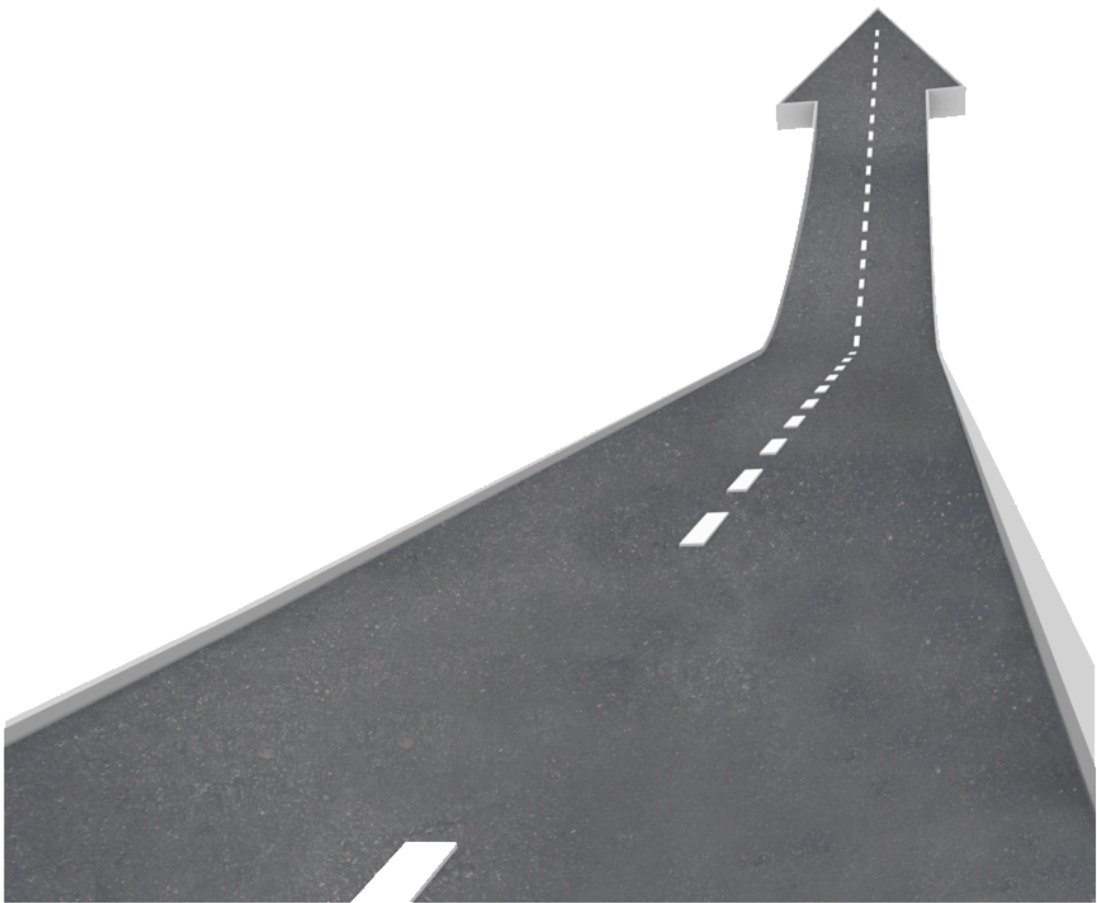# 43 Easy Wins To Double Your Website Results

Roger Dooley

About Roger Dooley and Neuromarketing

Roger Dooley is the author of *Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing* (Wiley, 2011), and writes the popular blog *Neuromarketing* as well as *Brainy Marketing* at Forbes.com. He is the founder of Dooley Direct, a marketing consultancy, and co-founded College Confidential, the leading college-bound website (now part of Hobsons, a DMGT unit). On Twitter, he can be found at *@rogerdooley.*

The original article about doubling your results appears at Neuromarketing *here.*

Magic Math

Want the secret to doubling your website results in a month or two?

It's not some super-sophisticated big data strategy. It doesn't involve a top-to-bottom redesign of your website, or spending big money on paid ads.

The magic is in the math.

Just do one small thing each day.

Your timing doesn't have to be precise. Maybe a more complicated change will stretch across a couple of days. Or, if you are lucky, you can knock out three or four easy ones in a morning. But, just do the work. And keep doing it.

Don't be discouraged if some things you do don't work. If they made things worse, change them back.

