

WebFire Presents: Wednesday Marketing Webinars

Observations from Analyzing Websites (and an Inside Look at How to Do It Inside of WebFire)



Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a Live Training and/or Q&A Call for Our Members



If you're here or registered for the series, you'll get a reminder each week so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls under the "Training" tab on the left side navigation bar.



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Now let's move onto our training for this week where we'll be continuing some of the training from last week where we analyzed several sites live...



Last week we analyzed several sites live
and gave both marketing and SEO tips



But this week we thought that we'd do two things: 1) provide some observations / tips based on all the sites we looked at (including ones not analyzed live) and 2) do one more site where we show off how to use WebFire with it



Overview for Today

- Our Observations
- Live Website Analysis Inside of WebFire
- Q&A
- Cash Giveaway!



Our Observations / Tips

- Many sites don't target their keywords as well as they could in their title tags (local business example).
- Many sites also don't have a clear and precise marketing message when someone first lands on their site (you have a few seconds to grab their attention).
- Sites with opt-in forms often give little if any reason to opt-in.
- The vast majority of sites don't try to target extra keywords with extra pages / posts (including e-commerce sites that also don't target other products well in their titles).
- Some sites are also very confusing on WHAT IT IS that they're selling / offering.



Our Observations / Tips

- Some sites make it very hard to actually buy said product...
- Many sites don't target separate products separately (example).
- Many lack upsells or additional offers.
- Many business owners don't take the time to seek out deals with other businesses that they could make (examples).
- Quite a few sites have huge graphics at the top that add no real value to their marketing message and just take up space.
- And many just throw up a site and hope that people find them instead of also taking the time to reach out to their clients.



One More Analysis but Inside of WebFire...

- Live Demo



Reminder on past free tools

- www.bizfire.com/survey



Any other questions?? (and cash
giveaway right after)



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