

# Improving Optimization and Conversions in WordPress



Hosted by:

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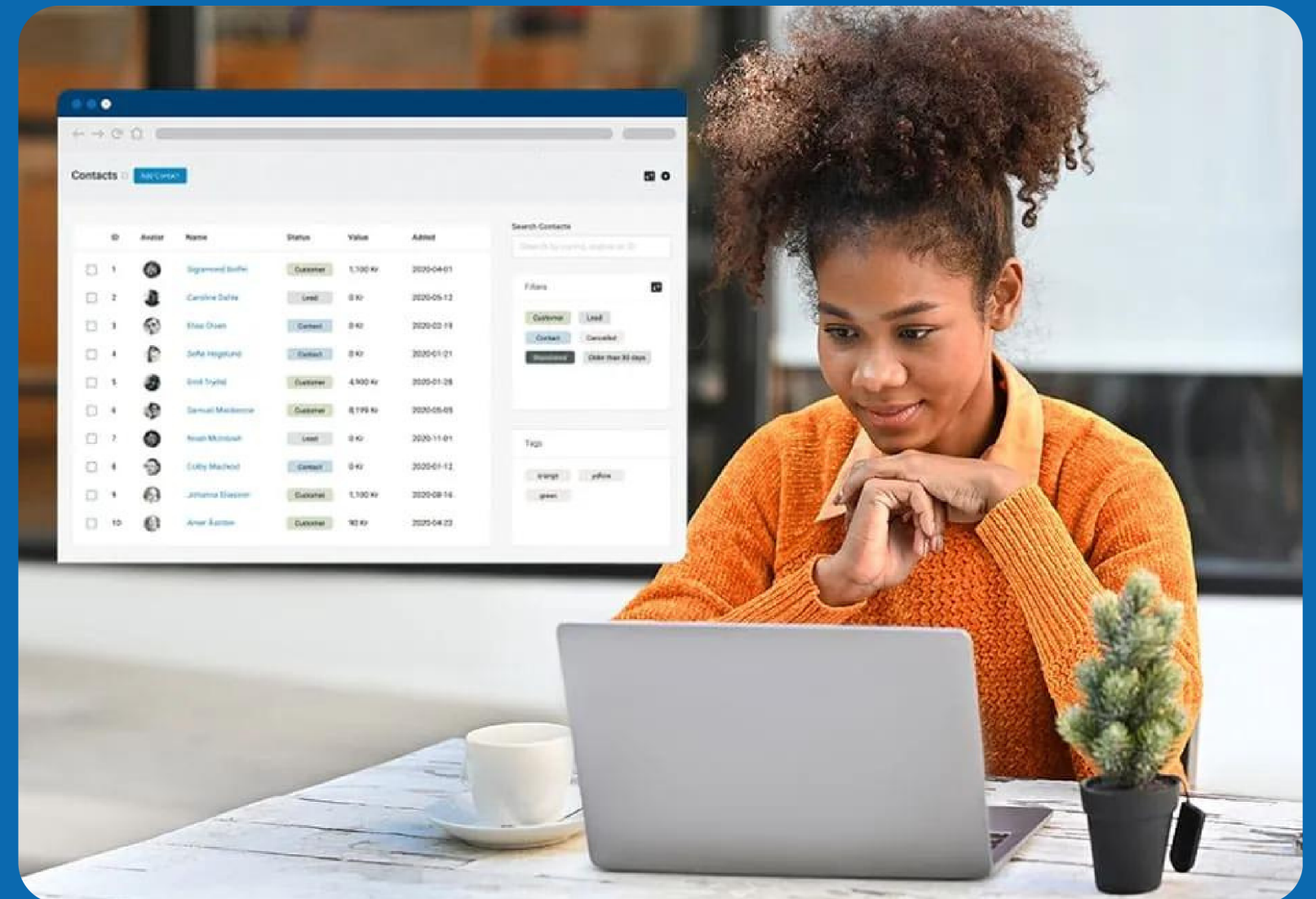
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# Improving Optimization & Conversions

Let's explore how to leverage WordPress optimization tools, digital consumer journey strategy, and a CRM platform as key tools in your business growth. Use this presentation packed with professional guidance and recommendations!