Often, there may be no apparent effect when you do something. But, if it's a positive change (say, smaller image files for faster page loads), just know that even tiny improvements in user experience will add up over time.

Here are 43 "easy win" ideas to get you going – one for each day of the "double your results" plan.

These are NOT in any particular order – if you know you have an issue with slow pages, for example, focus on a few easy wins in that area first.

You've probably already done some of these. And some may not be appropriate for your site or situation. But, don't worry - you can find dozens more by reading a few of the many great marketing blogs or following their authors on social media. Or, replace an idea you can't use by repeating another one that you found was effective.

And, if you have your own easy win that worked well for you, hop over to my original blog post and share it in a comment - your fellow community members will appreciate it! Or, just stop by to tell everyone how long it took **you** to double your results!

Good luck - I know you can do this!

Roger

Easy User Experience Wins

User experience (UX) can be a good place to start improving things – it will help your existing content get viewed more, and make the most of new traffic that you generate going forward.

1. **Do a little user research.** Ask a few people who haven't seen your website to use it and observe them. Or, use a service like UserTesting.com for this service. Use the points where they slow down or stumble to make changes.

2. **Check user behavior for free.** Install a free version or free trial of a user behavior tool like Inspectlet, HotJar, or CrazyEgg. See where people are clicking (or trying to click), see how far down your pages they get, etc. If their behavior isn't what you expected, tweak your design.

3. **Install a caching plugin.** Use a free tool like W3 Total Cache, WP Super Cache, etc. A properly configured caching solution will make your pages load much more quickly. If your site justifies it, pay the modest fee for a professional installation. Fully optimizing these tools can be a bit complex if you don't work with them every day. (Be sure to test before and after to be sure you've configured it well.)

4. **Sign up for a CDN.** To go along with your caching tool, sign up for a free or cheap content delivery network (CDN). These will store images, scripts, and other files from your site on fast servers in multiple locations and give your site a speed boost. Unless you have a high volume site, it will cost next to nothing. And, your caching plugin will manage the process of synchronizing your files automatically.

5. **Add navigation and search to your 404 page.** It's almost certain that some of your visitors will get an occasional 404 Page Not Found error. Perhaps you moved or removed content, or other sites created links to your site that don't work. Instead of a cryptic technical message, send 404 page requests to a custom error page that offers helpful navigation to key parts

of your site as well as a site search box. This will keep them on the site and help them find what they were looking for.

Easy Content Wins

In my experience, good content is the single best way to improve results. One article that get shared extensively, or turns into an evergreen source of search traffic, can make a huge difference in leads, subscriptions, and sales.

6. **Rewrite a good old post.** Got an old post that was popular when it launched and still gets steady search traffic? It might be a great candidate for updating. One experiment found that just changing the date caused an uptick in search traffic. But don't do that… Update the content so that it is current, add some new information, delete any obsolete references, fix bad links, and add a new image or two. Your theme today probably accepts larger format images than it did a few years ago. Publish it with the current date and share it! (Don't change the page URL, though – you don't want to lose the benefit of existing links and bookmarks.)

7. **Rewrite a "bad" old post.** If you are like me, you've written the occasional post you thought was awesome, only to see it get few shares and fade quickly into obscurity. Take one of these "duds" you think still has potential and put a new face on it. Add a powerful headline and an attention-getting image. Punch up the copy to make it engaging and relevant. Remove any dated content and perhaps add something taken from recent news. Then, republish it with a current date. It's a lot faster than crafting a new post from scratch, and you'll build on any residual linkage from the first time around.

8. **Rewrite a helpful email.** Just about all of us answer questions by email. It could be a customer problem, or perhaps someone who is seeking your help because of your expertise. Why not turn one (or more) of these into a blog post? You might be able to use it with minimal edits, or a few changes might be needed to make it more interesting to a broader audience. Either way, it's a post that you can publish quickly with little

effort. And, there's a good chance that other people have the same question.

9. **Turn a presentation into a Slideshare.** Before that slide deck gets buried on your hard drive, why not publish it to Slideshare? Be sure to include and link up your website and social/contact info.

10. **Create an evergreen "Top List."** People are always looking for a shortcut to the best. If you really know your space, create a list of the "Top 20 Experts in *[topic]*." You could also focus on the top blogs, the top experts on Twitter, etc. These posts can get a lot of traffic, links, and shares. This, in turn, tends to drive search traffic in the long run. If you don't feel comfortable ranking your colleagues, soften it to "14 Experts in *[topic]* You Should Follow," "15 Blogs About *[topic]* You Should Be Reading," or something else less judgmental than a "Top" list. Be sure to share the post with the influencers you name – many will in turn share it with their followers.

