

BETTER THAN



SEO

3 things you should be doing
on your website right now
to attract more custom.

Hello and welcome.

My name is [Simon](#) and I build Wordpress websites. I build them in collaboration with my clients to produce a web presence that is authentically “you” in order to attract the customers that match your “brand” and filter out those who do not. Think of me as your expert match-maker.

Here I will set out 3 things you can be doing right now to attract more customers to your site.

Often clients ask me about SEO (Search Engine Optimisation).

Two questions I hear quite a lot are:

“How do I rise to the top of the google rankings?”

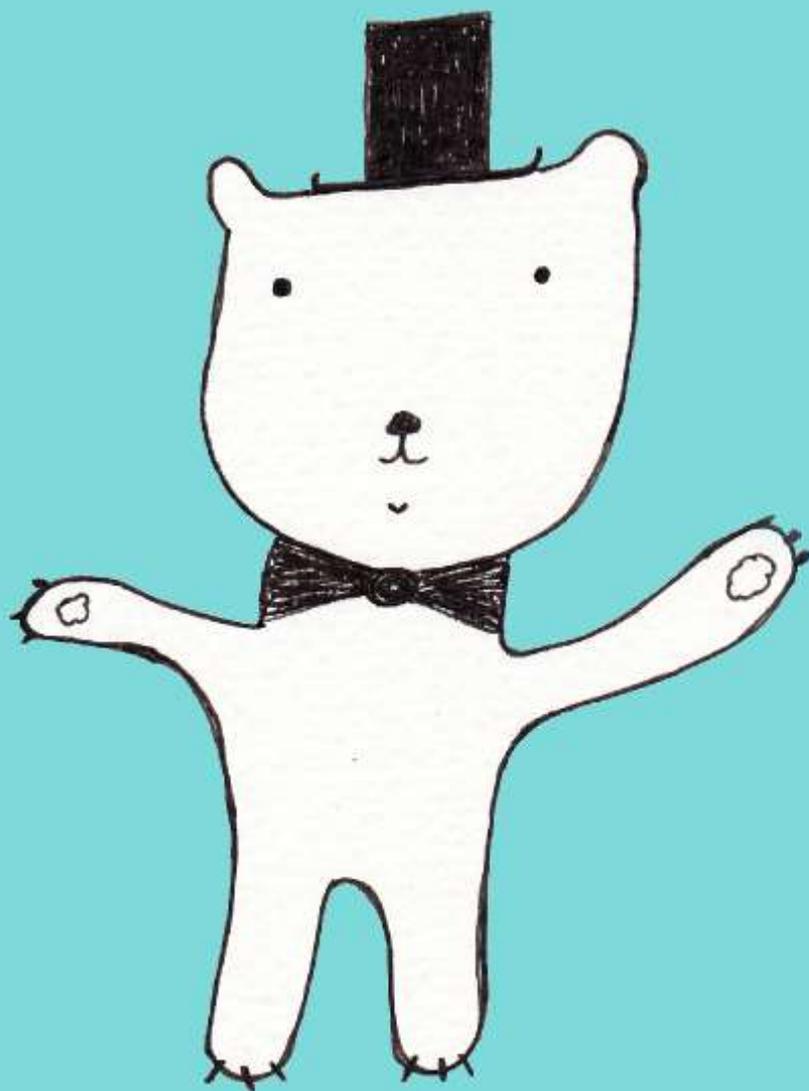
“How will anyone find me or my business if I don’t rank highly?”

Well, chances are if you are working with me, you aren’t a multi-national mega mart or conglomerate and it is unlikely my client, a new or burgeoning enterprise producing artisan toasters, say, is going to rank higher in a toaster search than Argos or Curry’s. So what do you do to enlighten people in the direction of your excellent bread warming automatons?

Well, you could spend money on an SEO specialist. In fact you could spend masses of money on SEO. *“How much money have you got? That much you say? Well it just so happens we can spend exactly that amount of money on your SEO strategy for you. In fact that is the perfect amount, we were about to suggest that much or perhaps 10% more? Thanks very much.”*

To be fair there are some great ethical SEO companies out there but I suggest, rather than treat your website like how every middle-class absent parent behaves in respect of their child’s Birthday ie: throw money at the problem, hope that engenders some “meaningful interaction” between you and Timmy (or is it Tommy?) and then forget about them again until Christmas (“Oh Jesus! Quickly google this year’s top 10 toys, I hope at least one of them isn’t sold out!”) there are 3 things you can do right now to grow your online relationships and attract customers or clients:

