The Ultimate Website Workout

Have you been told to 'get online'? To 'make a website' for your small business?

We interviewed scores of entrepreneurs, small business owners, and independent consultants to better understand one fundamental question:

How do you know your website works?

What we discovered: people have a hard time answering that question. And if you don't know what you've got, how do you grow from there? At **Leadpages**, we believe your website—like any employee you hire or campaign you launch—has a job to do. A very, very, *(very!)* crucial job.

If your website doesn't transform traffic into leads and sales—it's not doing its job.

In this workbook, we'll help you not just 'get online' but set yourself up to grow an online business.

Together, we'll define what work your website needs to do, how to measure its impact, and improve its performance over time.

Don't let your website off the hook

Too many business owners settle for having a website that does little more than function as an online sales brochure.

The typical job description for a small business website looks a little something like this:

- It has to be there **so people can find me on Google**.
- It needs to **tell people about my products & services**.
- And if someone's ready, **my website gives them my contact information**.

Generally, it's a passive role: be present, show some information, look professional.

But if you settle for that scope of what your website should achieve, you're only just scratching the surface of its potential. More importantly, you're under-optimizing the most important piece of your digital marketing toolbox.

If you're serious about building an online business, being scrappy with your resources, cultivating a thriving, online community, and sustaining an income stream over the long term—you're going to have to set a new standard for your website.

Your website is your 24/7 marketing and sales force, representing your brand, presenting your offer, and transforming traffic to leads and sales.

From business goals to website goals

The most effective way to make your website an income-generating, business-building machine is to clearly define how it will support your business and how you'll measure it's success.

One of the best ways to do so is to set your goals in a three-tiered process: **defining a business goal** → **marketing goal** → **website goals.**

This framework illustrates how your website contributes to your marketing efforts and, ultimately, to the profitability of your business.

Here's an example:

BUSINESS GOAL	MARKETING GOAL	WEBSITE GOAL
Increase sales by 15% in the next year	Sell 100 ebooks *(that consist of repurposed blog content)*	Convert 5% of traffic to ebook sales page
Build passive income stream & reduce dependency on 1:1 consulting jobs	Grow online coaching by acquiring 50 new online students for Masterclass	Convert 1% of traffic to Masterclass sign-up
Sell first 1-month coaching package	Acquire 500 qualified leads in the next 3 months	Optimize key pages with newsletter sign-ups & convert at 15%

| BUSINESS GOAL	MARKETING GOAL	WEBSITE GOAL

It's easy to fall into a trap "of always thinking about your website goals in the same, one-dimensional way: converting traffic.

Focusing on conversion rate is excellent practice, but it can also limit the ways in which you put your website to work for your business.

Think of your website goals as fitting into one of three categories: **traffic goals** (How will you draw visitors to your site?)**, engagement goals** (What do visitors need to understand?)**, and conversion goals** (What action(s) should your visitors to take?)**.**

Engagement

Conversion
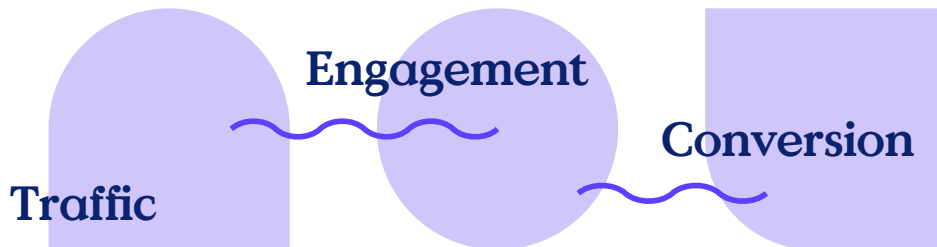
Traffic

Traffic Goals

Use the following chart to help you **set & track your traffic goals** over the next month, quarter, and year. Whatever your goals, be willing to have the discipline and effort to achieve them.

Acquisition Channel

	MEASURE	CURRENT	30 DAYS	90 DAYS	1 YEAR
Direct	*Goal*				
	Actual				
Organic Search	*Goal*				
	Actual				
Organic Social	*Goal*				
	Actual				
Paid Search	*Goal*				
	Actual				
Paid Social	*Goal*				
	Actual				
Referral	*Goal*				
	Actual				

Engagement Goals

Use this chart to jot down notes about your **Core Website Pages**. You don't need to use every page, but this should get you started.

Page Title	KEY INFORMATION	DESIRED NEXT ACTION
Home Page		
Services/Products *Page 1*		
Testimonials/Case Studies *Page 2*		
About Us *Page 3*		
Contact Us *Page 4*		
Campaign Lead Page		
Campaign Thank You Page		
404 Page		
Footer *Links, Social Media, Other*		

Content Goals: Cornerstone Content

Use this chart to jot down notes about the traffic and list generating content you'll create in addition to your core website. This is often referred to as **cornerstone content**.

Article 1	Title: Theme:	Takeaway #1: Takeaway #2: Takeaway #3: Call to action:
Article 2	Title: Theme:	Takeaway #1: Takeaway #2: Takeaway #3: Call to action:
Article 3	Title: Theme:	Takeaway #1: Takeaway #2: Takeaway #3: Call to action:
Lead Magnet	Title: Theme:	Connections to product/service: Initial thoughts to expand on:

Conversion Goals

	CURRENT	30 DAYS	90 DAYS	1 YEAR	MEASURE
Subscribers/Leads *(#)*					*Goal*
					Actual
Customers *(#)*					*Goal*
					Actual
Site:Lead Conversion *(%)*					*Goal*
					Actual
Site:Customer Conversion *(%)*					*Goal*
					Actual
Monthly Revenue *($)*					*Goal*
					Actual
Lifetime Value *($)*					*Goal*
					Actual
Average Sales Cycle *(Days)*					*Goal*
					Actual
Average Sales Cycle *(Days)*					*Goal*
					Actual
Average Sales Cycle *(Days)*					*Goal*
					Actual

Use the above chart to help you **set & track your conversion goals** over the next month, quarter, & year. Whatever your goals, don't be afraid to put in the effort to achieve them!

You deserve a website that works as hard as you do.

Discover Leadpages Sites.

Now you can build beautiful, mobile-responsive websites with code-free customizations and the full conversion power of **Leadpages**. It's the only website builder specifically engineered to convert more visitors into leads and customers.

–   Pre-designed, high-converting templates

–   Unlimited landing pages, pop-ups, alert bars

–   Drag & Drop Builder

Start a Free Trial
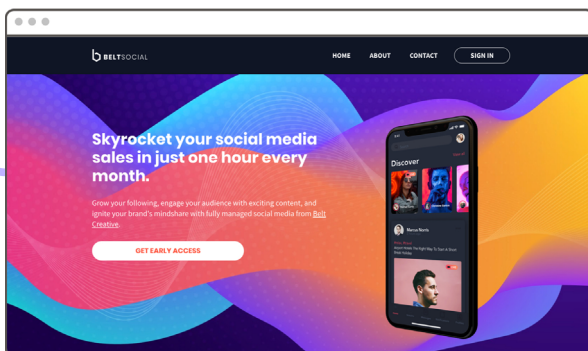
Better results with Leadpages sites.

"The ability to spin up high-converting websites that require zero back-end maintenance means that I can set up sites that deliver better results in a shorter amount of time."

Collin Belt · Founder
BeltCreative

Leadpages