

Pre-Advertising Site Checklist

Advertising is expensive, and if your web site doesn't convert visitors who come as a result of the ad, you're throwing away good money.

Here's your checklist for fixing your site before you run an online or email ad:

1. **Set up a specific landing page for your ad.** Don't make people hunt around. For example, have your visitors go to <http://myexamplesite.com/haro> instead of just to the homepage.
2. You know people are arriving from a certain ad, so greet them. **Point them toward your resource.** Make it really easy for them. Don't expect them to have read your ad carefully.
3. **Have a clear value proposition.** You got a click because they were interested in what you have to offer. But now you have to get them to commit either money or time. Or both. If you don't reinforce the value of what you're offering, people will lose interest.
4. **Make sure you have something to give them.** A free download is great. Or a premium in exchange for signing up for your newsletter. You're unlikely to get a big sale straight off an ad, and if you don't have a secondary offer, like a free newsletter subscription, you've likely lost that potential customer forever.
5. **Make sure everything works.** Is the download painless? Is everything clear? Remember, you don't get a second chance.
6. Bonus: **Make sure the site works on mobile devices.** With more and more people reading their e-mail on the go, your only chance at someone may be when they're using a mobile web browser. If they can't read your value proposition and respond, you've wasted your money.
7. Bonus #2. Make sure you have a web analytics package installed so you know how many people came to your site from the ad, and how they behaved.

Do you need an expert's opinion?

Visit <http://joethoron.com/fix-your-site-before-you-advertise> for details on how you can get a detailed site review and phone consultation. You'll learn exactly what you need to fix, and how, so you can move forward knowing your advertising investment has the best chance of paying off.