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Business Strategy Tips for Website Owners

Introduction

Do you have a website business or do you have a website hobby?

There is more to a website than having a location on the World Wide Web. It also isn't a vanity project, or a digital showroom for your product or service. Well, it's partly that, and so much more. Your website exists to convert users into customers. It's an element of your business plan and your digital marketing.

Most websites exist. In their existence, they steal from your resources instead of feeding into those resources. You have a website hobby.

Never fear, WPprosper is here.

Turn From Hobby to Business

- **Define Your Business**
- **Determine Your Key Words**
- **Make the Most of SEO**
- **Get Listed on Google**
- **Start a Blog**
- **Make It Visual**
- **Build a List**
- **Share Your Expertise**
- **Collaborate and Listen**
- **Be Social**
- **Manage reviews**
- **Review what you've done**

Business owners may not even realize the possibilities of their websites, But you aren't most business owners. We are here to help you discover the possibilities and implement the tools that will take your website from hobby to business. The more you know, the more you can grow.

They wouldn't be aware of the need for a business strategy for website owners. From their point of view, they would have paid a website design agency to create a website and for all purposes, they now have a website.

But it doesn't do anything. It doesn't get the right kind of traffic. And whatever little traffic it does get, it fails to convert. Also, the website doesn't feature anywhere in search rankings.

If you find yourself in such a situation, understand that it can't be solved through shortcuts. What you need is an overhaul of your website business strategy. To help you out, here are 12 proven tips for functional and effective websites that strategically work to grow your business.

12 business strategies to grow your website

1. Define Your Business

You have to know why you are doing what you are doing if you are going to be a help to others. And ultimately, unless you are a help to others, they will not care why you are doing what you are doing.

You define your keywords. What are the words or phrases your target customer will use when searching for your product or business?

- Do you have a definite goal you are trying to achieve?
- Do you have a specific problem you are able to solve?
- Do you have a particular person you are determined to reach?
- Do you have a well thought out mission to guide your choices?

The more you define your business the bolder you can be in the choices you make for that business - and that includes what you do for your website and on your website.

Defining your business gives you boldness in your choices.

2. Determine Your Keywords

You define your keywords. What are the words or phrases your target customer will use when searching for your product or business?

For your customers to find you, you've to know what they're looking for. In other words, before you begin optimizing your website for search engines, you need to know what you'll be optimizing for. It's easier than it sounds.

You define your keywords. What are the words or phrases your target customer will use when searching for your product or business?

A thorough keyword search will throw up words and phrases that your customers frequently use to find businesses in your category. For this, you've to understand the two different types of keywords.

Short tail keywords are short words or phrases that customers use primarily to find more information on the topic. So, "online chess" is a short tail keyword where a user is probably interested in knowing more about playing chess online.

But "online chess classes with one-on-one coaching" is a different ball game altogether. That's a long-tail keyword. That shows an intent to buy.

You should have a list of both short and long-tail keywords in your category. Remember that short tail keywords would throw up a huge amount of traffic. Long-tail ones may not have volume but those users are more likely to buy your product or services.

Make a list of your top keywords.

3. Make the Most of SEO

Once you know the keywords, it's time to make those keywords work for you. Create content that uses those phrase appropriately in ways that entertain, enform, and engage your readers. SEO, in a nut shell, is writing content that speaks directly to the needs of your target market in a way that search engines can map.

SEO used in the right ways will get you featured on the first page of search results. It won't happen overnight (unless you catch the SEO Unicorn, but those are so rare), and it won't happen if you try to force the keywords into uncomfortable formats. Be invested in quality content and patient in waiting for those top results.

- Make sure your website URL is simple and easy to remember. It should feature the name of your business without long prefixes or suffixes.
- Next, focus on your landing pages. A landing page is simply the place where your reader lands when first visiting your website. It could be your About page, a product page, or a portfolio you've created. It's your website, so you can determine the landing pages you want for your site. Keep your keywords, your key purpose, and your target audience in mind when crafting your pages.
- Remember the meta tags. You should be including your keywords in your meta titles for both your website and your blog.

TIP: If you missed this boat already, never fear.

Redirects were created for just such a situation. You can grab new URLs and redirect your old one (or those new ones) to your site.

WARNING: If you don't know what is meant by redirects or URLs then you may want to talk to a website designer before moving ahead.

