

# Secrets to a Persuasive Website

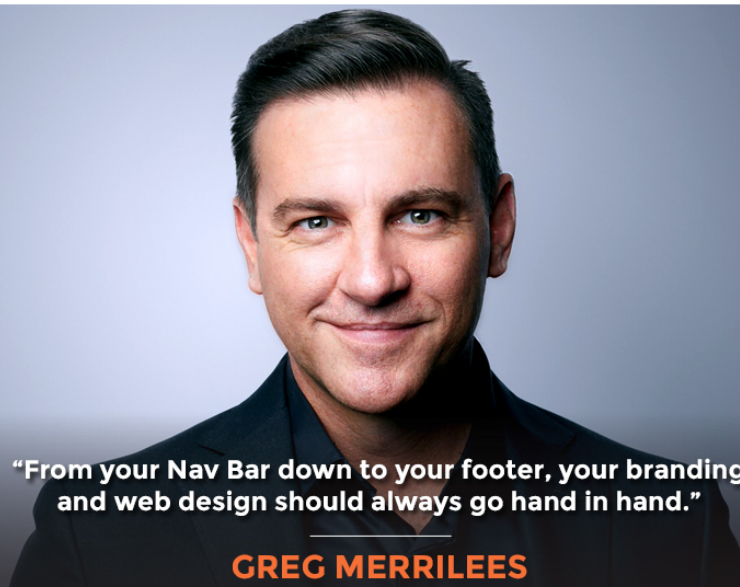
## 10 Point Checklist

Greg Merrilees

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a 10 point checklist that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



“From your Nav Bar down to your footer, your branding  
and web design should always go hand in hand.”

**GREG MERRILEES**

# 10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Prioritize my audience's preferences over mine. My website and business shouldn't be about me, it should be how I can accommodate my customers' needs and solve their problems.
- Map out my customer journey to achieve as much customer retention as possible.
- Build my social proof by networking with the who's who in my industry and working with clients who are willing to give me trustworthy testimonials and reviews.
- Be strategic of my link placement all throughout my website. This is to keep visitors on my site as long as possible. If the links are external, make sure to have them opened on a new tab so that it's easier for the user to go back to my website if necessary.
- Place social media links at the footer of my site so that when Google crawls my website, it can track my social links and have it placed on the first page of search results when people search for me.
- Incorporate Conversion Rate Optimization on my web design early on so that I don't have to spend money twice on excellent web design.
- Capture leads by creating a free offer on my highly optimized pages. It can be an eBook, a webinar, or limited access to my membership site.
- Optimize my thank you page. Upload a video of myself saying thanks and offer something else to take them to the next step in the funnel.
- Present curated, well thought-of content for my audience to benefit from. Utilize different types of media such as blogs, vlogs, infographics, etc., to engage better with my audience.
- Check out [Studio 1 Design](#) for more information on how I can create an outstanding web design that converts.