



WEBSITE CONTINUOUS IMPROVEMENT MINI GUIDE

**A HIGH LEVEL PROCESS PROVIDING
PEAK PERFORMING RESULTS**

TABLE OF CONTENTS



Overview

So what does continuous improvement look like, how do you achieve it?

1

Quarterly Summit

2

Theme

Establish
Optimise
Expand

3

Monthly Wishlists

4

Sprints

5

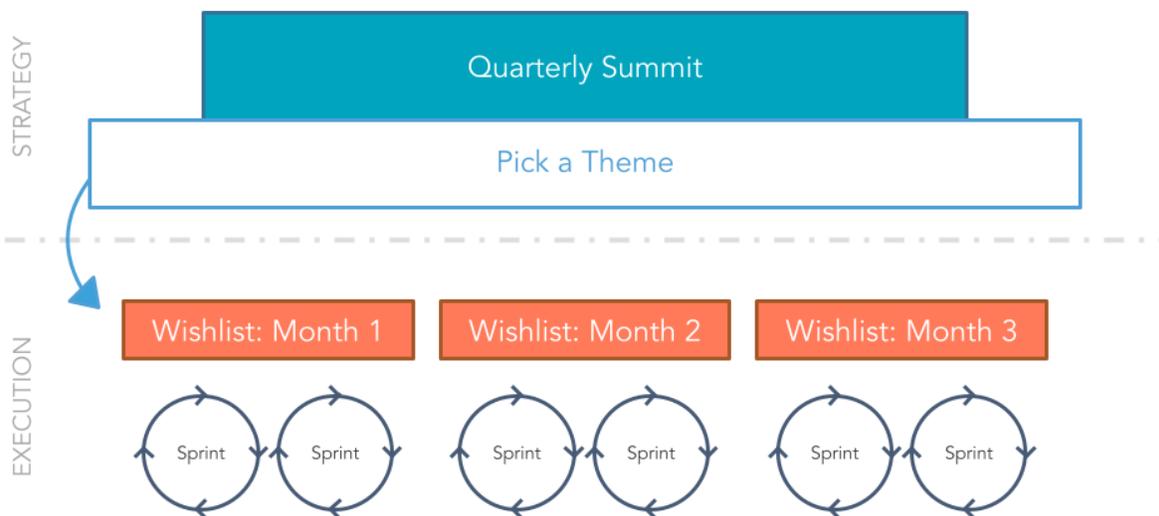
Overall Process

6

Over To You

OVERVIEW

So what does continuous improvement look like,
how do you achieve it?



Welcome to the mini guide! This is a deeper delve into the higher level process of exploring continuous improvement. Above is an overview of what you're going to achieve and we are going to dig deep and go over each section in detail for smooth implementation for your teams and your site.

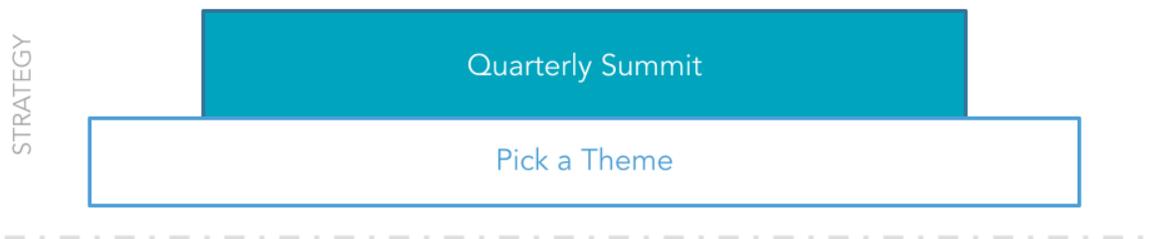
The whole point of the system is to get your team into a good, strong rhythm. Just like a well led orchestra, you stand at the front, able to hear each section individually but also as a harmonious collective. If anybody misses a beat or plays a funky F#, it will be highlighted and remedied quickly so you can continue to hear sweet music.

