

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

Email Marketing

- ☐ Initiate email marketing campaigns with the existing database of users; free giveaways like eBooks and PDFs will attract users

Website Analysis

- ☐ Carry out a thorough website analysis of your business website to see how you can improve your website and its performance

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