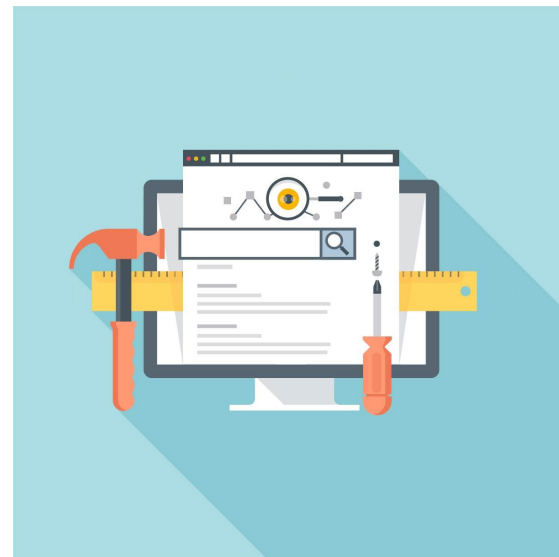# HOW TO REVIEW YOUR WEBSITE'S PAST PERFORMANCE & IMPROVE

June 2018

FWMWEBINAR.COM

Analyzing Your Website's Performance & Improve

1. Where are your clients coming from?

2. Where are your leads coming from?

3. Where's your traffic coming from?

4. Back to SEO basics.

5. What are you missing?

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Where Are Your Clients Coming From?

1. Track referral sources during intake.

    a. How to classify leads in DSS.

    b. Be specific, but not so granular that it's hard to draw correlations.

2. Review leads from your advertising that turned into clients.

    a. Track each client's entry page and form submission page

    b. Track case type and the device the user was on if possible.

3. Use Excel to help to aggregate data into usable information.

    a. How to create pivot tables in Excel

    b. Resources on how to use Excel

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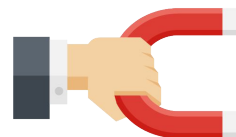
Where Are Your Leads Coming From?

1. Export and analyze your leads from DSS (or something similar).

   a. Consolidate the most popular entry and submission pages.

   b. Review referral sources and look for trends.

2. Review leads that didn't turn into clients.

   a. Are there pages driving a lot of leads that aren't turning into cases?

   b. Are there referral sources that are driving more irrelevant leads?

3. Actions you can take to lower the amount of unqualified leads.

   a. Turn off chat on pages driving a lot of chat conversions that don't turn into clients.

   b. Turn off chat for anyone coming from outside your service areas.

   c. Remove unrelated category selections on referral sites that are driving poor leads.

   d. Remove or reorder forms and offers assigned to the page.

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Where's Your Traffic Coming From?

1. Verify your "goals" are set up correctly in Google Analytics.

    a. [How to set up goals in Google Analytics.](#)

    b. [How to track direct mail campaigns in Google Analytics](#).

2. Review pages that are driving traffic but not leads for areas of improvement.

    a. Review landing pages by source in Google Analytics.

    b. Review goal conversion path report.

3. Complete a content audit for your website.

    a. [How to perform a content audit for your website](#).

    b. Get rid of the pages that aren't driving traffic.

    c. Review Google auto-suggest and other sites in your industry for additional content ideas.

Back to SEO Basics

1. Target one top-level long-tailed phrase per page.

2. Include target phrase in your title tags, meta descriptions, headlines, alt tags, image paths, and body content.

3. Link other content on your site internally to the target page using your target phrase and other broad variations.

4. Clean up broken links and images.

   a. Go to Fosterwebmarketing.com/SEO to request a free SEO audit report.

   b. Your report will include broken links, images, and other helpful information.

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What Are You Missing?

1. Build external links to your pages.

    a. Publicity.ai is a great PR outreach link building company.

    b. Leverage your community efforts for link building.

2. Related content that will make your site more relevant.

    a. How to make good content look even better.

    b. Attracting pollinators your website content.

3. Are you taking advantage of all conversion options available?

    a. How to avoid getting burned at the end of the conversion funnel.

    b. Do you have chat and call tracking set up for your website? If not, you really should.

    c. Do you have a book or other offers for each of your practice areas? FWMBooks.com

    d. Hellobar.com allows you to create pop-ups promoting books and other content.

Need an SEO Audit?

Fosterwebmarketing.com/SEO