

HOW TO GET YOUR AUDIENCE TO TAKE ACTION ON *your* WEBSITE

worksheet // with Jennifer Dopazo



female
ENTREPRENEUR
association
INTERNATIONAL

PART ONE

The first step to getting people who visit your site to take action is to put yourself in the shoes of your audience.

Create a profile of your visitors:

(Who are they? What do they know? What are they looking for?)

The more you drill down and uncover about your audience, the more you will be able to connect and resonate with them throughout your website.

When you know and understand what they want, then you can give it to them :-)

PART TWO

Next you want to make sure you create one main goal per page/post on your website. Think about what action you want people to take on your site.

What is your main goal for the pages below on your site?

:: YOUR HOME PAGE ::

:: YOUR ABOUT PAGE ::

:: YOUR MOST POPULAR BLOG POST ::

TIP: Think about what people are looking for when they visit that page.

PART THREE

Now you need to think about how you're going to make your website goals a success. How are you going to get people to take the action you want? Think about images you could use, think about your call to action, think about your copy.

Brainstorm your ideas below:

TIP: Ask some of your friends and business besties to take a look over specific pages on your website and see whether they take the action you want them to take. If they don't ask them why they didn't, so you can work on making it more obvious.