



# 9 Things you should start today for a successful website



## 1 Be easy to contact

Make sure your visitors don't have to search for your contact details. Offer at least two points of contact on every page of your site. Use a big phone number top, right. Use short forms and clear calls to action. Install Live Chat for instant messaging.

## 2 Create a clear call to action

Once you have your visitors attention you need to tell people what to do on your website. Let people know what action they should take to engage with you on your website. Use buttons for actions, like 'get a quote', 'Download' or 'Go to Checkout' so they should start with a verb.

## 3 Apply basic SEO strategies

Your <title> Title Tags </title> should represent your main keywords that you're targeting. Add alt tags to your images on your site as well as this will ensure Google can understand what your images are about.

## 4 Go mobile-first

Most of the online traffic is mobile these days so make sure your site is mobile friendly. You can test your mobile friendliness - <https://search.google.com/test/mobile-friendly>

## 5 Install Facebook Pixel

Retargeting is a very effective marketing tactic to target customers who are already shown interested in your business. By tracking your visitors with Facebook Pixel you can maximise your exposure. Whether you're ready to start running ads or not you should start tracking.

## 6 Build Trust & Authority

Add social proof to your website. Testimonials give your potential customers confidence in your product or service. If you have any existing testimonials put them up on your site. You could also place these Reviews of your business on your Google My Business dashboard.

## 7 Install Google Analytics

There's a lot of data to be captured behind the scenes of your website. How many visitors, where they are coming from and why they leave are all things you can use to optimise your website and make decisions that will encourage your visitors to stay and take action.

## 8 Set up your GMB page for Local SEO

Having a Google My Business page allows you to attract local customers and helps them interact with your business. It will also help with your SEO and ranking and is particularly useful for mobile searches. This only takes a few minutes to setup and the benefits are long lasting - <https://www.google.com/business/>

## 9 Directory Submission

It's important for local citation to have your details consistent across the internet. Submitting your business details across multiple directories confirms your details are correct but also helps create backlinks to your website.

Use this list of directories to start linking your site today:

[www.truelocal.com.au](http://www.truelocal.com.au)

[www.infobel.com/en/australia](http://www.infobel.com/en/australia) (paid)

[www.yelp.com.au](http://www.yelp.com.au)

[www.sensis.com.au](http://www.sensis.com.au)

[au.showmelocal.com](http://au.showmelocal.com)

[www.hotfrog.com.au](http://www.hotfrog.com.au)

[www.flyingsolo.com.au](http://www.flyingsolo.com.au) (paid)

[www.startlocal.com.au](http://www.startlocal.com.au)

[www.2findlocal.com](http://www.2findlocal.com)

[www.street-directory.com.au](http://www.street-directory.com.au)

[au.enrollbusiness.com](http://au.enrollbusiness.com)

[www.dlook.com.au](http://www.dlook.com.au)

[zipleaf.auz.net](http://zipleaf.auz.net)

[www.womo.com.au](http://www.womo.com.au)

[www.businessseek.biz](http://www.businessseek.biz) (paid)

[www.tuugo.biz](http://www.tuugo.biz)

[www.cylex.com.au](http://www.cylex.com.au)

[www.aussieweb.com.au](http://www.aussieweb.com.au)