

BE MORE BUSINESS



Upgrading YOUR WEBSITE

WITH KIMBERLY BEER



BE MORE BUSINESS

Kimberly Beer **ABOUT ME**

Entrepreneurial Wise Woman

- 30 years in the marketing industry
- automation expert
- email marketing guru
- your guide to creating a business that supports the life you want to live.

BeMoreBusiness.com | kim@bemorebusiness.com



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Website Basics

Understanding the modern website process.

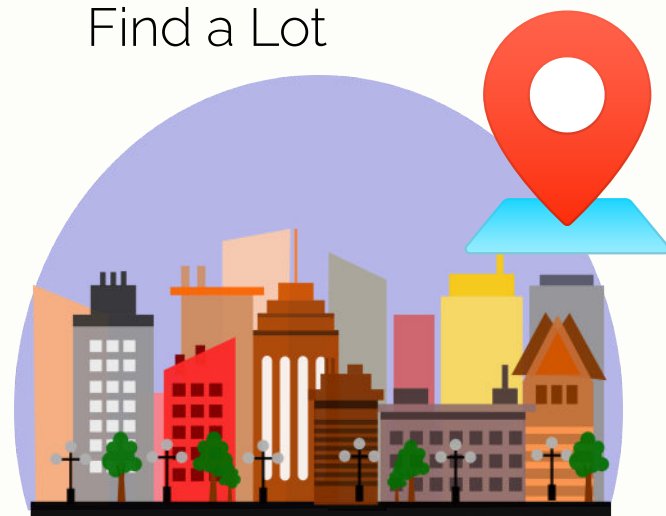




Website 101

BUILDING A WEBSITE

Find a Lot



with an address



Build your storefront

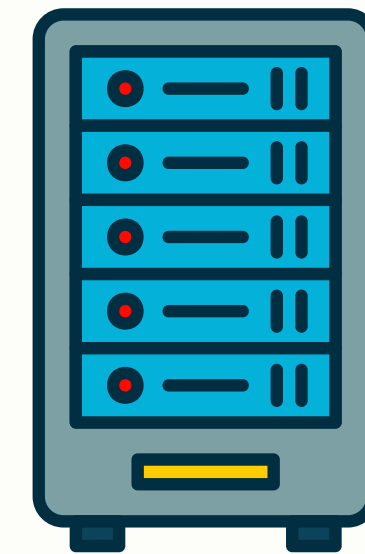


Organize the inside and add product/service

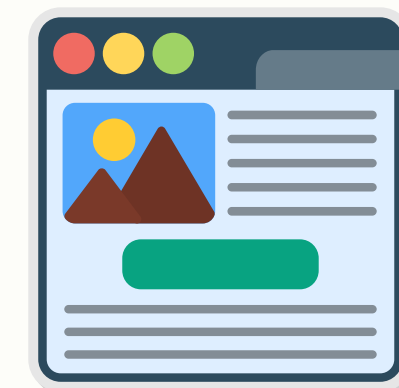
Register your address



Choose your software platform



Rent space on a server



Add a theme and your content





Keep in Mind THINGS TO KNOW

- You don't own your domain, you register it and it must be paid for or you will lose it.
- Hosting is the "land" your site is built on.
- Your domain register and your hosting company maybe the same or different.
- Your chosen platform will determine who you can work with as a developer. Platforms are not interchangeable.

You, as the business owner, should know and control all of these aspects of your website.





Software 101 CHOOSING A PLATFORM

- Base your choice on your primary need.
- Will you use a developer or are you keeping strictly DIY
- Does the platform have a substantial user base or history – especially if you're new to all this.

Wordpress

Squarespace

Wix

Weebly

Showit

Duda

GoDaddy

Framer

Webflow

Google (free)

Shopify

Big Commerce

Square

Kajabi

Teachable

Thinkific

Podia

Skool





Building & Maintenance

THINGS TO KNOW

DIY

Pro: Saves you money

Con: Takes time and knowledge

Hire a Pro

Pro: Pro from the start

Con: Costs \$\$\$\$

Co-Creative

Pro: You have more control

Con: You still have to learn the system and take time to maintain it.