4. Get Listed on Google

If people don't know where you are then they can't visit you. Even if your storefront is online, you have a physical location for your business. The search engines look at this information when determining who should be featured on a search (locals get priority) and also authority on a subject.

You need to be listed on Google My Business to get the attention of the search engines.

You've to create a profile for your business with accurate information on location (this will need to be a physical address), contact details, website, products and services, working hours, etc. Make sure that the information you submit is consistent across all digital platforms and your website.

Once you have the information sorted out, you need to claim your business. It's a fairly easy process that gives your business credibility. Now customers will know that it's your business.

Once you list on Google My Business, you'll have to ensure that the details are fully integrated across Google Maps and other services from the search giant.

Getting listed makes it easy for customers to locate your business. It also makes it easy for them to review you on Google Reviews. Also, the search engines trust more when they know more.

5. Start a blog

Give them something to talk about. Or in the case of your blog, share something worth talking about. Big brands do it. Small brands do it. Successful brands of all sizes do it. So, if you're a small or independent business, a startup, or someone in content marketing, show them what you've got. That's what makes a content strategy effective and long-term.

A blog is an opportunity for you to show your expertise to your existing and potential customers. It shows that you're eager to know more about your niche and willing to share what you know with your followers. Blogs are also a great opportunity to spotlight related keyword phrases (those close to your focus keywords but not exactly the same).

Make your blog all about your visitors (and treat them like visitors). Be friendly, be helpful, be inviting. Your objective should be to add value to your customers' lives. Of course, you need to include a call to action within your posts (and it could be something you sell) but don't make it all about selling or your visitors will see right through you.

Your blog should be about them, not about you.

A blog can also tremendously help you with SEO. From the blog title to the meta title to each blog entry, you can add the relevant keywords. The more you integrate your keywords into your website, the easier it's for search engines to notice you.

6. Make it visual

Video is the fastest-growing form of content across all digital platforms, with good reason for the viewer. A video makes it faster (and usually easier) to consume content. Instead of scrolling chunks of text, a user can get the information in a couple of minutes - or just a few seconds.

Video can also make it easier to understand what you're sharing. With the addition of graphics, complex issues (like math) can be explained with ease (or at least with more ease than if it had to be read).

Importantly, a video is also an opportunity to showcase how to use your product. These demonstration videos will go a long way in making consumers feel more confident about buying your product or service.

Videos also help you in search if you use the right keyword in the title, meta title, and content (Yes, again with the keywords. Keywords are KEY - get it?). Finally, with videos, you can have an active YouTube channel too. That becomes another platform to get visitors to your website.

**A video
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(and usually easier)
to consume content.**

7. Build a List

Your call to actions could be a free download, ebook, or a video. To get the freebie, the viewer only needs to share an email. The email list you build gives you direct contact with your interested market (they were interested enough to take the time to put an email in a box and hit return).

Email lists give you a way to be more engaged with your audience.

Think of your email list as a crucial element in building a community. You're not pushing your product or service or discounted offers. You're adding value and deepening your relationship.

Your email strategy will depend on the product or service you sell. But no matter what category you're in, you should personalize your communication. You should also make it short, interesting, and friendly.

It's all about building relationships.

**Email lists
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8. Share your expertise

This is an excellent business strategy for website owners, particularly those in content marketing, online education, lifestyle services, real estate, legal services, etc. A proven method to build your expertise is to write for sites known for their expertise.

Fair warning though: This will only happen if you've been regular with your blogs and you've got a growing audience. But once your blogs begin to get traction, you should approach publications or experts in your category with a proposal to write for them.

What you propose should be of superior quality. Your guest article should have an "author bio" that has your website link.

9. Collaborate and Listen

Collaborate with others. Collaboration is the key to faster growth and bigger results. You need to find other content creators or business leaders either in your category or outside of it. But don't search for someone who's a direct competitor.

Start small and focus on one partnership at first. You could request them to write something for you, appear on one of your videos, or guest-write an email. You could do the same for them.

The objective is to get visibility for both creators. You could run a customized contest for the partnership with unique giveaways. But ensure that the partnership is for a limited term and constantly look for newer partners.

Listen to who is already leading the way. While collaborators need to be from an aligned category, an influencer can be from anywhere. This is where you usually have to pay them for their services.

You could ask them to talk about your product or service on their social media platforms or through a video that you can use later.

