



Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing For Modern Publishing Entrepreneurs

Hey, my beautiful Bookworm!

Do you want more traffic, more conversions, more buyers?

Of course you do...BUT **how do you get more traffic to your website without spending a single dime on advertising?**

There are endless marketing tactics and strategies out there, so where do you start? With your own website!

In today's LOVE LETTER TO BOOKWORMS, I put together the most neglected website things I see all the time and give you tips on how to avoid these 5 biggest website mistakes.

Where it all begins: You have a website, but you never visit your own site (or maybe you don't keep it up to date on a regular basis) – so you don't know that anything is wrong until other people tell you! (Most won't, they just go and shop somewhere else.)

1. Your contact form doesn't work

Recently I had an issue where a client changed his E-Mail service provider. All looked good from the outside, but he wasn't getting my messages.

Even if your E-Mail address didn't change, there are certain mail settings that need to be modified on the web host. Always make sure to thoroughly test this if you host your E-Mail / website.

Ninja Tip: Go to your website and submit a contact form. Make sure to test with various valid E-Mail addresses. Do this at least once a month!

And as I'm not a big fan of contact forms as they do often have issues, I recommend to put a contact E-Mail address on your site as well. Do this as follows: **contact (at) the-wittmann-agency (dot) com** to avoid SPAM bots.

2. Your analytics aren't setup properly

I can't tell you how many times people either don't have analytics added to their sites or think they have it – but it's not activated.

While there are great programs out there, Google Analytics is a simple (and free) program that

will give you tons of valuable data about your website.

Ninja Tip: Think you have it setup properly? Go to **analytics (dot) google (dot) com** (no affiliate) and make sure you are receiving the latest data. You should be reviewing your data on a weekly or monthly basis.

3. Your website domain isn't set to auto-renew

This catches people all of the time – all of a sudden their website looks like a spammy site and their content is gone. I've seen this often with agencies, authors and indie publishers.

This happens when you don't renew your domain name and your web host replaces your site with a landing page for their services.

If you don't catch it soon enough, you might lose your domain name for good.

Ninja Tip: Log in to where you purchased your domain name (it may or not be the same service as your web hosting account).

Check to see if auto-renew is set to on and how many years you will be renewing for – auto-renew your domain for at least 5-10 years (it's the best money you'll spend all year and you can always cancel it later).

4. You aren't monitoring your website uptime

Have you ever had someone contact you because your site wasn't up? And you had no idea?

This happens more than you think!

I recommend setting up a monitoring service that will inform you of any downtime – so you can investigate and fix issues BEFORE your site visitors notice. I like **UpTimeRobot at uptimerobot (dot) com** (no affiliate), **Pingdom at pingdom (dot) com** (no affiliate), **Monitis at monitor (dot) us** (no affiliate).

Now no site (or web host) has 100% uptime, so don't be alarmed if you get notifications.

If your site has a lot of downtimes, it's probably time to move your site to a better web hosting service.

Ninja Tip: Signup for one of the services mentioned above to get site uptime notifications.

5. Your opt-in doesn't work.

Most people only have one or two places on their website where they're asking for E-Mail signups.

But maybe you've been doing E-Mail marketing for a while and you have multiple signup forms scattered throughout your website from old webpages, blog posts and special landing pages or you made website changes and missed to update them. (I've been there!)

Guess what happens when you decide to change newsletter services? Those old links and opt-in forms no longer work.

I've seen this happen on tons of websites – maybe you've upgraded from **Cleverreach (dot) com** (no affiliate) or switched from **MailerLite (dot) com** (no affiliate) to **MailChimp (dot) com** (no affiliate). If you don't update the links and code for your new service, you're losing valuable potential leads.

Ninja Tip: Search your website (posts AND pages) to find all the places you're asking for E-Mail signups. Make a list of all of these places for future reference. Make sure to test EACH and every signup form and verify that they're working.

Can't wait to hear from you, my sweet Bookworm, sharing your wins with me.

So much love ❤️
xoxo Claudia

P.S. Do you know any talented, hardworking people who struggle to get their work out there? Share this E-Mail. They'll thank you for it!

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