

WebFire Wednesday Webinar:

Live Website Analysis



WebFire's Facebook Group Page

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Key Questions to Ask Yourself

- How will someone find your site?
- What will they be looking for – especially people ready to buy?
- What should they do when they get to your site? (buy, call, join a list, become a lead, etc.)
- Why should they do that with you right now instead of looking for more options?



Website No. 1

- RingNeckRetreat.com – South Dakota Pheasant Hunting
- Offers corporate retreats, spring snow goose hunts, and fall waterfowl hunting.



RingNeckRetreat.com

- Most important search term would seem to be South Dakota Pheasant Hunting for which the site ranks #40 in Google.
- Site Analysis for South Dakota Pheasant Hunting
- Site Analysis for #1 site in Google – BuffaloButte.com



RingNeckRetreat.com

- To improve – work on the easiest stuff first which is what the site analysis recommends like updating titles, tags, header, keywords in content, and incoming links.
- Focus on the most important keywords first.



RingNeckRetreat.com

- Add content for keywords including articles, videos, how to, how it works, best times, top # things, etc.
- This content generates rankings, free traffic, gives your site authority, brands you as the expert, makes people want to do business with you, gives you personality which helps when people engage you for some personal interaction, and more.



Ecom Websites

- CampingTheNorthwest.com
- PatioFurnitureAndFountains.com
- ChildrenAndBabyGifts.co.uk



The General Question is...

- What's the best strategy to promote a general Shopify store?



Answer

- The best strategy is to NOT try to promote a general store. (Having a general store is fine.)
- Instead – promote specific products and/or niches that you have for sale.



Answer

- It would be great if you can get some of your product pages ranked in Google for your target keywords, but if you're selling generic products that could be tough.
- Make sure your images have file names and titles that describe the product using keywords like Poodle Mug, Best Grandma T-shirt, or Moon and Stars Necklace.



Answer

- While it can be hard to rank your products, it's a lot easier to rank for articles on a keyword targeted blog.
- The articles can be product reviews, gift ideas, or Top 10 Lists. Your goal is to choose keywords and phrases that people would use when searching for something related to your product line.



Answer

- Reviews can be comparisons – Product A v. Product B or just 1 specific product.
- Answering common questions that get searched a lot can not only bring a lot of traffic, it will be very targeted traffic.



Answer

- You can use the same concept to make quick videos to showcase your product. The video can be as simple as unboxing the item and showing all views of it.
- When uploading your videos to YouTube, be sure to use keyword focused titles and tags. Plus, embed the video in your blog, give it a good title, and add a couple sentences of descriptive text.



Answer

- Or find helpful videos on YouTube and embed them on pages along with your helpful (and keywords focused) thoughts.
- You can still rank your pages for these based on the titles, headers, and text you have on your page. Visitors to your site find you have awesome content so they love you.



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