

WEEK 3

WEBSITE
OPTIMIZATION

The Entrepreneur Ride Along

LAST WEEK

MARKET RESEARCH

What is the #1 challenge your target market is facing?

How will you make money?

THIS WEEK

OUR PLAN

- Understand email marketing
- Create lead magnet
- Setup a simple optimized website

GOAL

Create a simple website and lead magnet

VIDEOS

VIDEOS

Videos for this week:

- Setup WordPress
- Setup SiteGround
- Setup ThriveThemes
- Build Website
- Setup ConvertKit
- Setup Google Search Console
- Setup Google Analytics
- Setup HotJar

WHAT I DID THIS WEEK

Day 1: Bought domain, hosting, and logo

Day 2: Setup website (ThriveThemes)

Day 3: Setup ConvertKit

Day 4: Setup Leadmagnet

Day 5: Setup WooCommerce, Google Analytics, Google Webmaster

My Website: <https://agileexamacademy.com/>

1

EMAIL MARKETING

2

LEAD MAGNET

3

SITE SETUP

PART ONE

EMAIL MARKETING

PURPOSE

Primary Purpose

- Capture leads (passive leads)
- Provide value
- Sales Funnel
- Your website's #1 most important action

EXAMPLES

My Sales Funnel

Show ConvertKit:

- Funnel
- Number of subscribers
- Open/Click %
- Sales

Don't Need A Lot

Target: 50+ email subscribers (1 per day)

- AssociatePI: ~50 when first getting sales
- Pomsky Owners Association: ~300 when getting first sales
- Entrepreneur Ride Along: ~200 subs = \$2,500

LOGISTICS

ConvertKit

Recommend ConvertKit

Free Trial: <https://theentrepreneurridealong.com/convertkit>

NEXT

This Week

Keep it simple to start.

This week, is just setup. It takes a bit of time to create lead magnet + setup CK + site (important)

Week five, we will get into the emails to add to your funnel.

PART TWO

LEAD MAGNET

PURPOSE

EXAMPLES

<https://associatepi.com/practice-exam-download/>

<https://pomskyownersassociation.com/pomsky-shopper-downloads/>

<https://theentrepreneurridealong.com/nichedownload/>

LEAD MAGNET

- What is the purpose?
- No more “join my newsletter”

DESIGN

Lead Magnet Design

- Keep it simple (PDF, video series, chapter one of course)
- “Quick win”
- Include sale button

Examples

<https://associatepi.com/wp-content/uploads/2016/12/CPCU-540-Practice-Exam-Download.pdf>

<https://pomskyownersassociation.com/wp-content/uploads/2017/05/Pomsky-Training-Guide.pdf>

IDEAS

Ideas

- Get ideas from #1 biggest challenge
- What can you create for a “small win”?

Location

- [Above the fold home page](#)
- Pop-up
- Menu bar
- Footer
- [Within blog](#)
- Blog sidebar

PART THREE
WEBSITE

PURPOSE

Website Purpose

The goal is to facilitate your sales funnel.

- Drive traffic
- Capture leads
- Sales

LOGISTICS

My Choice

- WordPress
- SiteGround for hosting: <https://theentrepreneurridealong.com/siteground>
- ThriveThemes for web design: <https://thrivethemes.com/membership-pricing/>
- SiteGround for emails
- GoDaddy for domains
- Fiverr for Logo design

DESIGN

Website

Keep it SIMPLE (few simple pages)

- Home page
- Resources page
- Blogs
- Email opt-in page
- Sales page

DESIGN

Home Page

- Storybrand process
- Value proposition
- Call to action above fold
- Not too much above the fold
- [Before/After AssociatePI](#)

Blog

- No distractions
- Sidebar email opt-in
- Email opt-in at bottom
- Simple text
- Simple formatting
- [Example](#)

DESIGN

Email Opt-in page

- No distractions
- Strong call to action
- Picture of lead magnet
- [AssociaitePI Example](#)
- [Entrepreneur Ride Along Example](#)

Lead magnet Location

- Sidebar
- Top Right corner
- Popup

Popup

- Strong Call to action
- Button, linking to download page
- Picture

DESIGN

Sales Page

More in week 4 and week 5

- [AssociatePI Example](#)
- [Pomsky Owners Association “Pre sale”](#)
- [Entrepreneur Ride Along Example](#)

Copy that Sells (PASTOR formula)

- P: Person/Problem/Pain
- A: Amplify/Aspirations
- S: Story/Solution/System
- T: Transformation/Testimony
- O: Offer
- R: Response

OTHER

Other Logistics

- Buy logo (fiverr)
- Buy Domain
- [Buy SiteGround hosting \(smallest plan\)](#)
- [Setup ConvertKit](#)
- Setup siteground (Video)
- Setup WordPress (Video)
- Setup Https (Video)
- Setup Siteground free email (Video)
- Buy and setup ThriveThemes (Video)
- WooCommerce setup
- Setup Stripe (payment processing)
- Setup Google webmaster
- Setup Google analytics
- Setup Google hotjar

PLUGINS

Recommended Plugins

- Yoast SEO
- Classic Editor – changes to “old” wordpress layout
- ConvertKit
- ConvertKit for WooCommerce – allows you to tag buyers
- All Thrive Plugins
- WooCommerce
- AutoComplete WooCommerce
- WooCommerce Direct Checkout
- WooCommerce Extended Coupon Features FREE
- WooCommerce Stripe Gateway
- Google XML Sitemaps
- Redirection
- User switching
- WooCommerce Subscriptions

PART FOUR

YOUR TURN

TO DO – THIS WEEK

This Week

- 1) Continue survey #1 biggest challenge
- 2) Create a lead magnet
- 3) Create a simple website (3 or four pages)

Next Week

We will begin SEO and begin selling your MVP