1

CHAPTER ONE

QUARTERLY SUMMIT

QUARTERLY SUMMIT



So, first things first hold a quarterly summit. This is the time to step back and see how you're leveraging the website to drive leads, revenue, and all things that you're on the hook for in driving business growth!

Once your baseline is established and you know what you're working with, you get to change the direction of the ship. You pick a theme of the direction you want to go in for the quarter and when you've set that direction for the ship, you can now move into the continuous improvement.

2

CHAPTER TWO

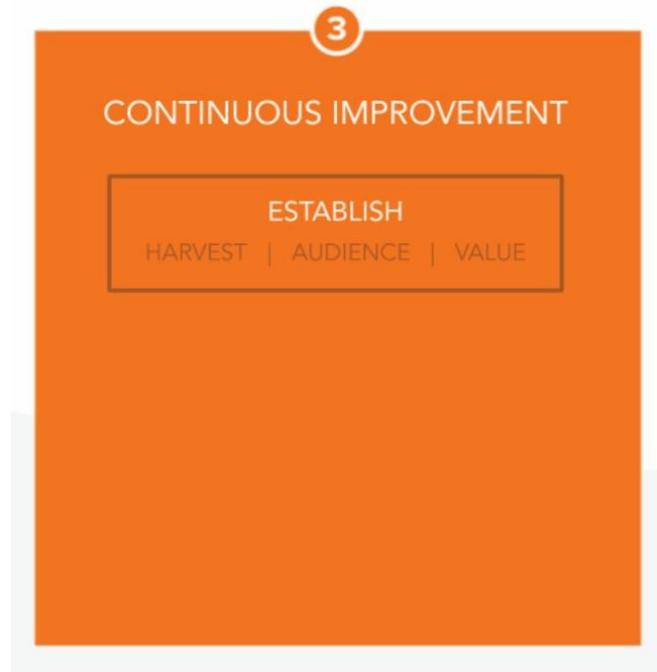
THEME

THEME



There are three phases in picking a theme: establish, optimise and expand. Although they are equally important it is essential that you approached them in the order stated. I know we are all about creativity but when planning continuous improvement like this, sometimes you have to colour within the lines.

THEME: Establish



So initially you have to pick an established theme and when doing so you will state something like this

‘The theme for the rest of the quarter is to continue to establish our foundational value driving elements and the foundation of site.’

Then you will work through exactly how you’re going to improve, drive and achieve this. Using your measures harvest, audience and value.

Your theme is very commonly picked right after you put your launch pad website live. This is because we’re in the mindset of continual improvement and there' will be a lot of things on your wishlist you consciously chose to do after the initial site went live.

THEME: Establish

So you harvest some of the low-hanging fruits. You could build additional audience coming to your site, making sure that there's enough people coming to your site. This could be achieved through technical SEO or creating pillar pages. You can also do a website audit and make sure that the content you created actually provides value.

It actually helps solve problems and move people along their journey faster, easier, and cheaper than what they are doing today. The reason that's important is you need to get through this established phase, getting that foundation done before you move on to optimize. This is a common stumbling block that a lot of people jump straight to. They think

'Let's optimize what we have'

If you do this and skip over value, you still won't have people coming to the site and therefore won't have data at your fingertips! You may be optimizing something that no one cares about in the first place, so you'll start seeing diminishing returns and performance of your assets on the website. So that's why this established phase is absolutely critical to start with, then over time as the website matures, the theme for the quarter can go into amazing.

THEME: Optimise



Now that you have secured all three measures of the establish phase, you can now move onto the optimise phase.

You start with optimising the usability. Ask questions such as:

How do we help visitors come to the site?

How do we help visitors find value faster?

How do we help visitors interact?

Once you can track and visualise what, how, where, why and when your users visit your site you can make improve by optimising these paths your users go through. You do this by using conversion rate optimization (CRO).

THEME: Optimise

Everyone's got their own kind of definition of CRO but let's look at it in its simplest form.