Topics included in this presentation:

- Rank Math and Popular Tools for WordPress Optimization
- The Digital Consumer Journey and Lead Generation
- WordPress High Conversion User Experience
- The Benefits of a CRM in WordPress
- Strategy For Ongoing Optimization of WordPress



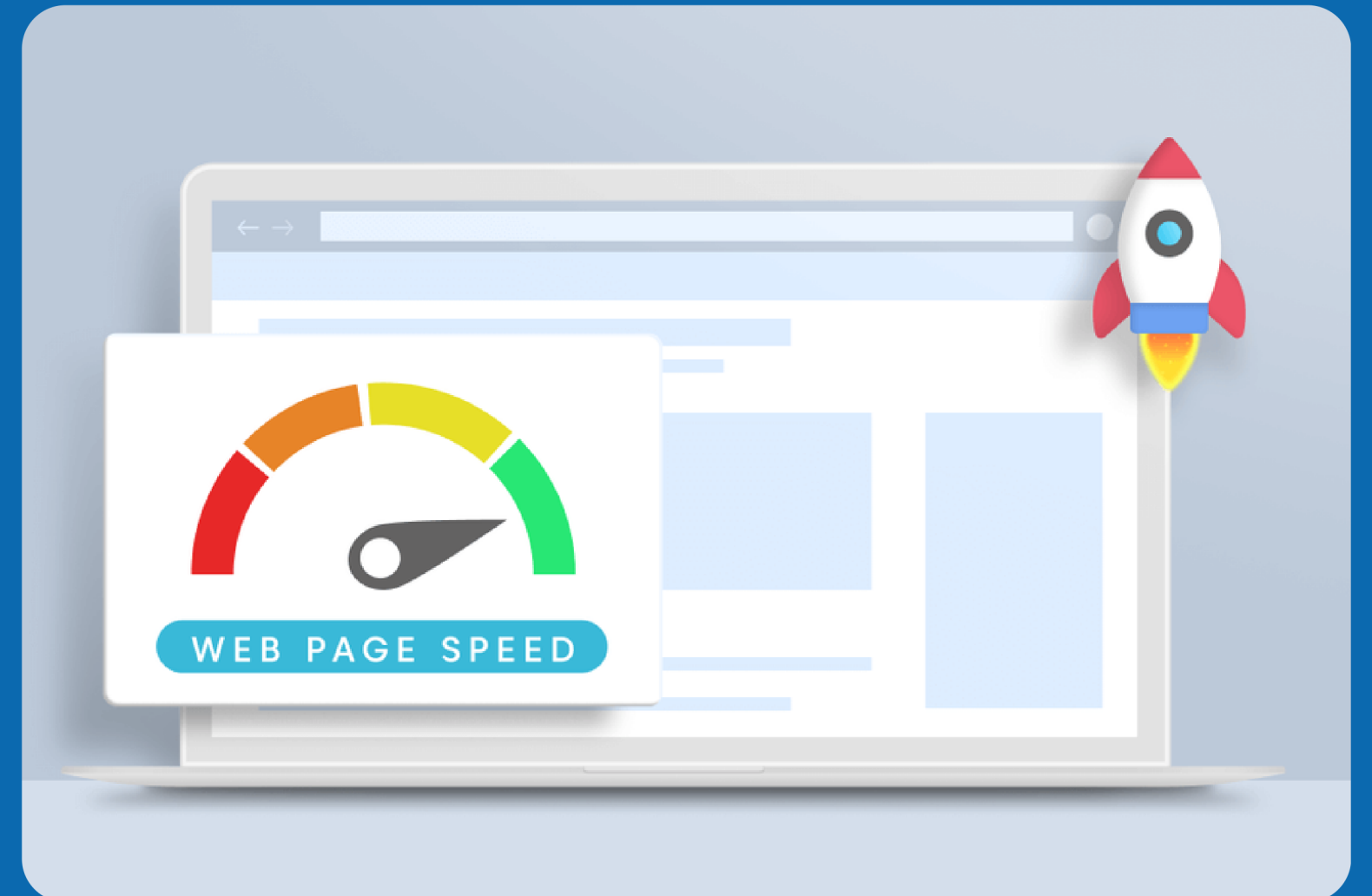
**Let's explore how to improve  
optimization and conversions  
in WordPress!**

