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# Four Ways to Make Your Website Sell



**...because if you build it they won't buy  
UNLESS you plan for profits**

**by Angela Wills**

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That's right! You can **give it away**, **share it** with friends, print it out and present the information or even **sell it**.

**\*\*However, you MAY NOT change, edit or alter the report in any way.\*\***

**Here are some ideas on what you can do with this report:**

- Tweet About It
- Post It on facebook
- Give it to your email list
- Blog about it
- Add it to your membership site
- Include it as a bonus for your products

**Earnings Disclaimer:** No guarantees are made to the amount of income you can make by following the suggestions in this guide. This report is for information purposes only. This report is not intended to replace any legal advice or counsel.

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## About The Author



**Angela Wills** loves helping entrepreneurs make smart choices that result in online profits. She is the owner of Marketers Mojo, the 'hub' of her business that provides marketing products, coaching programs, website design services and more.

Angela has been featured in two print books, been a guest tech expert on a local hour-long TV show, featured on numerous internet events and has worked with hundreds of clients and customers to build successful online businesses.

As an internet marketing and business fanatic, Angela has had her hand on many businesses including affiliate management, email marketing, virtual assistance, network marketing, product creation and more. Her many testimonials prove Angela is an expert who makes it **EASY to understand** and **take action**. You can see those testimonials here:

<http://www.MarketersMojo.com/testimonials>

Angela 'tried' to follow the so-called right path and get a job like what was expected of her. She was at best a mediocre employee and counted the days until she could figure out how to run a successful business. Angela wanted the freedom of entrepreneurship offered! Angela has been running a full-time business from her home office for over six years, is absolutely unemployable and darn proud of it!

While Angela loves her business, she also loves spending time with her son, family and loving puppy Shadow.

## Resources From Angela:

Don't spend all your time preparing for clients or planning your DIY marketing. These pre-made marketing templates, checklists and tools will save you time and money:

<http://www.MarketersToolkits.com>

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Years ago it took hard work and plenty of time to put up a great website, now you can put one up in minutes with WordPress. Whether you want to DIY or provide a high-demand service learning WordPress is a smart business move. Learn WordPress here:

<http://www.WebsiteDesignMojo.com>

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Find out how to make awesome graphics for your website for free:

[Make Cool Graphics That Make Sales](#)

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When someone decides to sell their products or services on the internet, the first thing they usually do is **set up a website**. After that first step many people feel lost as to what to do next.

There's pay per click, affiliate programs, social networking, search engine optimization, blogging and so much more.

## **How do you decide what to do first?**

It might seem like the first thing to do is start bringing a steady stream of traffic to your website so you can start making those sales. Before you do that, the best thing to do is make sure your site is really ready to get traffic coming through the door.

If your website isn't ready to sell, there's no point in bringing a single visitor to it because they'll just come and go without doing a thing for your business.

Here are four things you must make sure you have taken care of before you send anyone to your website:

### **1. Keyword Research**

If you're not doing keyword research then you are blindly guessing what people want. You need to find out what people are looking for and give it to them.

This is a very important step and it's often overlooked. I can tell you for the longest time I thought keyword research was boring and not that important, so I ignored it. I spent a lot of time building websites that very few people came to visit.

Once I decided to actually research what people wanted and then used those keywords to optimize my site, I began to see traffic growing because people were searching for those terms.

Doing your keyword research doesn't have to be hard.

One of the best sites to find very targeted keywords is Wordtracker. I also like SEO Book's Keyword Tool.

## 2. Copywriting

You don't have to be a copywriting wizard to have great copy on your website. The words you use on your site determine what happens when those visitors stop by. Make sure you KNOW what you want them to do so you can tell them to do it.

Every page on your website should have a purpose.

There are really only two basic actions you want your visitors to take when they come to your product or service website:

- They can buy from you.
- They can look for more information.

If you keep these two actions in mind then everything you write can have a purpose. Of course you want to keep a good balance and not try to sell all the time, or not give away free information all the time.

## 3. Tracking

Once you start getting visitors, you're going to want to know where they came from. If you know where your visitors are coming from then you can go ahead and do the same things to bring more traffic to your site.

Some hosting programs come with a statistics program, but not all of them give you the information you need.

Google offers a great program called Google Analytics that you can use to create very detailed reports and track details of where people come from and what they do on your site.

Here are some things you'll want to track:

- what sites people visit from
- what pages they visit
- how long they stay
- what keywords they search to find you

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#### **4. Newsletter or Mailing List**

The majority of people that come to your site won't buy at first. So, you want them to take that second action of looking for more information.

You don't have to do a big newsletter each week if you don't have the time. Another option is to have a quick tips list each week. It's just a quick way to keep in touch, give people some valuable information, and make an offer every now and then.

If you make sure you have these four things in place before you start looking for website traffic then you'll be setting your site up for success!

If you need any help getting started, join me as I teach you in this online video, webinar and email coaching program everything you need to know about [creating successful websites and blogs with WordPress:](#)

<http://www.WebsiteDesignMojo.com>

**All the best,  
Angela Wills**