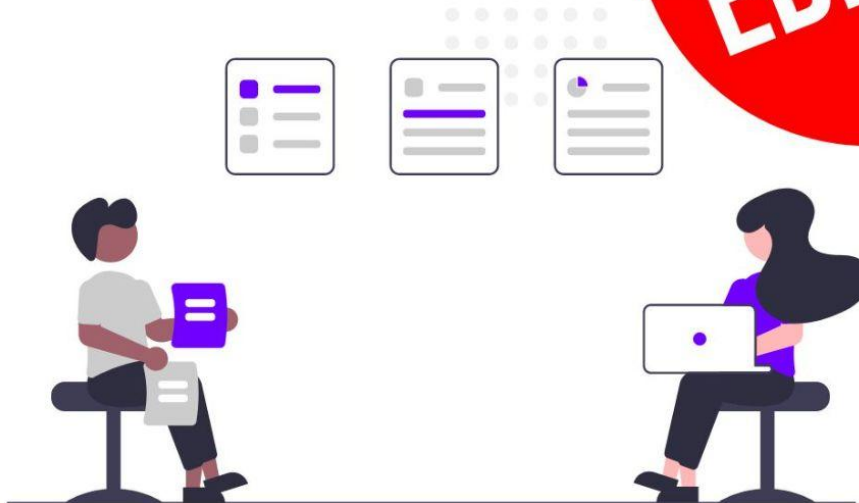


DIY SYSTEM

NEW
EDITION



WEBSITE IS NOT ENOUGH

*The Counterintuitive Approach to
Building, Launching and Running Your
Own Profitable Website.*

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DIY SYSTEM eBook

WEBSITE IS NOT ENOUGH

The Counterintuitive Approach That Allows Individuals to Build, Launch and Run Profitable Websites Without Having to Spend a Small Fortune.

Aggie Dymarska | UX Designer and Branding Expert of Branderbee Ltd

Website is Not Enough

The Counterintuitive Approach That Allows Individuals to Build, Launch and Run Profitable Websites Without Having To Spend a Small Fortune.

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Illustrations: Thanks to Undraw

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2. Stop thinking people will visit your website, and forget SEO

My best advice for anyone investing in a website is to stop thinking people will visit, just because it looks good.

Building a great looking website does NOT guarantee it will show up in Google search results either.

There are only two ways this can happen.

First, is running paid advertisements on Google, for a specific keyphrase, like ‘interior designer north london’. For this to bring results you will have to invest at least £700-£1k/month and more, if the term is popular.

Second way to the top of Google ranking is investing in SEO. This means: regularly producing and publishing quality content that your target audience is looking for, writing sales copy that is rich in keywords, creating GMB profile, investing in backlinks, adding structured markup to your site, optimising site for fast loading, and many more very technical things that you will likely have to pay an expert, to do for you. You could also consider Paid Advertising on Google.

PAID ADS ON GOOGLE - THE HARD TRUTHS

1. It will not be cheap (The cost of the ads is based on a bidding system, where businesses compete with each other to show their ads for specific keywords. The highest bidder typically gets the top ad placement.) Advertisers only pay when someone clicks on their ad (pay-per-click, or PPC), and the cost per click (CPC) can vary depending on the competitiveness of the keywords being targeted.
2. It will not be easy (you need to be specific on the keywords you are targeting, create great looking and well written adverts and have a strategy you will implement consistently). Ads can be targeted to specific geographic locations, languages, devices, and even specific audiences based on demographics or interests.
3. You won't be able to set it up without help from experts
4. Results may (or may not) show after you run the campaign for a couple of months and only if you optimise (improve) your adverts during that time. Google Ads provides detailed reporting and analytics to help businesses track the performance of their ads and optimise their campaigns over time. It is easy to burn money and run out of budget before you see ANY results (which is what happened to me in 2020)
5. No point doing this if your website is not build to successfully convert visitors to paying customers

So as a one-man band, with limited resources your best foot forward is to get real and decide what YOU CAN do to bring traffic directly to your website, and not through Google search. Your options are:

- Growing your social media following, and using this to bring traffic to the website,

- Writing and publishing blog stories and articles that people find interesting, and sharing them every day,
- Optimising the website for search engines by incorporating relevant keywords, meta descriptions, and alt tags.
- Sharing your website URL in Facebook groups, and on other websites and platforms (for example Houzz, Freelancer),
- Handing out leaflets and cards with your website URL
- Emailing people directly

***Stop thinking people will visit your website.
Start asking why they would?***

To do this ‘customer attracting’ well you need to know exactly who your audience are and what they like. Then you have to come up with content that will bring them some value; make their lives easier, entertain them; resonate with them enough to engage.

This [Target Audience Persona template](#) will help you establish your target audience and this [Generational Persona Chart](#) article and [download](#) will help define what resonates with them.

It is a great idea to look up your successful competitor’s websites and benchmark some of the ideas they came up with. Who is your competition and what do they do? What type of content do they produce and publish? How often?

Here are some more specific ideas for great content, for different niches:

DJ/Producer/Musician:

- Mixcloud and Soundcloud tracks and playlists
- Live Show streams (via the website or Twitch)
- Image galleries from events, showcasing different venues and events
- Exciting merchandise
- Music to listen or/and to buy

Consultant:

- Blog articles in the subject your audience finds interesting
- Lead Magnet like eBook, free template, checklist
- Reporting from industry events
- List of recommended events to attend
- Newsletter
- Video training

Personal Trainer:

- Meal plan
- Videos with workouts
- Diet reviews and blog articles