# Popular Tools for WordPress Optimization

# Popular Tools for WP Optimization

WordPress is one of the most optimized website platforms, especially when integrated with key tools you can use for SEO, Performance, Accessibility, and more! Some highly recommended optimization tools are:

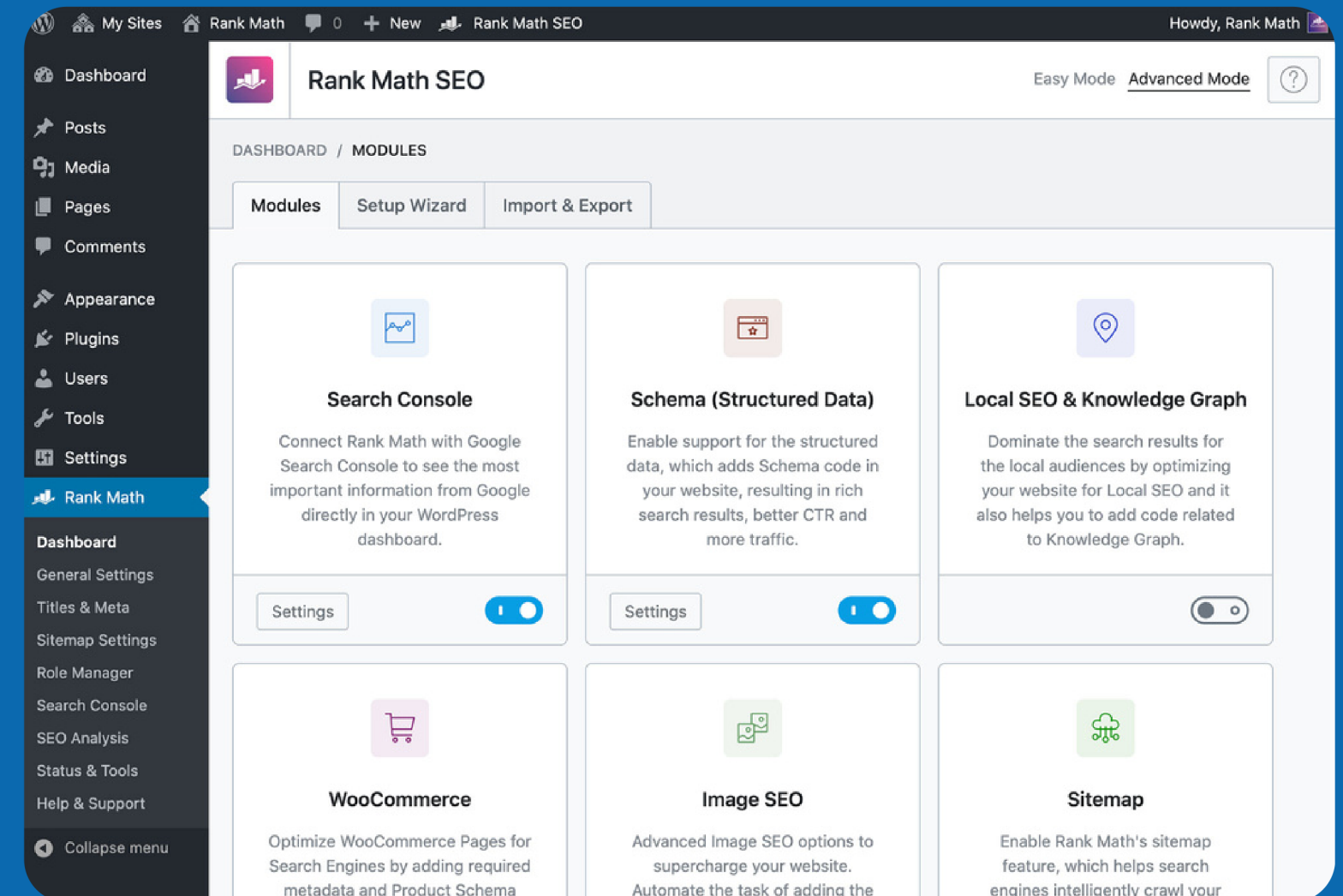
- Rank Math SEO (technical and on-page SEO)
- Site Kit (Google Integrations, Search Console, Analytics)
- Cloudflare (Performance / CDN Integration)
- WPMU and Smush (Image Optimization & Modern Formats)
- UserWay and CookieYes (ADA, WCAG, GDPR Compliance)
- Caching / Defer JS / Minify (Only use tools compatible with your hosting to achieve ideal performance scores)
- WP Heartbeat, CronTrol, Woo Cart Fragments / Live Cart



