



16 steps to a high-performing website

Inbound marketing is cheaper and more effective* than outbound, but how can you do all that [Moz](#) and [Hubspot](#) suggest—if you're not HP or IBM? We reviewed the lot and found 16 steps that any company could take. We implemented them and increased our web traffic 800% in 30 days. Details in our [blog](#).

1. Know your audience

Define your sweet spot; where clients rave about what you deliver profitably. Define your ideal client and buyer personas. Don't try to please everyone.

2. Be realistic

You don't need the perfect website; it just needs to outperform those of your competitors. That is the goal.

3. Set a baseline

Analyse your current website for traffic, audience, bounce, faults, hot spots, and key word performance compared to competitors.

4. Choose the right terms

Look for key terms your targets use, look for similar ones that rank, choose those that match exactly what you do, and are accessible in your markets.

5. Create a hub of content

Write about the problems your target buyers want to solve. Create a hub of useful content that shows that you're expert in your field.

6. Make it valuable

Make your content trustworthy, expert, original, error-free and worthy of sharing. Share it freely and gate just the most valuable pieces.

7. Define your centre

Decide which page you want to be your website's core—the honeypot for your visitors. Keep it up to date with fresh, useful original content.

8. Link the hub

Have lots of internal links in your content hub; they show breadth and depth to visitors, and to search engines who'll rank your hub more highly.

9. Optimise but not too much

Optimise each page for one search term; but write for people; don't stuff it with key word gibberish.



10. Add variety

Use different types of pages—to be found, to inform & convert—and make them easy to navigate. Add variety in images, graphics, tables, videos and plenty of internal and external links.

11. Prove your value

Before you write, think about your audience and what they want from each page. Solve their problems and prove your

value. Don't sell before you do.

12. Call for action

Think about that you want visitors to do, and write each page to achieve that one step. Make the step obvious and easy to take. Don't make it too big or too risky, and don't confuse them with multiple steps or they'll do nothing—and leave.

13. Use good design

Ugly might sell video games to kids but it probably won't help you sell technology to businesses. Make it attractive and clean, use templates where possible and professional designers. Don't scrimp.

14. Make it easy to read

Use large fonts, short sentences, short paragraphs and strong headlines. Make it easy to skim yet worthwhile to read in depth.

15. Promote it

Be active; promote your website via all your social media and make it hard for Google to miss you.

16. Keep it up

Don't set and forget; make reading, research and content creation part of your routine. Keep it up and traffic will keep coming in.

Read the full details in our post: [How We Increased Web Traffic 800% in 30 days](#). ###

*[The Ultimate Resource for 2013 Inbound Marketing Stats and Charts](#) (Hubspot)