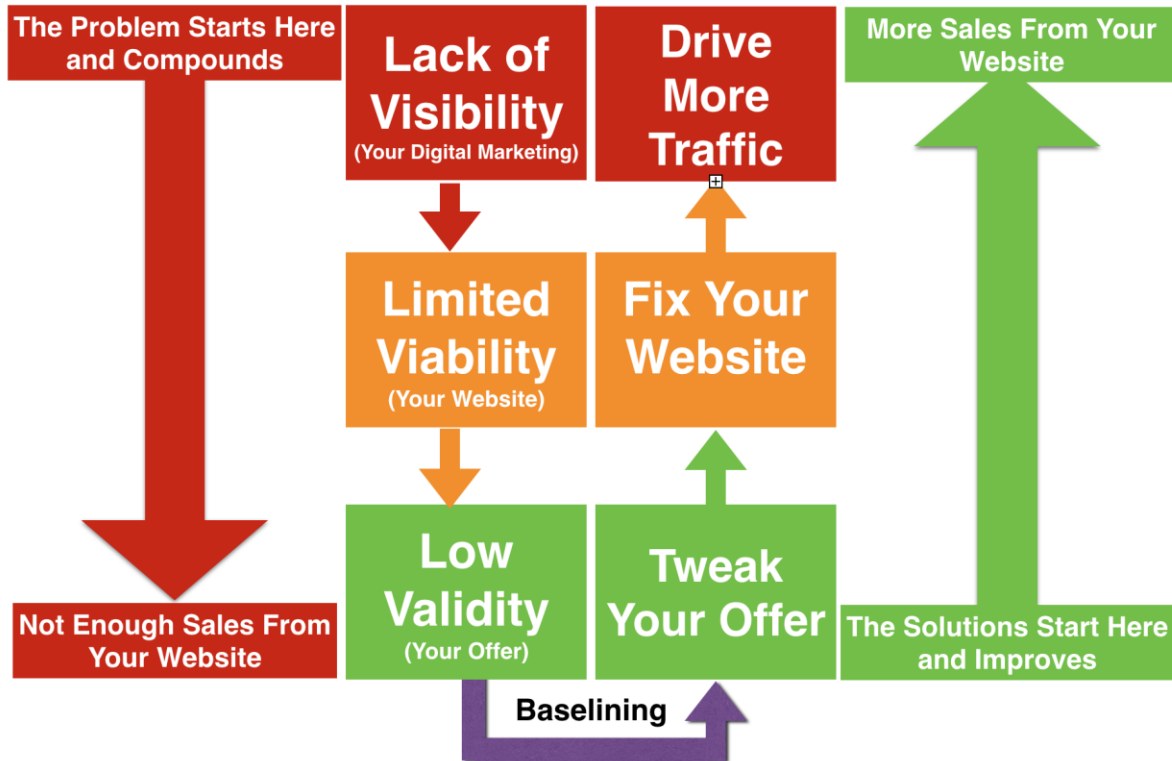
**Step 33** - Have patience. It takes time for newly optimised pages to rise higher in the Search Engines. Keep monitoring, keep tweaking and keep testing.

# In Summary Then...

Phew...!

That's a lot of stuff to take in.

Fortunately, it's all summarised in this diagram:



The reasons why your website isn't making you more sales right now are explained by working your way down the left hand side of this diagram.

If your site has a **Lack of Visibility** to potential customers, they're not going to find their way to your website to discover the value your business can offer them.

If they do find their way to [www.YourDomainName.com](http://www.YourDomainName.com) then the **Limited Viability** of your website will make their experience less than smooth (as well as sending it plummeting down Google's rankings).

If they stay around long enough to see what you're selling, then the **Low Validity** of your offer means they click away without buying.

All because you've unwittingly made these mistakes:

- **Mistake #1** - Your Site Is “Invisible” To Google
- **Mistake #2** – You Have A Business Website Driven By Design & Not Search Engine Optimisation
- **Mistake #3** - Your Sales Copy Focuses Too Much On How Great Your Product Or Service Is And Not Enough On What It Will Do For The Customer

But here’s what you can do about it by working your way back up the right hand side of the diagram:

You start by Baselineing how your site currently performs then you follow these three stages:

- **OMS Recovery Stage 1** - Tweak Your Offer - Make What You Sell Even More Enticing
- **OMS Recovery Stage 2** - Fix Your Website
- **OMS Recovery Stage 3** - Drive More Traffic To Your Website

## And Finally...

In this “Website Performance Report”, I’ve outlined exactly the steps you need to take to shift your website from an underperforming asset in your business, to a cash generating, sales making profit centre to be proud of.

I know these steps work, because me and my team at [www.oms.marketing](http://www.oms.marketing) do this for our clients every day of the week.

I’ve shared our exact blueprint for success we use with them, with you in the pages of this report.

You can achieve the same results for yourself if you follow this plan.

It will take some hard work, and an investment of time and money on your part, but believe me, having seen the results we’ve achieved with our clients, it’s more than worth it.

So, I’ll pause, give you time to breathe, and wish you all the very best in generating more sales from your business website.

Best Wishes

David Khan  
[www.oms.marketing](http://www.oms.marketing)

# If You've Skimmed Through This Report OR You Still Have Questions Then Read This...

There's a lot in this report.

Why?

Because you deserve to know exactly what it takes to turn your business website into a revenue generator.

But

- What if you're too busy to go through the report right now?
- What if you've read it but you have some questions?
- Or what if you'd like someone else to implement the plan on your behalf?

I get that a lot.

So, if that's you, then let's set up a call so you can:

1. Tell me all about your business.
2. Share the website challenges you're facing.
3. Explain what you'd like your website to do for your business

In about 45 minutes I can answer any questions you have and point you in the right direction of what to do next.

It won't cost you a penny to get greater clarity on how you can move towards generating more sales from your website.

Call me on  
**07888 863533**

or visit this link to book a call convenient to your schedule.

[>>>Click here to set up a Website Performance call with me<<<](#)

# Who Is David Khan?



David has more than 15 years' digital marketing experience and in that time has run two successful digital marketing agencies. After setting up Simplistic Solutions Ltd in 2009, David merged the company with Online Marketing Surgery Ltd in 2013.

Online Marketing Surgery provides these digital marketing services to Local, National and International businesses:

- Search Engine Optimisation,
- Pay Per Click,
- Website Design and Development,
- Digital Marketing Consultancy

David is passionate about helping businesses grow their internet presence using various digital marketing channels.

With an excellent reputation for delivering results, time and time again, David has helped companies generate more than £1 million pounds worth of sales in a short time frame with little or no previous internet presence. On the flip side, here are just some of the established companies David has created online business success for:

- Peugeot
- Volkswagen
- Confused.com
- Busy Bees Nurseries
- Omni Cyber Security
- ePower Trucks
- Coin a Drink
- Barron McCann
- Positive Lending
- Combat HVAC
- Amtico Flooring
- Moor Hall Hotel and Spa
- The Five Rivers Group
- Carphone Warehouse Group
- UK Power
- Nectar
- Landlords Guild
- East Of England Arena
- Cromwell Trucks
- Regents University
- The IET Group
- Tiger Recruitment
- 15 Hatfields
- First Utility
- Vaillant
- MoneySupermarket.com
- Lindstrom UK
- Esporta Gyms
- Zanussi
- Gunnebo UK Ltd
- Mac's Trucks
- Aura Print
- Business Lending Group
- Liftsafe
- Cardinal Steels
- MG Timber Products
- Drain Doctor
- TC Cars
- Safestore