'Removing the friction from getting users from A to B'

So the aim is getting your user to their destination through the least amount of clicks or interactions, and removing steps to get them through these paths in the smoothest way possible. This CRO enables you to get as many people from A to B with the least amount of friction to move through their journey and sales funnels.

Lastly, you want to personalise the website. You don't want this one size fits none approach! You need to tailor experiences differently based off of your customers' journey. Consider if they are:

- **A first time customer**
- **Your lifelong customer**
- **Customers who bought in a certain region**
- **Dealers versus your direct customers**

If you do not invest the time and energy to properly personalize each experience, you're not going to be helping them through that journey. This will not only be wasted opportunity but wasted team effort if you fail to deliver at this stage.

THEME: Expand



So here is where you've gone through the base foundation and optimised what we have at a certain point. The amount of time invested in optimising will diminish over the phase as your results improve and you become more efficient.

This is where you can shift gears and start thinking about expanding the impact the website has on the business. We've mentioned a few product ideas before, but you could think about building digital products onto your site.

You could build those online courses, calculators, and things that you know are going to provide value. Someone might be willing to pay a couple pounds for them but you're going to offer for free!

THEME: Expand

You can think about the journey and helping other teams in the company start expanding outside of just lead and revenue generation and see the possible impact they can have. One example is at HubSpot.

'At HubSpot, the number one thing that we can do as a company to grow is to hire good talent. It's actually more important for the company than revenue and leads, because if we don't have good talent, we're going to stall out and start seeing declining impact with the customers we have. So our marketing team and the HR team linked up to build a phenomenal careers page and built an inbound funnel of recruits going to that inbound recruiting page.'

So this is an example of where it might not be directly lead generation, but it is a lever that helps the company grow and the marketing team can team up with HR team to make that happen.

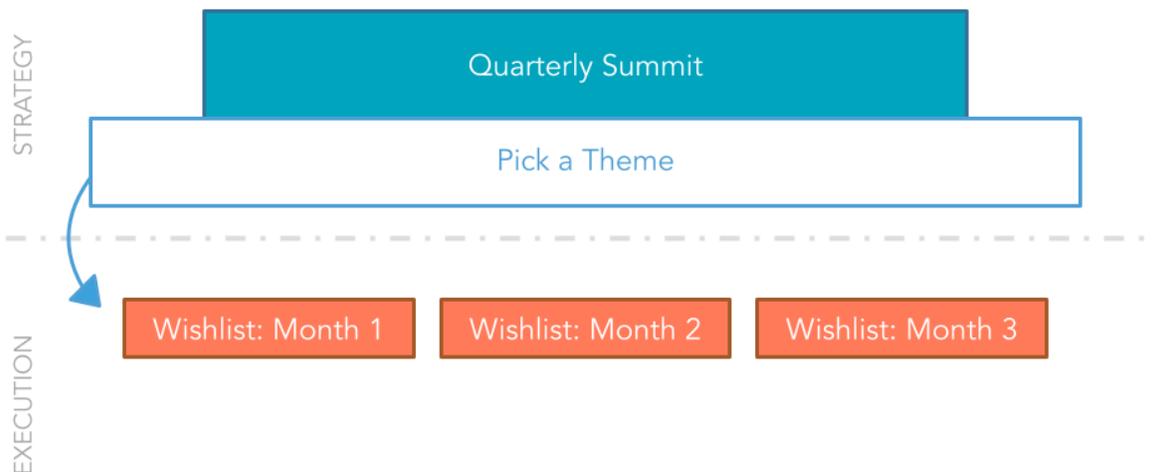
All right, so those are the themes and that's what you want to get out of the quarter. The quarterly summit is the direction of your ship for the quarter, with your themes that completes the strategy part of the continuous improvement process. Now let's move onto executing this strategy.

3

CHAPTER THREE

MONTHLY WISHLISTS

MONTHLY WHISHLISTS



Let's be honest a quarter of the year can pass in an instant, so how do we keep a check on things?

