

# WEBSITE THAT CONVERTS

Things to do before you market your website



The market world that we live has high competition these days, although technology has made business very confident and helped them generate good amount of money. Technology has made people very dependent on it. So the one not using the technology properly is going to suffer great losses. According to the research conducted by Google, more than 80% people research before making a purchase even if they are in store. People these days have multiple sources of getting whatever they want, because internet has made things very accessible so anyone can search on their smart phone and probably get product cheaper from a different city than from the store down the street. Mostly people will say website is only for the businesses who can spend good amount of money on their advertisement which will never give guaranteed results.

## Steps to building a website

### Always have a pre –launch page

A pre-launch page always help to create the curiosity of something new, it helps you a lot to generate pre-production leads. You can have a simple yet convertible landing page where you can put intriguing content for your possible prospects and get their info to target them at the very start. You don't want your hosting to sit free until your website is completely ready. Remember! You still have to pay for your hosting.



### Write some highly converting Content

The copy writing is one of the most important thing that you need to have on the website and it should be very neat and compulsive, it should urge the reader to at least drop their information to get more feedback or insights of the service you offer. The copy should be very engaging and reader friendly. Don't try to use over complicated words of the English language. Remember, the majority of the visitors won't have English as their first language.



## Search for good keywords in your niche

Do some keyword research in your industry to know the best words to use whenever defining your services in the website. Build your website to target the niche you chose and then keep on evolving the website afterwards as per the need.



## Plan and create your pages

Plan how you want your website pages, their layout and the animation effects, if any. Plan those pages which you want to convert properly, you are the only person who knows how much you want for a particular service that you offer. Create a page for your best and most profitable service, give it some lead magnets functionality. And you are good to go.



## Upload your XML sitemaps

An XML sitemap is a document that provides the search engines with a listing of pages and posts on your site. It allows Google to crawl your site more efficiently, meaning your content could be indexed more quickly. If your website is on word press, then you then you can just download google XML sitemaps plugin, it will do everything for you automatically.



## Choose your domain name wisely

Pick something small and catchy or if you offer a service; then try to make some variation with the main service that you offer. I would really recommend you to do some keyword research in your niche and try to keep a domain name a keyword, it will always help your SEO.



## Get your custom images ready

Always have your images ready for the website, try to get custom photographs so you can further use them and add your logo to it. It looks very professional and it is a highly convertible technique too.

SITMAP NAVIGATION



**Always apply on-site SEO techniques with the very first build**

Always develop the website with on-page SEO techniques, it will always help you to have an edge on your competitors from the very start. Making the website keeping SEO in mind can take away a lot of the stress of getting the visitors on the site.



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