11. **Create a posting checklist.** You probably have a series of things you do before and after you take a piece of content live. Perhaps you edit the URL, add appropriate tags, check the category, check the SEO variables pre-publishing. Then, as soon as it is live, you post to various social networks, queue up buffered tweets, etc. Shockingly, I've found I'm not perfect. I sometimes forget something only to notice that omission much later. Create a checklist of your routine and be sure you scan it when you post new content. You'll save time and avoid mistakes.

12. **Add a content upgrade to a popular post.** If you have a post that's getting steady traffic, be it new or old, add a downloadable content upgrade for subscribers. It could be as simple as a PDF version of the post. Or, it could be a checklist that reminds people of the key points or actions. Or, you can offer an expanded list of resources.

13. **Turn a popular post into a Slideshare.** This tactic isn't just for presentations (#9). Got an article that is, or was, popular? Turn it into a Slideshare presentation and publish it on their site. (The aforementioned Canva may be helpful to add custom graphics to spice up boring

PowerPoint slides.) Then, embed the Slideshare back into the post. If appropriate, republish the post calling attention to the new content.

14. **Show related content.** Wordpress has a variety of plugins that identify posts with similar content and display links or thumbnails below or near each post. This will be very helpful to visitors who want to explore further and will also increase engagement metrics for you site. Be careful, though. You should test several different plugins with your content. Some produce much more accurate recommendations, and some may slow your site down as the analysis can be database-intensive.

15. **Showcase popular content.** Some of your content is far more appealing. You can identify these posts, because they earned more traffic, social shares, etc. Various themes and plugins can show your most popular posts in, for example, a sidebar table. Or, even more simply, pick a few winners and create your own little sidebar list. Thumbnail images will increase the clicks. As with showing related content, displaying popular content will increase site engagement metrics when people click through to read more.

16. **Write a guest post.** Whatever niche you are in, there are likely popular blogs and news sites hungry for good content. Look at their most popular content, and then pitch the publisher with a relevant concept. Consider rewriting an existing post with new examples, new illustrations, etc., if it will fit the blog's emphasis.

17. **Do a survey.** Need content? Do a survey and publish the most surprising results. Survey your list, or enlist participation by sending a survey link to bloggers, posting on your social streams, etc. Will the results be scientific? No. But they might be interesting and spark some discussion.

18 **Publish a non-book review.** You probably frequently read books related to your topic. If you write reviews of them all, good for you – readers like reviews, and the authors (usually) appreciate them. But, they are unlikely to be traffic winners. Instead (or in addition to), write a post that shares a few key ideas from the book. For example, an article titled "5 New Ways to Increase Your Sales Using Facebook" has the potential to get more readers and sharing than a review of the latest social media book. Be

sure that the author and the book are mentioned as the source and linked to, and that you don't give away too many of the concepts in the book. Let the authors know about these articles, they will probably promote them via their own channels. I always do. It's a win-win.

Easy Search Traffic Wins

Every few years someone proclaims SEO is dead. While it's true that many off-site factors control your search rankings, it's still important to have the basics of SEO right on your site and content.

19. **Install an SEO Plugin.** You can install and configure a plugin like Yoast SEO in a few minutes. Whenever you create a new post, you can optimize a few aspects of it for a keyword phrase of your choice. You may not always want to do this, but using the plugin makes you think about your choice of words and where you are including them.

20. **Optimize an old post.** You probably have old posts that are getting traffic from Google. If you find that a post is being found for a phrase where it isn't at the top of the search results (or even on the first page), use your SEO tool and some common sense to further optimize for that phrase. Every position you move up will bring you more traffic.

21. **Add internal links.** Logical, helpful links from one post to another are good for the reader and good for SEO. Don't auto-generate keyword links or engage in other spammy practices. Some of these links containing keywords would be normal and natural. Just don't overdo it.

22. **Use Google search suggestions.** Trying to find a topic to write about, or to choose a title for a post you are writing? There are many tools that give you the frequency various terms are searched for, but perhaps the simplest is to check the suggestions in Google Web Search. Start typing words related to your topic and see what comes up. It's not quantitative, but it's fast and easy.

Social media drives more traffic than search for many sites, and there's a lot you can do to make your content more shareable. Just don't get caught in the trap of spending too much time on Facebook, Twitter, and the rest.

