

Improve your websites
performance to generating
more sales and profit for
your business

Stop
leaking
money

OPTIMISING THESE 8 KEY PERFORMANCE AREAS WILL PLUG YOUR LEAKS.

“I’ve learned from getting myself in trouble with Wordpress and now if I have a problem or want some changes made, I go right to the team at TunedWP. They are quick to communicate and efficient at any task I give them. If you have anything WordPress related that needs attention, look no further than TunedWP. They’ve got you covered!”

- Dave Newgass
Wise Global Training Ltd.



Need help optimising your website?

Book a free performance review - [TunedWP.com/performance/](https://tunedwp.com/performance/)

Rank High

Structure your website to provide **helpful and relevant content** to your target audience. Then **share it on social platforms** to get **higher search engine rankings** and better reach.

80/20 Quick Tips

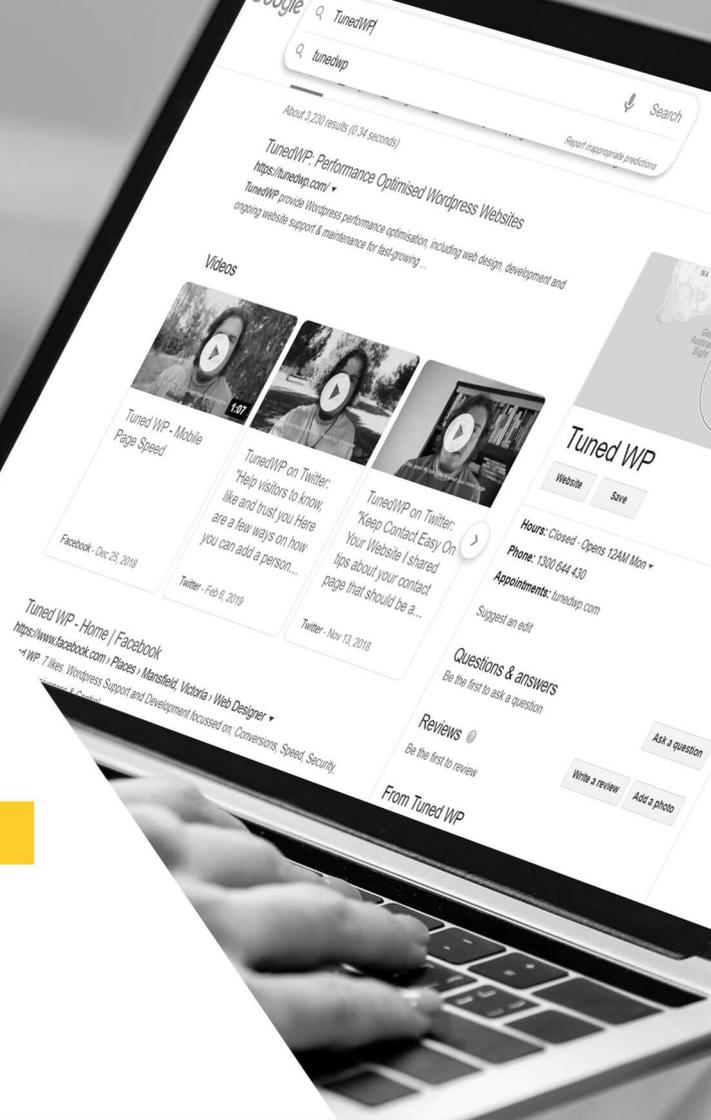
Regularly Create Media-Rich content

Use SEOPress/Yoast to optimise Meta Data

Repurpose and Share content to a range of social platforms

Structured Data Markup can give you an edge

Optimise your website - [TunedWP.com/performance/](https://tunedwp.com/performance/)



Load Fast

Ensure your website **loads as fast as possible** on desktop and mobile. Loading fast provides a better **customer experience**; increasing **conversions, ad performance** and **SEO rankings**.

80/20 Quick Tips

Use a good Caching plugin and tag manager

Use Cloudflare CDN network

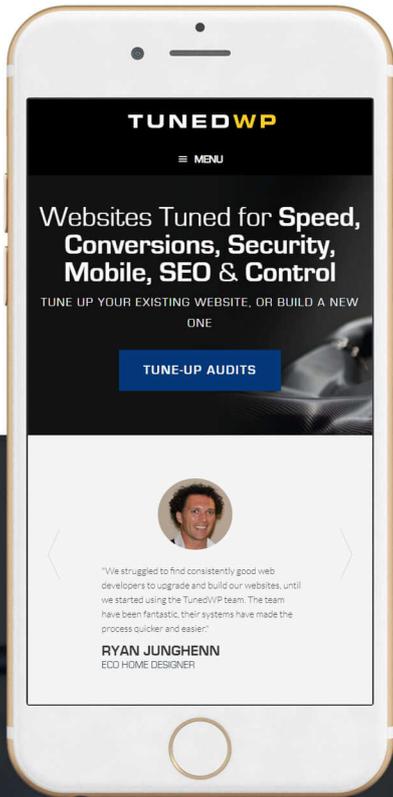
Choose quality hosting, close to your audience