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Beware OF SCAMS!



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Building
A QUALITY WEBSITE





ELEMENTS OF A GOOD WEBSITE

- Mobile responsive
- Educational and inspirational with a clear call to action
- Visually dynamic with rich content
- Easy to find contact information
- Fresh, relevant content added regularly
- Branded to match your marketing and experience





KNOW WHY PEOPLE COME TO YOUR SITE



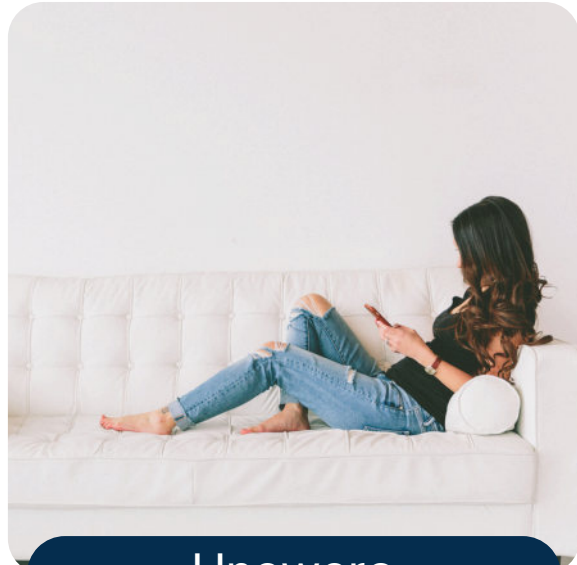
The Hunter



The Gatherer



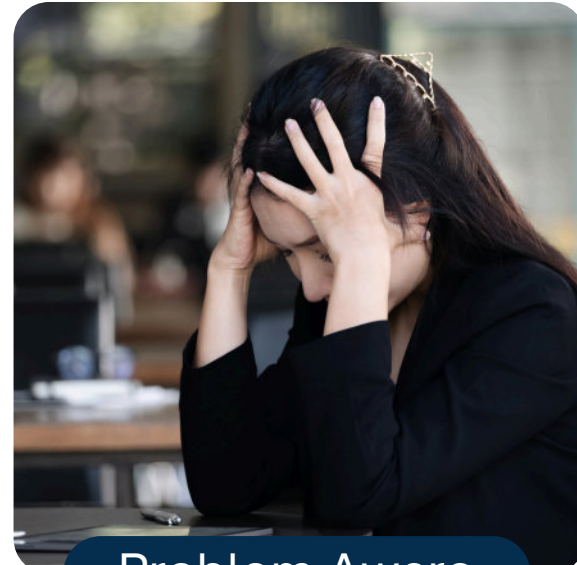
The Consumer Journey



Unaware

Difficult to Reach

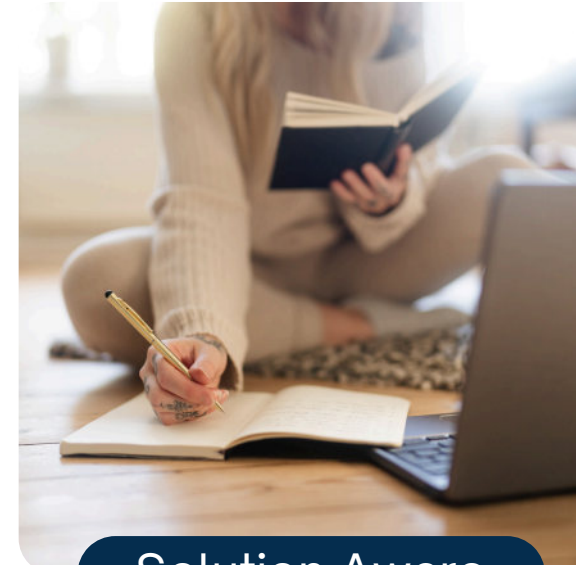
Only learns about what you offer through a secondary means.