23. **Install Buffer (free)**. [Buffer](#) makes content sharing dead simple. Not only does it work on cool articles you run across, it also makes sharing your own content multiple times super-simple. Use "re-buffer" or Power Scheduler features to re-share in seconds. And, their Pablo graphics tool lets you quickly create professional-looking title or quote graphics to accompany your posts.

24. **Add a floating social share bar to your site.** There are various free social sharing plugins that will keep the share option in constant view. Generally, this should increase the number of social shares for your content compared to share icons in a fixed position at the top or bottom. *(Use once, works across entire site.)*

25. **Add Tweet text inside your content.** Free plugins abound for this purpose. Some use a "pull quote" approach that highlights the text but also has a tweet button. Others put a subtle tweet icon inline with the text. Still others may put tweetable quotes in one place, e.g., the top of the article. Whichever approach you use, pick short, meaningful text that you think people would like to tweet. Keep it short, and check each tweet to be sure it fits within the limit after the post link and a "via @username" are added. *(Use on new posts and add to old posts with traffic.)*

26. **Add a photo to your preset tweets.** You can amp up the preceding strategy with images, which will increase the clicks and shares. (The method may vary by plugin, but it should be easy.) After tweeting an image from a post myself, I will get the [pic.twitter.com](#) link from that post and paste it into my stored tweet text. Then, whenever someone clicks the "tweet this" link, they will be tweeting a good-looking image, too. *(Use on new posts and add to old posts with traffic.)*

27. **Scan the social sharing history of your content and share the high performers.** Use free Twitter analytics to see how your posts were

clicked and shared. Or, if your share plugin shows total activity, look at that. Or, use Google analytics or some other tool. But, find posts that you can see got shared, and schedule re-shares in Buffer, Hootsuite, etc.

28. **Republish a post on LinkedIn or Medium.** Got a great post but not enough time to rewrite it? Republish it on a site like LinkedIn or Medium. (Medium actually has an import feature to make it easy.) You may reach a new audience. LinkedIn has a robust commenting system that can create a whole new set of interactions.

29. **Use Buffer Power Scheduler to Increase Reach.** Twitter is great, but if you check your analytics you'll see each of your tweets reaches a tiny fraction of your followers. So, use the Buffer Power Scheduler to tweet your new content multiple times. You can vary the text, image, etc. You can do this with any of your profiles, but repetitive posting on Facebook or LinkedIn is potentially annoying.

30. **Test Boosting Posts on Facebook.** This strategy isn't free, but it's close. For a few dollars you can add thousands of exposures to your Facebook post. If you've got something great and shareable, that may be all you need for it to take off. Or, you may decide to increase the boost. If your small boost doesn't seem to help you in terms of traffic, chances are that content is not worth pushing harder.

31. **Optimize your Twitter profile**. Increase your traffic potential by adding a second link (if you have one) in the description. Since many Twitter users look for people to follow using profile search tools, include a couple of important keywords or hashtags. Don't overdo it - a hashtag-stuffed profile looks promotional and spammy.

32. **Sign up for Canva.** Even the free option of this handy tool lets you create perfectly sized graphics for tweets, YouTube, Facebook headers, and every other purpose. Fonts are free, as are many graphics. And, at least for now, if you want to add a stock image, it's only $1.

33. **Optimize Sharing Times.** Head to Followerwonk.com and log in with Twitter. Click "analyze" and type your Twitter handle into the box to see when your followers are active. Then, adjust your tweet times in your scheduling tool. (Buffer times can be automatically adjusted.) Caution -

watch your actual stats. You might find that tweets at a time when *fewer* followers are active actually get *more* impressions, clicks, RTs, etc.

34. **Make Your Own Content More Shareable.** Want to find out what kind of topics and titles are getting lots of shares? Buzzsumo.com is a good place to start. Put the domain name of a busy blog in your space in their search box, and you'll see their most-shared posts. Or, choose a keyword phrase and you'll see the posts that have been most widely shared with that topic in the title. Use these topics and titles as inspiration for your own content, and hope for a viral boost.

Easy Conversion Wins

Conversion tweaks are the gifts that keep on giving. Improving conversion costs next to nothing, and the more you optimize the more leads, subscriptions, and/or sales you squeeze out of your inbound traffic.

35. **Create a landing page for social profile links.** Most people link to their home page in their social profile. It's logical, but may not be the best way to add people to your list so you can stay in touch. If your home page already has a powerful call to action, you are fine. If not, consider sending people who check you out on social sites to a landing page that shows how you can help and lets them provide their email address to stay connected.