The important thing is to make sure that your influencer is known to your audience. You could also use an influencer to expand your audience.

10. Use social media

Be social. If you are attending a party, you aren't walking around trying to sell your wares. If you are, you won't be invited to many more parties. You have fun and make friends. Once you have created a connection then you invest in helping those connections with what you know and what you have.

If you learn how to use social media platforms effectively, you will build relationships that create free advertising for you. To use social media platforms best, attend the party and BE SOCIAL, don't do social.

- Know your platform. One of the first things you've got to understand is that people approach different social media platforms with different mindsets of engagement (and be aware that platforms are constantly changing, so stay informed and engaged to use them best).
 - Facebook is for content that's mostly text, and images with some video.
 - Instagram is visual and YouTube, TikTok, and Snap are synonymous with video.
 - Twitter is for short communication that distills your content into easily understandable snippets.
 - LinkedIn is for professional outreach.

- Customize your content. The same message won't have the same effect across channels. Speak in the language of the channel where you are posting. It takes a little more time and effort, but it's worth the investment.
- Be easy to find. The most important among them is that you should list your website on all your social media handles. That's the easiest way for your followers to find you.
- Be easy to identify. Have consistent images and information across platforms. Have a picture that's easy to recognize and connect with your brand and your website.
- Choose relevant channels. There are dozens upon dozens upon dozens of social media platforms (and new ones pop up and others fade away every day). Choose the ones where your target audience hangs out the most. Do grab your name on other social media, but don't worry about being engaged where your customer isn't engaged.
- Make use of hashtags. Choose hashtags that are brand specific (like your name) or mission focused. Use capital letters to make the phrases stand out. Be consistent in what you use and also in the message the hashtags portray.

Social media platforms are essentially websites. They want you and your readers to stay with them, so posting a link to your post won't get much love from the different channels. You'll need to create relevant content exclusively for each social media (include a link on those that allow it, but don't make it the focus).

If you've written a blog, summarize it in a few sentences and post it on Facebook or LinkedIn. Post a shorter summary on Twitter. If it's a video, don't just post a link. Make a shorter edit and then post the edited blurb along with a description and link.

Give readers enough to want to know more and the social media platforms enough to realize it's unique content.

And of course, find your way to enjoy the party.

“Be excellent to each other, and party on!”

11. Manage online reviews

Get others to talk about you. If you don't ask, then your customers will not know the power of a review. When a customer offers a positive comment, ask if they would be willing to share on another format. Be specific and make it easy. The easier it is for them the more likely they will be to follow through.

No digital marketing strategy is complete without online review management. Google, Yelp, Facebook, and most other digital platforms have a section for customer reviews. You should regularly request your customers to leave reviews on any of these platforms.

When you get a positive review, thank them. When you get a negative review, apologize and learn from your mistakes. No matter what, don't get agitated or engaged with the negative. Don't argue (nobody ever wins an argument). Revert to the same habits: be friendly, be willing to listen, be open to hearing, and be gracious through it all.

Once every month, you should get together with your team and analyze your reviews. Are you getting enough reviews? What do customers like? What do they dislike? Are they asking more of a particular service or feature?

Online reviews will tell you all you are hitting and all you are missing. They're the digital market research that your website marketing strategy needs.

12. Review what you do

You should regularly review your website's performance on various metrics. The starting point for that should be Google Analytics reports.

That'll tell you how many people have visited your site, which pages they would've visited, details of those visitors including where they come from, etc. That should reveal whether you have a growth in the number of visitors and whether they're converting from visitors to buyers.

You'll know whether you've to improve your SEO, email marketing, or social media outreach based on the traffic sources of your visitors. For conversion, you may also have to relook at the value proposition of your product or service.

Then you should check whether your links are functional. Both customers and search engines dislike broken links. Along with that, you should be looking to increase your backlinks. An effective way is to include them in your guest articles or partnerships.

Remember

A website's primary mission is to grow your business. For that, you'll need a clearly defined business strategy for your website and an implementation plan to make it work. You need to define your target and then engage with your target. Once you start doing all of the measures mentioned here, you'll start to see sustained growth.

There'll be more visitors, there'll be more conversion, and there'll be more revenue. In short, everything a business needs. If you build it, they will come, but only if you build an engaging community others want to be a part of.

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Work with better people.

Live the life of your dreams.

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