Website Structure and Marketing

Welcome to WordPress Demystified, week 2, and this is a shorter video, but I thought I'd reiterate about structuring your website and your marketing together. I found that when websites are created, it's rarely thought about how you're going to market it. That normally comes later. Now, if you're working with a big agency and they're doing your website, they may include some of the strategy. But more often than not, I'm finding that that doesn't happen.

And especially if you're doing a DIY website, you often don't think about the strategy. You're thinking about getting all the wording right, the images right. You're not necessarily thinking about how are you going to market the website, how you're going to market your business.

If you do social media or groups of any description, whether it's LinkedIn or Facebook, and you go back to your website, make sure you're going back to a web— your web page that is not confusing for the person who's clicked on the link. If they are expecting a particular service, make sure that the web page they have gone to Has that service on it and nothing else.

It doesn't mean that they can't go and look at other blog posts or something else, but it's really keeping that if they are, if they're focused on service A, we don't want them to go to a web page with service A to Z. Especially if you've done a post on service Z, which is at the back of them, or Z, and they've got to read through all these services before getting to the one you said. The likelihood is they'll get confused, overwhelmed, or they'll find some other service and get confused— was it this one?— and go away and do something else. You know, this is especially important if you're launching something. If you're launching a webinar, you want to lead them through to the right place so that they can sign up and just keep going.

Talking about registration pages, make sure to use the thank you page. Have a bespoke thank you page and add stuff to that, their next steps, their blog posts that they might be interested in, other things they might be interested in, but the next steps especially after they've registered. So think about how you're marketing and how your

website supports you with that. And if you're not sure, reach out to me, book a free 15-minute call. You'd be surprised at how much we can cover in 15 minutes.