How To Turn Your Website Into A Cash Cow

7 Proven Secrets
(that most business owners don't know)

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Optimize for mobile first.

A mobile-optimized site should be priority #1. This is how most people will be viewing your site so it needs to be easy to use.

- ○ Pass [mobile friendly check](https://www.sarachandlee.com/how-to-turn-your-website-into-a-cash-cow/).
- ○ **Mobile**
    - ○ Is text readable?
    - ○ Can you navigate website?
    - ○ Does it load quickly?
- ○ **Tablet**
    - ○ Is text readable?
    - ○ Can you navigate website?
    - ○ Does it load quickly?

Usability is more important than your design.

It doesn't matter how beautiful your site is if it's not usable. Usable means: content loads quickly, it has clear navigation and everything is legible (no tiny text). People should also know how to shop & buy from you.

- ○ Is all text legible?
- ○ Does the site load quickly?
- ○ Is it clear right away what your business is offering?
- ○ Is it obvious how to work with you or buy from you?
- ○ Is it easy to navigate?

Make newsletter sign-ups your #1 goal.

When are getting people signed up to your email list, you can then build trust and begin to provide them with high-quality content that will eventually lead them to buy.

- ○ Is there a sign-up box on all pages of your site?
- ○ Is the sign-up box a main call-to-action on each page?
- ○ Is it called something other than "Newsletter Sign-up"?
- ○ Have you tested the form and confirmed it's working?
- ○ Is there a custom-written auto-responder setup that goes out when someone signs up?

Have multiple ways to get in touch.

It's not enough to just have your email address listed. You also need a contact form that people can submit directly from your site. P.S. You need to respond quickly (within 1 business day).

- ○ Do you have a contact page on your site with a contact form?
- ○ Do you list your email address and/or other means of connecting with you?
- ○ Have you tested the contact form to confirm it's working?
- ○ Do you check often the mailbox that is hooked up to the contact form?

Reviews and testimonials are crucial.

Reviews provide potential customers with social proof that you are who you say you are. Include a headshot and title for the person providing each one. Ask for feedback and endorsements from all your clients.

○ Do you have reviews/testimonials sprinkled throughout your site?
○ Do you collect reviews of your work or product right after someone works with you or buys from you?
○ Do you have a headshot and title included with each review?

Your blog = lead generation and site traffic.

Make every post count! Quality content trumps SEO and when you regularly share information that helps people, you will get traffic to your site. Consistency is key, so start with that first and optimize later.

○ Do you have a blog that's easy to update?
○ Do you have a blogging schedule setup?
○ Do you include at least one image with each blog post?
○ Do you highlight your blog posts from your social media accounts?

Make it easy to share your work on social media.

Don't just have links pointing to YOUR accounts and stop there. Allow people to share, tweet and pin content right from your site to their own networks. Make it easy for them to do the selling for you :)

- ○ Do you have "share" buttons on your site?
- ○ Do you have "follow" buttons on your site?
- ○ Have you tested buttons to confirm they are working?
- ○ Are you listing all your social networks on your site?