# Using RankMath for SEO

One of the leading technical SEO and optimization tools is Rank Math! They help your WordPress website meet technical SEO standards and improve your on-page and content optimization. Some key configurations to use Rank Math for:

- Schema and Structured Data
- XML Sitemaps / Robots.txt
- Noindex / Nofollow settings
- Redirection Management and Monitoring
- Local SEO Configurations
- Image SEO Settings
- Page Titles / Descriptions / Meta Information
- Content Optimization Analysis



For one-on-one SEO coaching visit  
<https://wiserway.coach>

# Quick Reminder!

Watch the Hoot Host SEO Webinar from January 2024 to learn about the Google SEO Essentials that will help your website and blogs get listed on search engine results pages. You don't need to be #1 on Google, you just need these standard SEO configurations to start ranking and drive organic traffic to your website. When done right, the Google SEO Essentials plus effective blogging can be a gamechanger for your WordPress website.

All webinars on Hoot Host YouTube!



# The Digital Consumer Journey and Lead Generation



# The Digital Consumer Journey

The digital consumer journey (also known as the buyers journey or customer journey) is a means of understanding how search engine visitors find and interact with your website based on their intent. The journey is made up of 5 stages - Discovery, Consideration, Action, Retention, and Advocacy. Understanding this marketing strategy and structuring your website around it will lead to increased conversions!

- Discovery Stage (Helpful Content Blogs and Landing Pages)
- Consideration Stage (Pillar Pages or Service Pages)
- Action Stage (Purchase / Sign-up / Booking / Contact Page)
- Retention Stage (Support / Communication)
- Advocacy Stage (Testimonials / Reviews / GBP / Affiliates)



**Watch our Digital Consumer Journey webinar  
on YouTube!**

# The Benefits of a CRM in WordPress

# The Benefits of a CRM in WordPress

With a CRM and marketing platform integrated into your website, you can supercharge your conversion efforts! Integrate a CRM with WordPress for:

- Lead Generation on Pillar Pages / Service Pages
- Integrated Contact and Sign-up Forms
- Email Newsletter / Lead Magnet Sign-up Forms
- Payment Collection Forms
- Chatbot Integration
- Calendar Booking Integration

All of these various information collection tools help you build effective marketing campaigns, manage your contacts and leads, and get more business from your WordPress website!