NUMBER 1



Show your
PERSONALITY

1. Show your personality

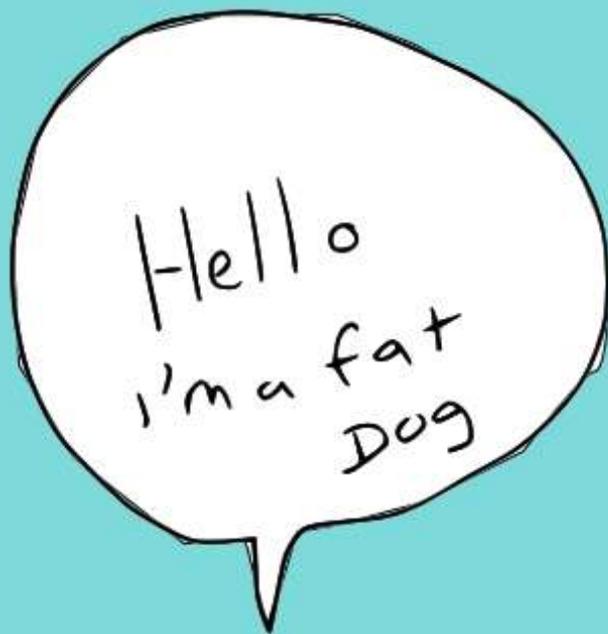
I'm not asking Steve (CEO of the completely fictitious Artisan-Toasters.com) to declare that he wanders around town dressed as 'Sheila' at the weekend or that he loves pickled eggs and the fine work of Madmen actor and total beefcake, John Hamm. (Well, that is not unless that fits with his made up company's aims and demographic they are looking to market at). But what I am saying is that there are many people making toasters and the one thing that makes imaginary Steve stand out as a small Artisan, the ONE main thing is who he is and his company story. This is what his potential customers are looking to connect with.

In many cases, especially as a web designer like myself, the ONLY thing that makes you different from all the others is your take on things and how clearly you present yourself and what you do. The personality of you or your business, combined with your skills (which most other people in your industry also have), is why people hire you.

As Radiohead said "Anyone can play guitar" but, love them or hate them, (but you should really love them) there is only one Radiohead.

So, show your face, tell your story, allow people to know what your business or venture is and stands for. Don't be the absent parent of your website.

NUMBER 2



Make
Conversation

2. Make Conversation:

Now your potential tribe can see who you are from your website go and find them and say something to them. Not just anything. Something relevant to what you do. Something interesting to the people who want to hear. Say something to your ideal customer. Not a sales pitch. Not, I can make you rich in 20 minutes. (Unless you are giving money away, in which case my bank details are...). Not something because you HAVE to. Write a blog about something dear to your business and project your “voice” on how you fit into the wider industry around you.

Find places to have meaningful conversation and direct people back to your website or blog. If you set up a business doing something you love also take the time to be interested in the industry around that love and the world at large relating to it.

Have purpose in your conversations but let them be about the love of and deep interest in the business you are in not the profit you get from it. You always have to have an eye on making a living of course, but to create a sustainable business and income from it realistically could be a while before these conversations turn into sweet money in the hand. But having the conversations and building connections are really worth it.

Try and have fun with these conversations, project you or your brand’s personality. Connect with like minded people. Go to their websites to chat. If you make toasters find the best local Artisan bread makers. Chat to them online and offline. Make friends. Find a bread lovers facebook group. Start a bread lovers facebook group. Put your face about and you will organically get more visitors to your site. More visitors that are already interested in what you do and what you have to say (and sell) when they arrive to your site.

NUMBER 3



Gathering Nuts

Capture

Data

3. Capture Data:

It's surprising how many businesses do not collect client emails or have the means to do so on their site. Or have even got the emails list of the clients they have worked for in the past.

Quite often the reason my clients will say they don't have a customer list are, "I don't want to be pushy." "It's hard selling. I don't like it."

Making a list is never pushy or sales like if you don't want it to be. The benefits of having a growing list are, on the other hand, vital for small businesses. The more quality writing and video that you offer to the people on your list and for signing up to your list the more your list will grow. The more your list grows the more money you are likely to get out of your venture.

Every business should have a customer list they are talking to regularly. It doesn't have to be every day or even every week. It just has to be regularly enough for people to remember who you are, what you do and for a small percentage to buy from you when they are in need of that new toaster etc.

So create a list, it's free to begin, there are many different providers (I use [Mailchimp](#)). Make the sign up visible and easy for people to opt in to. Offer people who sign up really interesting and fun information and keep the conversation going by updating them regularly. Don't forget people who sign up to your list actually want to hear what you have to say.

If you consistently do these 3 things guess what you have been doing? That's right. You've been building up and working on your SEO.

More importantly you have been taking interest in the world around your business, joining in the conversation, creating connections and actively engaging with your potential customers. And when it comes down to it this is where [85% of your business](#) is most likely to come from rather than a simple google search.