In the execution stage of the process, it's all about focus and starting to narrow in on what you need to do every single month of that quarter. You create what we call a wishlist, and this is a list of all powerful ideas of the things that are going to make a direct impact on the theme for the quarter.

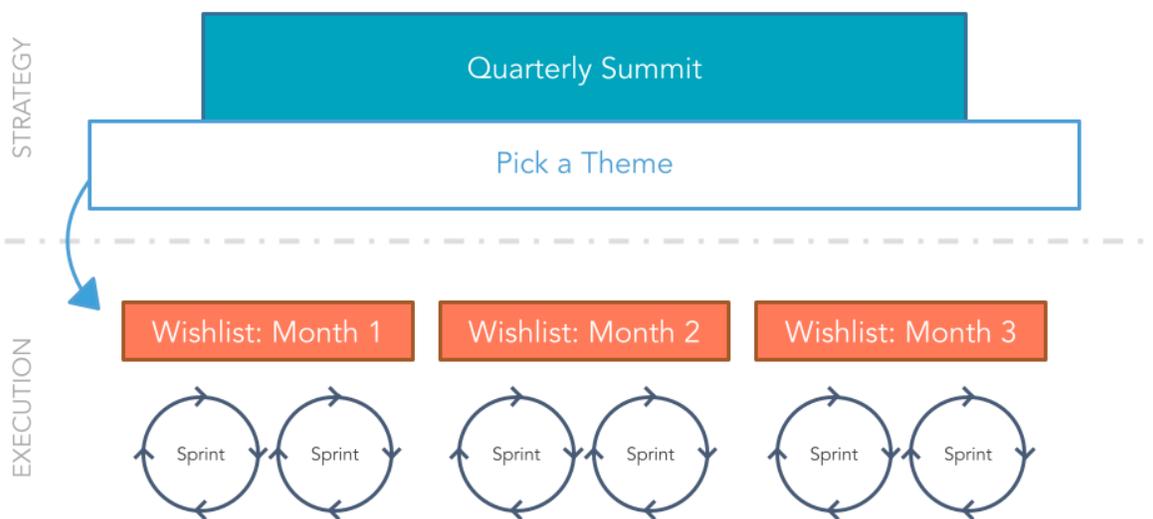
Being lean but agile is the backbone of this process. You keep things to a minimum but are able to manoeuvre however needed between tasks. Once you set the wishlist for the month, you break it down even further and pull things off of the wishlist to do in a two week sprint.

4

CHAPTER FOUR

SPRINTS

SPRINTS



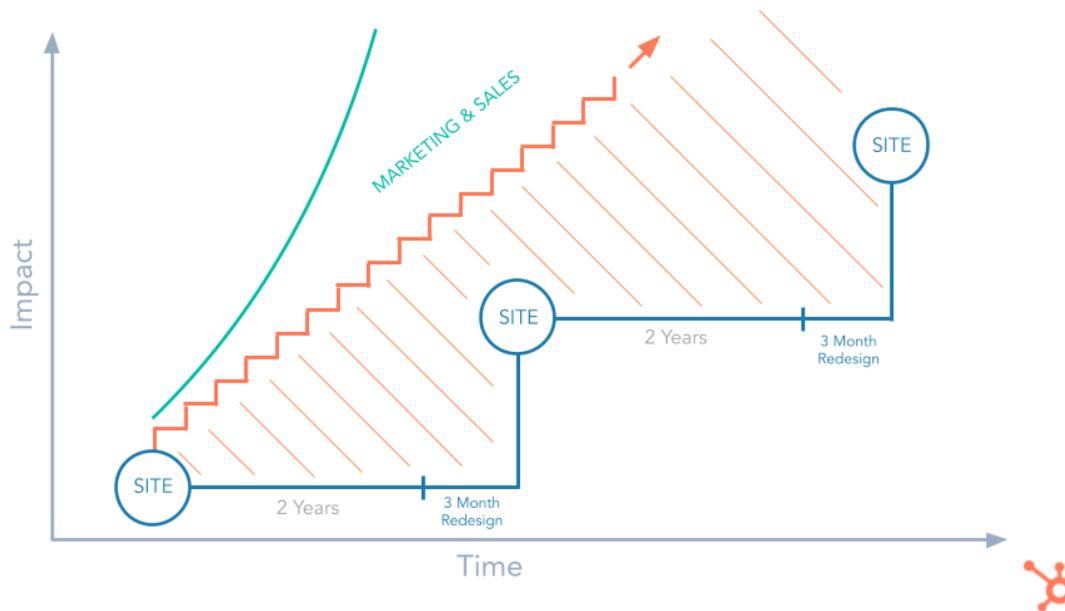
Sprints are where you get laser-focused on execution, getting your team to swarm on those tasks that they need to get accomplished in a regular two week rhythm. At the end of the two weeks, you go back to the wishlist, reprioritising new tasks based off of any new information, new data, new learnings, and continue to improve from there.

