

11

Ways to Make Your Personal Brand Website More Effective

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Easy Ways to Make Your Personal Brand Website More Effective



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Hey there!

Thanks for downloading this guide to optimizing your personal brand website.

Jeremy and I have been helping experts, influencers, authors, and thought-leaders build personal brands and online businesses for almost a decade.

We've been behind the scenes, consulting, building websites, and running 6 & 7-figure marketing campaigns for some of the world's biggest personal brands, including: Brendon Burchard, Larry King, Harvey Mackay, Mel Abraham, and Bo Eason - to name a few.

We're super excited to share our expertise & help take your personal brand to the next level.

– Michael
Founder, PersonalBrand.com

Step 1: Why Are You Working On Your Website?

Today, a website is the modern business card. If you don't have one, then people will not take you seriously. That being said... the only thing worse than not having a website, is having a bad website.

Whether you're looking to create your first website, or optimize your existing website, you must first identify how you are going to use your website as a tool to generate business for you. Nothing is more costly than spending time and a fortune creating a website that is essentially just a pretty digital brochure.

In order to know how and what to optimize on your website, you first must have a clear goal.

- What is the purpose of your website?
- How does your website fit into your online strategy?
- What function does your website serve in the bigger picture of your business?

The biggest mistake we see people make is that they try to over-complicate their website. Keep it simple, make it easy to navigate, & make it easy for prospects to become customers.

Your website should focus on generating three things: Credibility, Leads, & Customers.

PERFECT WEBSITE PYRAMID



Here are 11 Ways to Make Your Personal Brand Website More Effective

Thanks for downloading our guide to making your website more effective. Creating a great website is an iterative process, so don't feel like you have to do everything on this list right now. Pick 2 or 3 and start there!

1. Keep Your Website Layout and Design Simple

Make it easy for people to find information on you and to buy your products/services. You shouldn't have more than 6 links in your main website navigation, and keep dropdown menus to a minimum. Nest pages in logical order, but don't make people click through 5 pages to find the information they are looking for. Try to keep all of your content within 3 clicks of the homepage.

2. Hero Section with Credibility Image & Call-to-Action

First impressions are everything. A hero section is a great way to create a great first impression and make your website look really great. Make sure the top section ("Above the fold") of your website has these 3 things: 1) a great "credibility-building" picture of you, 2) a benefit-focused statement that communicates what you do and who you do it for, 3) A button that links to the ultimate goal of your website, ex: hire me, sign up, register for a demo, see how it works, etc.

3. Place the Primary Lead-Capture Above The Fold

Right below the hero section, you should have a call-to-action (CTA) that captures people's information in exchange for something of value. This could be a gated piece of content (like this), a free consulting call, a webinar, or any other type of lead magnet that both has a moderate perceived value and is attractive to your ideal customer. No iPad giveaways, here. It must be something that attracts someone who is an ideal customer for you.

4. Optimize Your Content For Mobile Viewers

In 2016, mobile traffic accounted for over 50% of all internet traffic. We're living in a mobile world, where people expect a quality mobile browsing experience. The fastest way to lose credibility is to have a website that isn't mobile-friendly. All Wordpress themes are mobile responsive these days, but, make sure that your content looks great on mobile.

5. Prompt to Engage With You On Social Media

Make it easy for people to find, follow, and engage with you on social media. On your homepage, add quick links to the top 2 or 3 social media profiles that you are actively building your brand on. Don't try to maintain 15 different profiles. You'll end up doing an awful job at all of them. Focus on 2 or 3 of the top platforms your target market is using, and do those 2-3 very well.

6. Showcase Your Best Content On Your Homepage

Your homepage should be designed in a way where you can feature 3-5 of your top blog posts. These should be hand-selected and rotated 4-6 times per year. One misconception that people have is that they have to constantly be creating new content. In reality, most people's content is highly under leveraged because they don't market the content they already have. Create great content and market past content frequently. Quality is better than quantity.

7. Create Tailored CTA's for Your Best Website/Blog Content

First step is to make sure that every blog post has a call to action at the end of it. Ideally, each blog post has a tailored call to action, with a lead magnet that is closely related to the content of the blog post. (Ex: *Blog post: 5 Mistakes People Make With Their Website, Lead Magnet/CTA: Website Kit: How to Make Your Website More Effective.*)

8. Prominently Display Credibility Indicators

People are viewing the “Digital Body Language” of your website, looking for reasons to trust you, so give them reasons to trust that you are legit. Have you been featured in the media? Are you a member of an industry association? Have you worked with big-name clients/companies? Make sure to add their logos to your website as credibility-boosters.

9. Optimized Footer Section with Call-to-Action

If you have a ton of different pages that you need to have on your website but didn't make the top 6 links to add in the header? The footer is a great place to add links to those secondary pages, as well as linking to your social media pages, pulling in a twitter feed, etc. Make sure you have links to your Terms & Conditions page in the footer as well! Don't want the FTC coming after you. Plus, if you have a Terms & Conditions people think you have sought legal council, and it adds some extra credibility (for some reason).

10. Showcase Social Proof & Customer Success

No one likes someone that brags about themselves, so, have your customers do the bragging for you! Add testimonials, case-studies, and quotes from your customers and clients. No matter how known, or successful you are, people want to hear testimonials from people just like them. They want to know that they can get the results that you are promising too.

11. Learn & Implement SEO Basics

There are a few very simple things you can do to make sure your content is optimized for search engines. Write your content with focus keywords in mind and study the basics of SEO. A lot of the ninja-hacks that worked 5 years ago, don't work today anyways. Essentially, it all comes down to this, Google wants to provide quality, credible, relevant, and recent content to people who are searching. (TIP: If you're using WordPress, the SEO by Yoast plugin is AMAZING! Download it now.)

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**Watch the website training video
for more information, tips, and strategies.**

PersonalBrand.com/website-training

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Personal Brand Website Optimization Checklist

Use this checklist as a guide to optimizing your personal brand website. Creating a highly-effective website is an interactive process, it takes time, patience, and a lot of testing to get your website to produce optimal results. This 11-step checklist will help you create the foundation for a world-class personal brand website. Be sure to watch the video training that goes with this download: personalbrand.com/website-training

- ❑ 1. My Website Has a Simple Layout & Design
- ❑ 2. The Top of My Homepage Has an Optimized “Hero Section”
- ❑ 3. My Primary Opt-in Is Placed “Above The Fold”
- ❑ 4. My Website Is Built for a Mobile-Optimized User Experience
- ❑ 5. People Can Easily Access My Social Profiles & Engage w/Me
- ❑ 6. My Best Content is Showcased on My Homepage
- ❑ 7. I Have Tailored Call-to-Actions on My Top Content/Blog Posts
- ❑ 8. My Credibility Indicators are Prominently Displayed
- ❑ 9. My Website Footer is Optimized with Links, T&C’s, & CTA
- ❑ 10. I Have Social Proof Featured on Multiple Pages
- ❑ 11. My Top 25 Pages & Blog Posts Are Optimized w/Basic SEO

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& create a lucrative business behind
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You'll walk away with clarity, confidence, & a focused 90-day game-plan to take your business to the next level.

To schedule an initial consultation, email us at: support@personalbrand.com