

WebFire Wednesday Webinars:

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



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 analyzing websites



Last week we covered how to analyze your own websites (or those of your clients), as well as did website analyses for an e-commerce and an info product website



Today we'll continue the website analyses
and give examples for a local business,
selling web services, and an affiliate site



Even though we can't analyze everyone's sites, we made sure to do at least one from each category, as well as provided a checklist last week on what to look for...



Some Common Issues

- Poor keyword targeting
- Very poor use of title tags
- Unclear webpages / sales pages / offers
- Confusing offers
- No clear goal or call to action



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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