Problem Aware

Difficult to Reach

Begins to research online, ask friends, seek to understand their problem.



Solution Aware

Inbound Marketing

Actively seeking a solution, reading blogs, Googling, etc. Lead magnet prospects.



YOUR Solution Aware

Email Marketing & Sales

In discovery mode to determine next steps.



Most Aware

Email Marketing & Sales

Decides if your business is or is not for them.

How do people discover and learn about your solution?

Eugene Swartz, 1966

The Customer Journey



Connection

Beginning the Process

Reaches out to you to begin the process of knowing more.



Consideration

Weighing Options

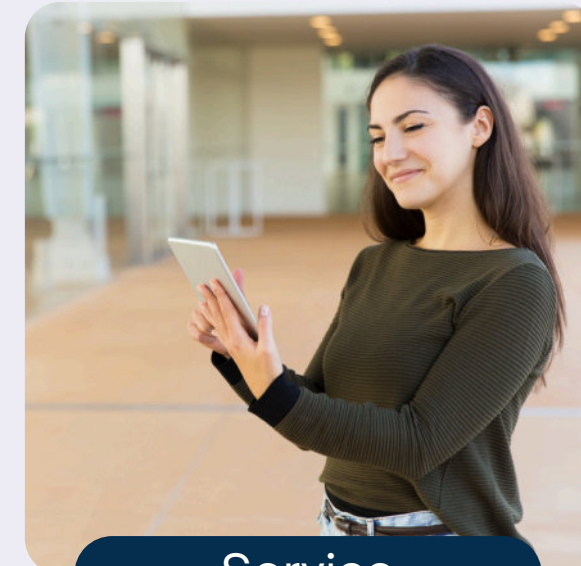
Comparing your to other options and working through their own process.



Conversion.

Decision Made

Ready for to move through the sales process.



Service

The Making of a Happy Customer!

It's time to deliver your product or service! Wow them!



Loyalty

The Real Relationship

You support them and they support your business back.

How do you move people through your business?

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CONSUMER EXPECTATIONS

- You have a home page with an overview of your business
- Loads quickly
- Is usable on desktop and mobile
- An About section that allows them to know who you are
- A Services or Product section that shows what you do, gives details, shows benefits, addresses common questions/differentiators, and gives them an avenue to take the next step
- A way (or ways) to contact you or find you AND a way to keep in contact
- Is safe and has a safe checkout system



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Building
A BETTER WEBSITE





MUSTS

- Dedicated domain
- SSL certificate
- Mobile responsiveness
- Fast load speed
- Clear Navigation
- Strong Call to Action

REALLY SHOULD

- Analytics
- Email/Contact Capture
- Social Media Encouragement
- Trust Signals
- Social Proof
- ADA Compliance
- SEO Foundation
- AI + Search Readiness





ANALYTICS

Google Search Console

What it does

- Shows how your site performs in Google search
- Tracks keywords people used to find you
- Alerts you to indexing or technical issues

What you'll see:

- Search queries (keywords)
- Click-through rates (CTR)
- Indexing status (is Google even showing your pages?)
- Errors (broken pages, mobile issues, etc.)

Sign up / access:

<https://search.google.com/search-console>

Google Analytics

What it does:

- Tracks what visitors do on your site
- Measures traffic, behavior, and conversions

What you'll see:

- How many people visit
- Where they came from (Google, social, email, etc.)
- What pages they visit
- How long they stay
- What actions they take (purchases, clicks, forms)

Sign up / access:

<https://analytics.google.com>





EMAIL CONTACT CAPTURE

- Signup form for your CRM
- Lead Magnets
- Special Offers/Discounts

Be clear about the offer. Follow-up with appropriate nurtures.
Do not over-collect information here.





