WebFire Wednesday Webinars:

How to Analyze Sites and Part 1 of 2 of Analyzing Websites Live

WEBFIRE 3.0

Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a Live Training and/or Q&A Call for WebFire Members

These trainings will either feature myself (Brian Koz), Shawn Casey, both of us at once, or occasionally a featured special guest if we think their expertise would be of value to our members

If you're here or registered for the series, you'll get a reminder each week so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls under the "Training" tab on the left side navigation bar.

Use these calls as an opportunity to get even more training, ask strategy type questions, get feedback, or make suggestions on what else you'd like to see!

Special Note: Make sure to check out our prior WebFire Wednesday Webinars and our WebFire trainings, as there's tons of info already there that a lot of you are asking for more training on. ☺

WebFire Member Rules to Success:

1. Follow the steps and trainings we have.

2. Don't give up (seek help when needed but don't get too dependent)

3. No whining or negative attitudes (quickest way to fail)

London, UK Workshop!

- Free while seating lasts

- www.GetWebFire.com/london

Now let's move onto our training for this week on how to analyze a website followed by some live examples

How to Analyze a Website

- Analyze your webpage(s) using our Analysis Tool for your ideal keyword(s)

- Do further keyword research to see what keywords might be easier to rank for and more likely to be "buyer" keywords

- On your site, look for obvious errors or things that might be confusing (and fix them)

How to Analyze a Website

- Make sure that the title tags, headlines, and content match up with the keyword(s) that you're trying to rank for

- Does the website give clear direction on what to do next and what the site is about?

- Is there an obvious call to action?

How to Analyze a Website

- Is there an opt-in? And does it have a great reason why they should opt-in?

- What is the sales messaging? Is it super easy to see the benefits and why they should buy?

- How does your offer(s) compare to competitors? Does yours offer more benefits? Is your product the exact same (like a physical item) but more expensive?

- Is there a guarantee or mention of free / fast shipping (if physical)?

How to Analyze a Website

- Is there a lot of empty space?

- What do the eyes first see?

- Can people understand the basics of your site within seconds?

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How to Analyze a Website

- Is there a particular bestseller or "cool" product that you could feature?

- Are there upsells / one time offers? What's your funnel?

- What's your backend? Is there an autoresponder series?

How to Analyze a Website

- Are there backlinks?

- Are there additional things that drive traffic like extra articles, blog posts, videos targeting additional keywords?

- Are you proactively going out there and finding potential prospects?

- Are any of the products candidates for paid advertising?

Live Website Analyses

Any other questions??? (and cash giveaway right after)

WebFire Facebook Group at
www.getwebfire.com/fbgroup

London Event – www.GetWebFire.com/london

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