Roadmap to Website Success -
6 Tips You Don't Want to Miss

Today, achieving success with your business website is a bit tougher than a few years ago. Not only is there more competition, the way digital marketing is done has changed. Not to worry - when you go about building a website with your customers needs first and foremost in mind,
you will achieve success and greater online visibility.

Tell Your Story

Be User-friendly & Mobile

Inspiring Call to Action

Benefits - Show Them!

Ongoing Engagement

Make your website do the work!

MAKE SURE YOUR ABOUT PAGE IS INTERESTING, AND NOT MUNDANE.

An "about us" page can be incredibly boring; make sure yours has personality, tells your story, and has clear benefits. Include endorsements and get the message across that you truly are an authority, the "go-to" person in your industry. *More tips:*
rosepapacreative.com/creating-compelling-content

ENSURE YOUR WEBSITE IS USER-FRIENDLY.

What does that mean, exactly? A website that is compatible for mobile users, accessible to all users, architecturally sound (navigation, easy to move around), loads fast, is consistent and provides content that is easily scanned by users. *Are you Mobile Friendly?*
Take the test: google.com/webmasters/tool
google.com/webmasters/tools/mobile-friendly

INCLUDE A COMPELLING CALL TO ACTION.

How can you determine whether your call to action is suitable and effective? Make sure it isn't vague or uninspiring. It should be benefits-oriented and include subtle urgency. **Make your button one that's "can't miss", and that offers a compelling incentive for clicking.**
More Tips:
http://bit.ly/1x3Re2F

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INCLUDE BENEFITS STATEMENTS. How will your product/service benefit your customer? Does your website include benefit statements that clearly define why your product/service is preferable to the competition?

Not sure how your customers interact with your brand? You can determine what people want most by asking them! Do this on social media and through surveys. *For surveys:* surveymonkey.com

ONGOING ENGAGEMENT. You've done the work (or your web provider has) to get people to your website! Now what? First you can't change or improve what you don't know. **Track!**
Use Google Analytics to start. *More here:* google.com/analytics/
Share, Engage & Promote: Social Media: **Create Campaigns**, Advertise and Facebook Retargeting
Newsletter Sign-ups from your website, **free reports**, and **run a contest** for more visibility, add quizzes and more.

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WORK WITH A PROFESSIONAL. With over 15 years of marketing experience and a proven track record of results, Rosepapa Creative Design has promoted numerous small businesses through effective branding, messaging, web development, creative design and ongoing support. *The goal of Rosepapa Creative is to create, deliver and provide small business owners with an customized comprehensive suite of web and marketing solutions that will enable their companies to grow, thrive and remain relevant.*
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