Delay video scripts and optimise images

Speed up your website - [TunedWP.com/performance/](https://tunedwp.com/performance/)



☎ Easy Access



Make it as **easy as possible** for your **target audience** to consume your content and read your message on **mobile devices** through to **large desktop** screens.

Streamline your website - TunedWP.com/performance/

80/20 Quick Tips



Use responsive mobile layouts and menus



Select fonts and layouts that make it easy to read and resize



Remove unnecessary elements on mobile, simplify



Setup AMP version of your website for fast loading

🔪 First Impression

Provide a clear message to your **core target market** and compel them to **take action**. Use **great design** to make them feel they are in the right place and guide them to what they need.

Engage your visitors - TunedWP.com/performance/

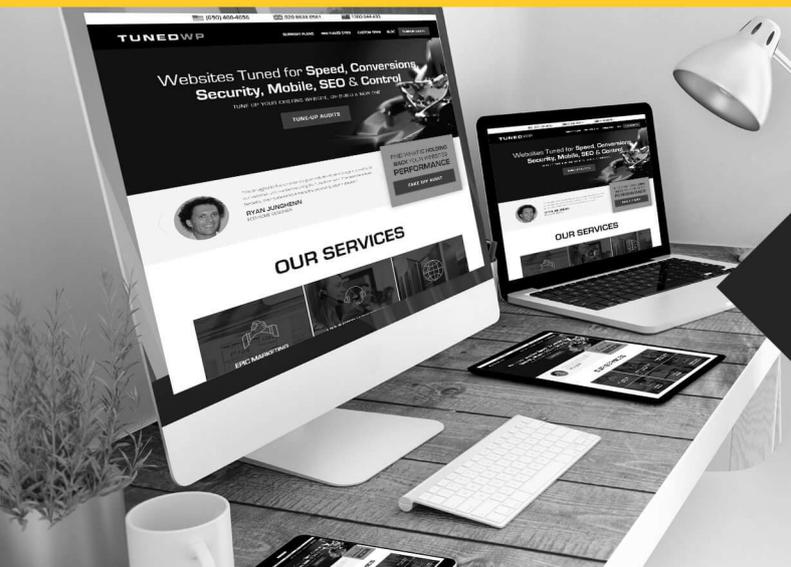
TUNEDWP

Websites Tuned for **Speed, Conversions, Security, Mobile, SEO & Control**



80/20 Quick Tips

- ✓ Choose your 1 Core Target market to address
- ✓ Follow design & layout conventions
- ✓ Keep everything on brand, simple fonts, relevant images
- ✓ Keep navigation simple, move most things to the footer



Build Trust

Build trust with your prospects on your website, **establish your authority** as an expert and provide **personality** to help them know and like you.

80/20 Quick Tips

- ✓ Add a personal touch, be real and contactable
- ✓ Provide helpful authority content
- ✓ Display proof of results and legitimacy
- ✓ Show social proof testimonials, logos & media

Build your authority - TunedWP.com/performance/

Generate Sales

Encourage prospects to take the next step with a strong **Call To Action**. Collect and track **interested leads** and guide them to become **paying clients**.

Improve your conversions - TunedWP.com/performance/

80/20 Quick Tips

Have a strong offer and CTA that stands out

Make good use of your Thank You page

Offer a valuable lead magnet

Setup analytics, heat map tracking & remarketing

BUY NOW



Build Assets

Use your website to build valuable and saleable assets for your business that you have full ownership and control over, reducing business risk of asset or income loss.

80/20 Quick Tips

-  Leverage content creation and repurposing
-  Build an email database
-  Have Wordpress built so you can control it
-  Build remarketing and social audiences

Build your future - TunedWP.com/performance/



Stay Secure

Protect your website and your customers contact information from hackers and malware, prevently brand damaging and costly defacement or corruption of your website.

80/20 Quick Tips

Keep all Wordpress software up to date

Use strong passwords & secure hosting

Use a good Firewall plugin

Setup SSL and strong spam protection



Keep your website secure - TunedWP.com/performance/