SOCIAL MEDIA CONNECTION

- Make it clear which social channels you're on
- Give links to make it easy to follow you
- Stay active on the channels you promote on your site
- Share streams from your channels





TRUST SIGNALS

- Testimonials & Reviews
- Real pictures
- Up-to-date/Current information
- Clear About page
- Security & privacy signals
- Credentials, certifications, features
- Additional Social Proof





FOUR TYPES OF SOCIAL PROOF

- Provided - given freely by the customer
- Gathered - harvested by you
- Wild - offered in the customer's social circle
- Authority - gained through exposure & pr

USE THEM ALL!





HOW DO I GET REVIEWS?

- Stack the deck – respectfully
 - Ask current customers – beg if you have to!
 - Send out an email asking – make it part of your follow up process!
 - Get a QR code
 - Reward people
 - Make it so simple anyone can do it easily!





ADA COMPLIANCE

- Alt Image Tags
- Keyboard Accessible
- Color and Contrast
- Captions & Transcripts
- Clear Heading Structure





SEO FOUNDATION

- Get or update your Google Business Profile (business.google.com)
- Good ADA compliance and good customer service will get you MOST of the way there.
 - Remember your customer journey
 - People search and weight pain points greater than gains
 - Structure for both hunters and gatherers
- Add fresh content regularly - blog posts, news section, FAQs
- Use synonyms and customer “speak” structured to answer search queries
- Use an SEO plugin to help you

BRANDED SEARCHES › Home page **TOPIC SEARCHES** › Interior page



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Beware OF SCAMS!





AI ASSISTANTS

- AI search is already shaping what people see before they ever click a website
- AI pulls from your website, Google profile, reviews, and content across the internet
- Clarity, consistency, and real language matter more than technical tricks

You don't optimize for AI—you make it easy for AI to understand and recommend you





THE TOOLS PEOPLE USE MOST

- ChatGPT (global, especially U.S., Europe)
- Google AI (Gemini / AI Overviews)
- Claude
- DeepSeek
- Perplexity





WHERE DO AI TOOLS GET ANSWERS?

- Your website
- Your Google Business Profile
- Reviews
- Directories (TripAdvisor, Yelp, etc.)
- Social media content
- Other websites mentioning you





HOW TO OPTIMIZE FOR AI SEARCHES

- Clear descriptions of what you do
- Consistent info across platforms
- Real language people actually use
- Content that answers real questions

AI favors:

- Clear
- Structured
- Trusted
- Repeated (consistency across platforms)





BEST PRACTICE #1

Say what you do in plain language:

“Authentic Kansas City culinary experience”

“Kansas City BBQ restaurant serving ribs, brisket, and burnt ends near downtown”





BEST PRACTICE #2

Answer Real Questions (Especially on Your Website)

Add content like:

- “What to do in Kansas City for families”
- “Best bowling in KC”
- “Where to get BBQ near downtown KC”

This feeds both Google AND AI





BEST PRACTICE #3

Be Consistent Everywhere

Your:

- Name
- Address
- Description

Should match across:

- Website
- Google
- Social
- Directories





BEST PRACTICE #4

Build Reviews with Real Language

Encourage reviews that say things like:

- “We visited from Germany...”
- “Easy to find”
- “Great for tourists”

AI LOVES natural language context





BEST PRACTICE #5

Show Up in Multiple Places

Don't rely on one platform.

Be visible on:

- Google
- Website
- Social
- Review platforms





DON'T JUST GET NOTICED — GET PICKED!

CLARITY

Above all else, make sure you are clear — WHAT do you do, WHO is it for, WHY should the buyer care?

VISUAL TRUST

Real photos showing the real experience.

REVIEWS

Ask for them, respond to them, use them!

ELIMINATE FRICTION

Things that cause friction: confusing language, clever page names, multiple clicks to get to info, complex menus/navigation, complicated forms, rambling robot language/seo stuffing



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**THANK
YOU**

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