

The Ultimate Secret Guide To Launching A Successful Business On The Web

Is This You?

Step 1 - Go to Google and search for a web design company.

Step 2 - Get quotes from a few web designers.

Step 3 - Provide content and text for the website.

Step 4 - Do nothing.

Step 5 - 6 months later... Why don't I have customers and sales? Maybe I should try social media, do a website redesign, or start Google Adwords?

What's wrong with this picture?

FACT - The highest converting traffic on the web comes from organic search engine traffic.

SECRET – Most web designers know very little about search engine optimization. Why? Web design and SEO are different fields of study. They are both **very technical** and **constantly changing**. It's extremely difficult for an individual to be well versed in both fields.

A Better Approach To The Web.

Step 1 - Determine your goals and consult with a web specialist that can evaluate the competition and provide a roadmap.

Step 2 - Build your house from the foundation up. When you create a website, site architecture is absolutely critical to search engine success. I can't stress enough how content, keywords used, and structure is paramount. If you are serious about your business, you should have a qualified professional help build your house. Don't hire a web designer that doesn't understand the SEO elements.

Step 3 - Build a brand. The search engines compare your brand compared to other brands when deciding where to place you in the search engine results page. They don't simply look at your webpage. A strong brand will have an audience and positive things being said around the web. Yes, ongoing work.

Step 4 - Web maintenance. Going back to the house analogy, have you never mowed the lawn or fixed something since you moved in? Successful websites have ongoing management. Security and data management are important. Watching analytics and website recordings give you an idea of what works and where users bounce. Constant A/B split testing should be performed to improve conversions. Email marketing, social media and promotions / events should be an ongoing task that help build your brand.

SECRET – Successful business owners on the web understand their web properties are an invaluable asset and not simply an expense. Websites are only an expense when they are not properly implemented and managed. The amount of management will vary depending upon your competition. You only need to do better than the competition to win the customer or sale.

Astriden is a Digital Marketing Agency that offers *holistic services* that includes proper website management, brand monitoring, marketing & competitive analysis. Don't let your web properties be an expense; create a powerful asset. Contact us today for a [free website audit](#).