36. **Add an opt-in call to action on your custom 404 page.** We mentioned customizing your 404 page to keep visitors on your site when they get a "page not found" error. Take this to the next level from a conversion standpoint by adding a persuasive opt-in message on that page. There's a good chance the visitor is about to hit the back button, so the message should be short and powerful.

37. **Add a pop-up optin.** There's a reason you find lightbox opt-ins on just about every site run by a smart marketer - they work. And, if you allow the visitor to close it easily and you don't show it again (I use a 21-day cookie), it won't be too annoying. Test a time delay popup vs. "exit intent" triggering. The latter may be less obtrusive and convert better, too.

38. **Add more opt-in locations.** There are plenty of places where you can add unobtrusive opt-ins. End-of-post opt-ins are great for blogs. If the visitor read the whole thing, they are a prime candidate to sign up for more. Small bars at the top or bottom of the page work, as do sidebar opt-ins. In my experience, these don't convert at a high rate but the conversions tend to be additive, i.e., they won't reduce conversion on your main opt-in.

39. **Add some social proof.** Do you have a substantial number of users or subscribers? Do you have testimonials? In most cases, adding this kind of social proof will boost conversion.

40. **Show what you have in common.** "Liking" is one of Robert Cialdini's six principles, and you can invoke it by showing what you have in common with your visitors. This works really well for "enthusiast" sites - if you sell auto performance parts, add photos of souped up cars owned by employees. If you sell to entrepreneurs, describe your own entrepreneurial struggles. If your customer base and products are too diverse, add a photo of you and your dog. You'll at least invoke liking from pet owners.

41. **Add A/B testing capability**. Testing used to require complicated code changes. Today, it's as simple as pasting one line of code into your header, something most Wordpress themes let you do in their control panel. Convert.com, Visual Website Optimizer, Optimizely, and others let you make changes to headlines, images, text, etc. with no coding. Check these vendors for free trials or even free membership for limited traffic sites.

42. **Flatter your visitors.** Visit a conversion expert site, and you may see something like, "join 32,000 other intelligent, attractive marketers like you." Believe it or not, this makes you a bit more persuasive. And, since you are smart, you won't overdo it.

43. **Check your calls-to-action.** Are your CTAs generic text like, "Subscribe," or even "Click Here?" If so, tweak them to align with visitor needs. For example, buttons labeled, "Start Saving Now!" or "Yes, I want free tips!" will almost certainly convert better.

Bonus Easy Wins

The above list covers your 43 day path to doubled results, but here are a few more you can substitute if one of the others isn't possible or won't work for your site.

A. **Add contact information and options.** The more "real" you appear, the more confidence visitors will have that they are safe in giving you their information or placing an order. A contact form is almost mandatory, but adding a street address, a phone number, a personal email, etc. will help you convert.

B. **Add people and/or place photos.** Trust is important, and if visitors see photos of you, of company employees, of the company office, etc. they will trust you more.

C. **Add a directional cue.** Often, adding a colorful arrow or other cue that points at your CTA will increase conversion.

D. **Add authority.** Has an expert or celebrity said something nice about you or your product? Or, do you know someone like that who *would* say something nice? Adding a quote or two like that will invoke what Cialdini calls "authority."

Conclusion

These are far from the only ideas that will give you quick wins. As you go forward, here are a couple of thoughts:

Do more of what's working. This seems obvious, but in your effort to tweak many different things don't lose track of what's really working.

If rewriting, optimizing, and republishing an old post generated strong search traffic or social shares, find another one to do the same thing to.

If adding a content upgrade to a post generated a stream of new leads, do the same thing to other popular content. As the shampoo directions say, rinse & repeat.

Just do it. The most important factor for success is to keep the continuous improvement process going.

The Japanese didn't become the world's most efficient auto producers in the 20th century by thinking about small improvements in their spare time. It became part of their daily ritual and their DNA.

To execute effectively, build "improvement time" into your calendar, or start a small project at the same time each day… whatever works for you. One way or another, you must turn continuous improvement into a habit.

And, as I suggested at the start, share your success stories and any quick wins in a comment at my original blog post!

Happy doubling!

Roger

P.S. Want more ideas? Check out,

www.neurosciencemarketing.com/blog/
www.rogerdooley.com
Brainfluence at Amazon - http://amzn.to/1NANMpN