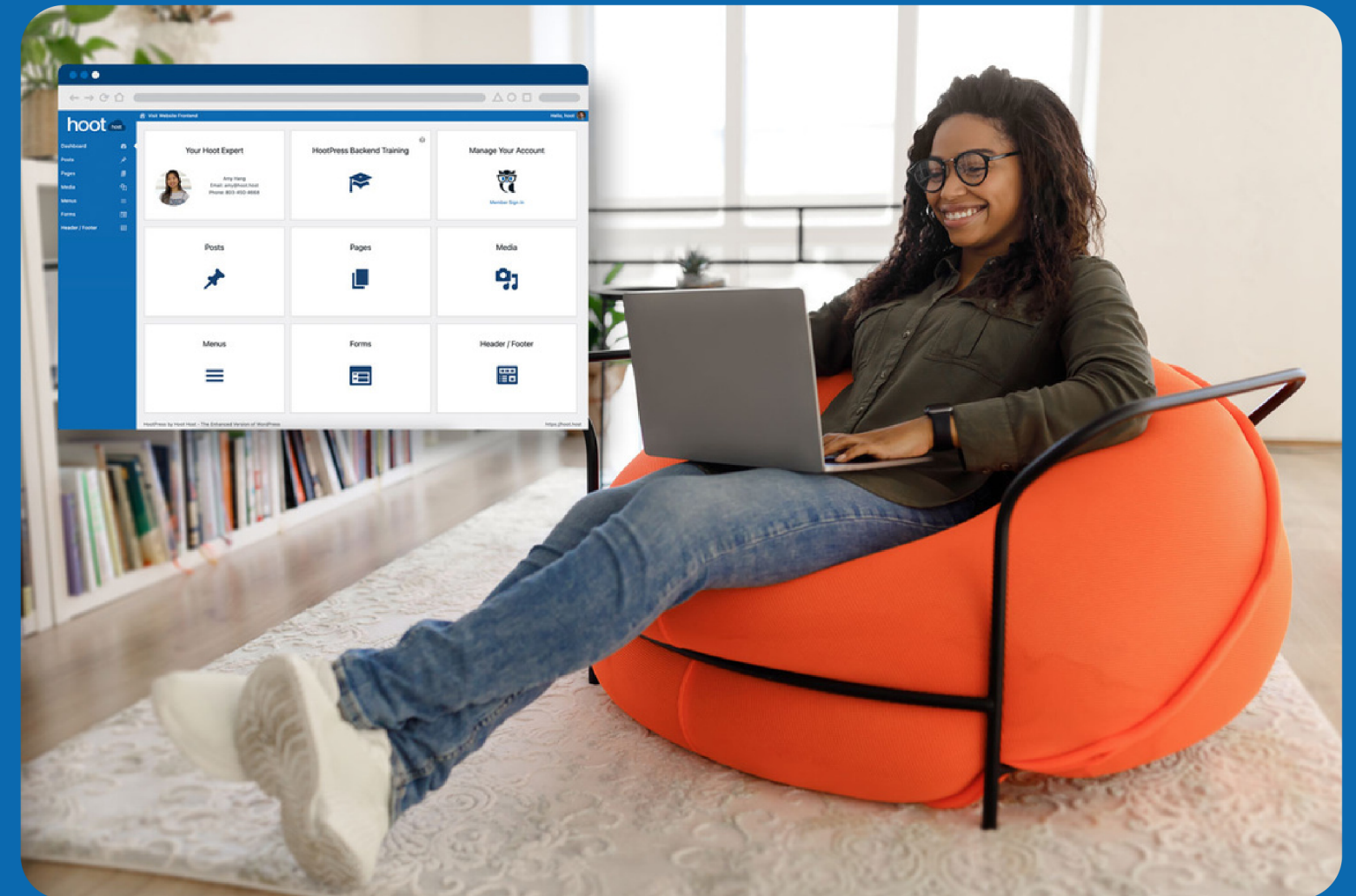


# Strategy For Ongoing Optimization of WordPress

# Strategy For Ongoing WP Optimization

It is difficult to optimize your website, structure it for ideal conversions, write blog posts, and update WordPress itself! That's why WordPress maintenance and management is so important! Find professional help to guide you through the process of improving your WordPress website by:

- Continuously improving your technical and on-page SEO using tools like Rank Math
- Structure your website posts and pages based on the digital consumer journey to help drive conversions
- Integrate with a CRM for data collection, lead and customer management, and effective online marketing



# Need Help? Try Hoot Host!

Try Hoot Host for all your WordPress maintenance and management needs. Get WordPress managed hosting + monthly website service including:

- Page Edits and Design Updates
- Blog Management (1 Post Per Month)
- Conversion / Consumers Journey
- Google SEO Essentials
- HootSafe Website Compliance
- Managed Core & Plugin Updates
- HootPress – Our Enhanced WordPress
- HootCRM for FREE!
- Email Marketing, Social Media Management, Contacts Management, Calendars & Booking, Funnels, Pipelines!



**Get WordPress Maintenance + HootCRM as a free bonus! All for just \$100 per month using code HOOTWP at checkout.**

# Time For Questions

Let's start a conversation about WordPress!

# Join the Wiser Way Weekly Connect!

Join the Wiser Way Weekly Connect to receive personalized coaching, support, and education for everything small business marketing and websites. All while engaging and networking in the flourishing Hoot Host Community on Alignable.

Every Friday 2PM PST / 5PM EST!!



For one-on-one website and marketing coaching  
visit <https://wiserway.coach>





**Join the Hoot Host Group  
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