5

CHAPTER FIVE

OVERALL PROCESS

OVERALL PROCESS



Quarterly, monthly and two weekly rhythms create a motion that constantly keeps moving and producing results. When you go through a process like this, you start to see incremental improvement every single month rather than the prolonged wait and stress associated with traditional website design.

The results that you're drawing from the website become more and more and also marketing and sales content. Your inbound marketing efforts should tie into what you're doing with growth driven design and link into your sales efforts. These three elements you really need to work together to build an amazing growth machine.

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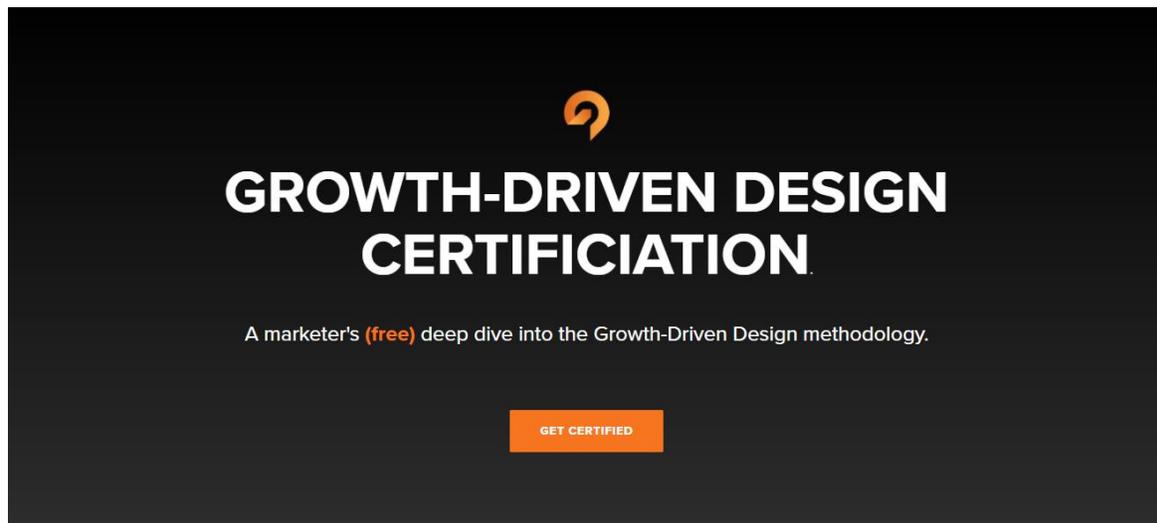
CHAPTER FIVE

OVER TO YOU



OVER TO YOU

So there it is in its entirety. It's a lot but well worth the time and effort of implementation to save the migraine of traditional website design. As promised here is the link to learn more, receive certification and get this actioned NOW.



Head over to the website explore your greatness,
get certified and then...
the world wide web is your oyster!

GrowthDrivenDesign.com

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