8 Easy Website Hacks



Need some quick wins, this guide is here to help!

8 Website Hacks You Should Have Implemented Yesterday

This is probably not the first time you have heard of these marketing tactics but they are by far the most important out of the hundreds of things that people tell you to do.

The below quick changes will move the needle the most in terms of capturing leads and generating sales.

1. Website Speed

You may have just started a website, signed up for GoDaddy and been put onto a shared server.

If you are serious about making money and bumping that website conversion up a few points. Please do yourself a factor and upgrade your server. I suggest going with wpengine as these guys have their sh*t together. If you are not on Wordpress You can use Nestify.

Your website page needs to be under 1.5mb and be loading in under 2 seconds (these are pretty generous limitations as well).

Bottom line, people bounce as soon as it takes more than 2 seconds for you page to load and all that hard work you put into getting them there is lost!

2. Drip Emails Campaigns

You can be an online store, blog, teacher, service or product, doesn't matter. If you are not putting your email list through an email drip sequence you are leaving money on the table.

If someone has given you their email they want to hear from you and get value from

what you have to offer. Send them a course, send them a discount, send them a free trial.

You need make your new potential customer think you are doing them a favor by singing up, not the other way around.

You can sign up to Mailchimp and collect an email list up to 2000 before having to pay anything.

3. Utilize Cart Abandonment

Log into your google analytics a see how many people added something to their cart with the intent to buy but then left. Pretty high number huh!

Try a 2 step checkout (1st step, name & email and 2nd step credit card and shipping). If someone abandons their cart at this point you can at least follow up with an emails saying (Hey, you left something in your cart, for the next 24 hours we are offering you a 10% discount).

Just watch that cart abandonment percentage shrink!

4. Remarketing is way too easy

Remember how not many people visit your website more than once! Well remarketing is your secret weapon. Most self-serve ad platforms (Facebook, Adwords, Pinterest etc.) enable YOU and I to serve ads to people who have already visited our sites.

We can even get as targeted as showing user's ads of products or pages they have already seen to re-engage them and get the back onto your site.

Look into using Facebook pixels, AdWords remarketing lists in Google Analytics and simply uploading you email list to Pinterest. I guarantee these will be the easiest visitors to convert.

5. You have no idea what your customers want, so ask them!

Ask your customers what they want to read, see or buy. It is extremely easy to put together a google form sheet and send out an email to you list, create a blog post or social status asking your loyal following for feedback.

Your followers love voicing their opinion and that information can be used for new products, ad angles, email drip campaigns, promotional campaign ideas and more.

The information you will get from these surveys will be more valuable than any analytics platform.

You can use Typerforms for this, it is FREE and awesome!

6. Get creative with your email collection strategy?

How are you planning to build your email list? Getting people to hand over their email is harder than ever.

Get creative, Viral giveaways have taken off due to its WIN WIN offering. Followers get to win something they care about and brands get to collect emails in the process. The viral factor is an added home run as a brand is getting their followers to help promote them.

What is the best marketing known to man, word of mouth! People are much more likely to sign up if their best friend tells them about it instead of an ad on Facebook!

Checkout VYPER which is an all in 1 growth hacking tool.

7. A/B test Stuff (only things that matter though).

A/B testing is a hype word that gets thrown around way too much. Not everyone has the time or resources to do this. So, only spend time testing things that matter!
What are the important pages you should test?

- Product pages
- Sales funnel pages
- Lead capture/Signup pages

Remember to test 2 extremely different things. Who are you kidding changing your sign up button from orange to red is not going to give you the increase in sales you are looking for.

But moving the sign up button to the top of the page, changing the hero image and call to action text might. Use something simple like Instapage to create the pages and Google Analytics Experiments to track.

8. Use Tools, you are not a developer

Time is money in this day and age so you do not have time to build shit from scratch! Use tools to help build your email list. Some of the tools we have used with the most success are:

- Pop up's with creative CTA's and value props, examples
- Hello bars with time sensitive opt-ins, examples
- Social media sharing content locks (make people share your page for access to bonus content), examples
- Affiliate networks, plugins and apps
- Referral program, your happy customers are better at convincing others to buy your stuff than you are!

Now that you have the knowledge please go and implement at least one of these in the next 48 hours.

Customer Acquisition

Need help running your Facebook, Adwords, Pinterest or LinkedIn campaigns?

Get in touch with Jack to take your online business to the next level1

GET STARTED