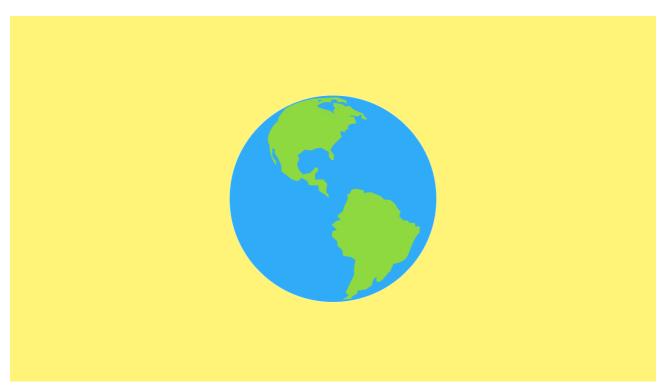
Website Marketing Plan for More Conversions

As a brand, your business website is the best marketing tool at your hands and as a business owner, you should take your business website more seriously.



Your Target Audience Understand who your target audience is in order to market your business website to them appropriately Needs of Users Understand the needs and pain points of your users or visitors; how are you helping solve a problem they face? Social Media Shortlist social media channels that your target audience is likely to be found on; market your website on these channels Optimized Website Your website should be fully optimized for search engines; a well optimized website improves your ranking Content Marketing

Explore keyword based content marketing and promotion on relevant online publishing websites to maximize traffic

Initiate email marketing campaigns with the e users	xisting database of users; free giveaways like eBooks and PDFs will attract
Website Analysis Carry out a thorough website analysis of your	business website to see how you can improve your website and its
performance	Make and Share Free Checklists checkli.com