



Shortcuts to Success

WordPress Insights

5 Top Tips for Website Success



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Our collection of Shortcuts to Success give you control over your WordPress website. They're packed with useful tips to put you in the driving seat and make the most of your investment in your website.

Important point to note:

When a new website is launched, Google will test its performance at different positions within search results, so your ranking may fluctuate for the first few weeks. In the industry it's widely called 'The Google Dance'. Please bear in mind this is perfectly normal behaviour for a freshly launched website and don't be tempted to make significant content changes to improve ranking – this will just make the dance last longer!

Once your site has settled, we have 5 top tips for making the most of your investment in it. Your website operates in an environment that is constantly changing, so leaving it sitting there untouched means its effectiveness will gradually diminish. Regular activity and following these tips will make your website far more likely to bring the results you're looking for.

1 Promote your website

Don't assume that visitors will automatically find your website! While paid promotion options like Pay-per-click ads can be extremely powerful and bring excellent results, there are also plenty of ways you can promote your website organically. We recommend adding your website URL to:

- Email signatures
- Social media profiles
- All other corporate communications; documentation, presentations, van stickering, pop-up banners, business cards etc.

One extremely powerful method of website promotion within Google is to keep your Google Business Profile account up to date, well optimised and connected to your website. We recommend a regular drip-feed of updates to show Google that your business is active. Positive Google reviews provide evidence that you're good at what you do.

2 Keep things up to date

Make sure visitors to your website only see up to date, accurate information. A business will naturally grow and change over time, which means your website content should too. Adding information or products that will be useful and interesting to your target audience gives them more reasons to return and potentially buy again.

WordPress websites are made of a collection of different software, which all needs updating regularly to keep it working effectively and safe from threats. Clients of Beech Web Services will automatically receive regular updates. For everyone else we recommend website software to be updated at least once a month.

Updating software alone can improve performance in Google search results, so that's another important reason to do it. Regular updates and maintenance help maintain user engagement, improve search engine rankings, and provide a positive user experience.



3 Keep an eye on the competition

Once your competition sees your brilliant new website, it's likely they'll look at their own and decide to make some changes. It's important to always give your customers a reason to choose you over the competition and there are many ways to influence that buying decision, from simply being there in search results to making it easy for them to buy or contact you via the website. Keeping an eye on the competition gives you the opportunity to embrace techniques that are working for them, or try something new to differentiate your business.

4 Keep in touch with your customers

Now your website is launched, can you ask customers how they feel about it, or how easy did they find it to use? Giving customers what they want is a great way to get more sales, so always take feedback seriously and fine tune the user experience as effectively as you can.

One way of keeping in touch with your customers without ever speaking to them is to monitor how they behave on your website via Google Analytics data. You can see which pages they like to visit and how long they spend on each of them. Analysing this data helps to identify areas of improvement, optimise website performance, and make data-driven decisions to enhance user experience and achieve your goals.

5 Keep in touch with your developer

A positive, long-term relationship with your website developer is worth so much. They'll be able to flag up and fix any issues straight away and guide you towards using your website to better engage your customers and achieve your goals. It's a good idea to hold periodic review meetings with your developer, to look through the analytics and check out the competition, developing a strategy together for the months ahead.

Above all, remember that creating a successful website is an ongoing process and site launch is just the beginning of that process. A strategy of regular promotion, updates, research, analysis and review is the best way to maximise the return on your initial website investment.

Learn more

We hope this guide has been useful and taught you something new about WordPress. For more tips, please visit the WordPress Insights page on our website, or visit our YouTube channel for video tutorials.

If you have any questions about your website or would like support, raise a support ticket on our website here: <https://www.beechwebservices.co.uk/request-support> or book a chat with Sophy here: <https://calendly.com/sophy-bostock/lets-chat>