

Ideal customer profile

The more different people you are trying to appeal to, the more different people will find you meh.

You need to make the visitors of your website – your potential clients – feel like you are talking directly to *them*. Addressing *their* problems. Speaking *their* language.

There will be people who won't like you, your website, or your product. Let them. They don't matter.

What matters are the people who will think things like:

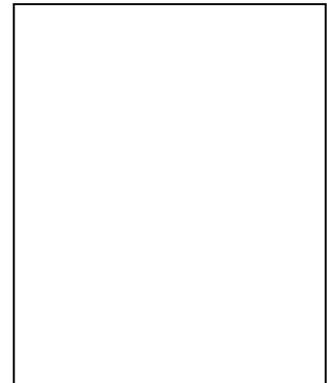
"She is reading my mind!"

"I was wondering about it just yesterday!"

"I've been struggling with the same problem!"

They will be the ones who will read your every article, stalk you on social media and open your email newsletter the moment they get it.

They will be the ones who will hire you, buy your product, and tell their friends about you.



Name: _____

Gender: _____

Age: _____

Demographics

Location: _____

Education: _____

Ethnic background: _____

Occupation: _____

Income: _____

Marital status: _____

Kids: _____

Lifestyle

Hobbies: _____

Favorite TV shows & movies: _____

Favorite books: _____

Car: _____ Pets: _____

Where can you meet them offline?

Online behavior

Preferred social media platforms: _____

Forums: _____

Websites: _____

Preferred way to get information online (videos / podcasts / blog posts, etc.):

What makes them tick?

Problems:

Fears:

Dreams:

What's important in life? (Values)

How does (s)he make a decision to buy?

Whom does (s)he trust?

Building your online business? Then you may find this useful as well.

A 200+ point website checklist that is based on a 4-step strategy to get more clients through your website and will show you how to:

- Get visitors to your website
- Make a great first impression
- Make your visitors know, like and trust you
- Convert them into clients.

For example, the image below shows the first step: Getting visitors to your website.

Get visitors to your website

ORGANIC SEARCH

KEYWORD OPTIMIZATION

Target only one keyword per page
Use words that are semantically linked to the keyword within the text

Use keyword in:

URL	Subheadings
Meta title	Image file names
Meta description	Image titles
Beginning of the post	ALT tags of images
Naturally within the text	

LOCAL SEO

Name / address / phone number
Use Google Category as a keyword for your homepage
Use (keyword) + (city) on pages / posts

Create citations on: Neustarlocalize.biz
Expressupdate.com
Axiom.com
Factual.com, etc.

Set up business listing on: Google My Business
Bing Places
Yelp
Apple maps, etc.

BACKLINKS

Guest posts
Outreach

URL

As short as possible
Use "-" not "_"

HEADLINE

Clear benefit
Solve a problem
Ignite curiosity

SEO DON'Ts

Duplicate content
Keyword stuffing
Buying links

TIP

You have a chance to rank on page #1 if your domain authority is between the highest & the lowest page authority of pages that are already ranking for that keyword.

SOCIAL

SOCIAL MEDIA PROFILES

Active
Visually consistent across all social networks:
Name
Handle
Profile / cover image

Description:
Clear & to the point
Use keywords
Link to homepage / landing page
Include call to action

FEATURED IMAGE

Suitable dimensions
Attention-grabbing
Text big enough to read
Branded
Use Twitter cards
Use Facebook open graph

CONTENT EASY TO SHARE

Share buttons on pages / posts
Default message not empty
"Click to tweet" buttons within text

TIP

Take time to interact with others to build relationships & grow a loyal following.

PAID TRAFFIC

Google AdWords Facebook Ads Twitter Ads LinkedIn Ads etc.

[Click here to see the full checklist](#)

About the Author



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