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A Handy 5-Point Checklist For Streamlining Your Online Business

If you're like many business owners, your business and website are running with a lot of things you don't really need. Get lean and efficient by looking at the following:

1. Main pages

As your business has grown, you likely have added services. Perhaps not all of those services have been well-received, or maybe you don't like doing them anymore. They're not a key focus, and maybe your business or your target audience have changed so that they're no longer relevant. Simply take a look at your top navigation bar, and think about whether your ideal customer really needs to see the options there.

2. Landing pages and offers

As with your main pages, think about the landing pages and products you have on your website. If they're not adding value, not attracting the conversions you thought they would, or are simple not needed by your audience, it may be time to get rid of them.

3. Lead magnets

Do you have numerous ebooks and video offers and other content upgrades taking up your side bar or individual pages? Do you really need them all? If you can't do away with them, consider placing them all in one place to avoid bloating your website.

4. Tools

It's a good idea to keep a list of all the tools you use in your business, together with their costs, and to evaluate them from time to time. Apply these tool rules:

- Is it the best tool of its type?
- Do we need it?
- Do we know how to use it?

Among other things, consider the ROI you get on each tool. You can track this with a profit and loss statement that includes every tool you have, for review on a monthly basis.

If things are really out of control, one way to sort your tool subscriptions may be

to change credit cards. Your tool providers will all get in touch with you, and you can probably eliminate a third of your subscriptions that way.

On the topic too of tool subscriptions, finding a solution that does more or all of the things that you use multiple tools for can help you reduce the number of individual softwares you're using and spending on.

5. Processes

Are you doing things in your business that you shouldn't? Find out what you can delegate, and free up your time for the valuable task of running your company.

Find out, too, whether there are tasks either you or your team are doing that the business can function without, activities perhaps that have outlived their purpose and can be deleted.

Bottom line: Aim to simplify. Consider what offers or tools you can remove without making a difference. What processes can be ironed out, downsized or simply removed? Evaluate your business and website regularly to keep things running lean and smoothly.

Need help streamlining your WordPress or 10XPRO installation? Get in touch with Justin at TunedWP.com or Tuned10X.com

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