Show notes: http://www.smartpassiveincome.com/session208

Pat:	This is the Smart Passive Income Podcast with Pat Flynn session number 208.
Announcer:	Welcome to the Smart Passive Income Podcast where it's all about working hard now, so you can sit back and reap the benefits later. Now, your host, he hired a trainer to help him jump higher, Pat Flynn.
Pat:	Hey. What's up, everybody? Welcome to session 208 of the Smart Passive Income Podcast. Thank you for joining me today. That song I beat boxed in the beginning and mix was actually a rendition, not too good actually, but it was a rendition of Tupac's Changes featuring Talent, old-school hip hop song which I love. The lyrics are amazing. More than that, that represents why this episode exists, and something that's big that's happening today if all goes according to plan because obviously, I record these episodes in advance so I can get them to you on time.

Today, April 6th 2016 is a big day in the history of the Smart Passive Income blog, and podcast, and brand overall because we've made some massive changes to the website. We just redesigned the website. That's what I want to talk about today. Obviously, you can go to smartpassiveincome.com to check it out. If you've been a part of the brand, you'll notice some major changes right away, major changes. If you haven't been a part of the brand, and this is first time you're listening to the show, you can also go to the show notes for this episode. There'll be some links to some images of not just the previous design, but all designs that happened before that.

I mean, there's been I would say up to 10, maybe eight to 10 different design iterations over the course of the eight years that I've had the Smart Passive Income blog. For those of you who are just starting out, if you want to be very encouraged, you can go and go to the show notes, smartpassiveincome.com/session208. Check out the history of the designs, and go to those first few because they were absolutely terrible. I mean, so bad that there's this black and white gray image of me with my hand cupping my chin trying to look cool. It's just really bad.

It's gone over a large number of changes over time, a huge evolution. That only happens once you get your voice out there, you put yourself out there, and you get started, and you're going to learn what works and what doesn't. That's really my goal here with this episode today is to share with you what has worked with the previous design, and what we kept through into the new one, but what didn't work, and how did I know that. That way, when you approach starting a website or redesigning the current one that you have, you'll have some experience from my end that you can use and pull from to hopefully help you make the right decisions moving forward.

Here's how today's episode is going to break down. First, I wanted to talk about what worked in the previous design. Again, if you want to check out what that look like, there are screenshots available at smartpassiveincome.com/session208. If you're a part of the brand, you might know what it looks like already, so that's okay. I'm going to talk about what worked in that design.

Then I'm going to talk about what didn't and what was terrible, and how I knew all that stuff. I'm going to also going to go over some of the tools and resources I used to figure that out. Then I'm going to share what were some of the major goals in this new redesign. Then talk a little bit about personalization. What that means? It's the next wave of really cool things that you could do with your website. I'm going to talk about how we're incorporating that.

Then I'm going to talk about what's next, what's coming after this because this is definitely an MVP or Minimum Viable Product or Minimum Viable Website in terms of all the things I wanted incorporated, they aren't getting incorporated because we wanted to get this out there and release into the wild, and see what people thought about it. There's other things that are coming, but I'll talk about what those are near the end of the show.

Then I'm going to talk about you guys and what you can do, and some of the lessons we can pull from this episode. Very happy to show this with you, very, very excited to see what you all think about it. I definitely wanted to up the level of website experience for you now that I'm actually making some big changes mentally. That's really where this all starts, through a survey that ran, thanks to Ryan Levesque and his book Ask.

I interviewed him I think in episode 178 of the Smart Passive Income Podcast. I can't remember exactly that number. We'll have the link in the show notes, of course. I interviewed Ryan Levesque, and I did a survey

on my blog that basically told me that what I was doing was not working in terms of the website design because I asked him some very specific questions about their experience, the people who took the survey, their experience going through the website, what could be done to improve it. There were a lot of people who were just not very satisfied with their experience on SPI.

Now, that's not to say everything was broken. There were things that worked really, really well. One of the things that worked really well was my main purpose on my homepage. Every homepage should have a main purpose. What is that one thing that you would love every visitor comes to your homepage to do? For me, that number one goal was getting people to click on the Get Started Here button. There's a big green button. There was a big green button on the homepage that said, "Get Started Here". That is something that we pulled into the new design, and that worked really, really well. About 25% of the people who visited the homepage clicked on that button.

Now, a lot of people have other calls to actions, send them to my e-mail list, view my latest blog post. Of course, I gave people those options, but the number one goal I had was to get people on that Get Started Here page. Now, this Get Started Here page is really important. It's something that I incorporated into my site years ago that worked really well, and I always encourage people to do this.

It may not necessarily be the number call to action you have on your homepage, but it's definitely something you should have available because when you think about a blog for example, it's just a huge compendium of articles that you've written over time that are in a chronological order. They aren't necessarily the way, the order that the blog post are in, aren't necessarily the way people should go through them.

If you could choose to have people go through your site in a specific way reading the most important articles or the most popular ones first or the first steps for them, what would those articles be? What would those pieces of content be? Well, that's what you share on your Getting Started page. The Getting Started page is a very call-to-action-driven, "Here are your first steps. If you're just starting out and you're working on this journey to meet your goals, here out of all the articles I've written, out of all the videos, and all the podcast episodes, here on this Getting Started page is what you need right now to get started," because when you think about it, a blog is very overwhelming, especially to somebody who's brand

new, and especially to somebody who's looking for information to help them move forward.

That was the big revelation with me with the Getting Started page that I incorporated years ago. So many people enjoyed having one place that has all the information they need to get started. Incorporate that into your website if you haven't yet done so already. What was working on the website was not only the Getting Started page, but having the homepage move people to the Getting Started page, and that worked out really, really well.

Of course, just that little click of, "Hey, I'm here to help you. Click here to get started," that one little click becomes that first yes in a yes ladder that you're creating here with your audience, this conversation that you're having. The more you can get your audience to say yes, and saying yes isn't just actually saying yes or commenting yes. It's actually taking action like clicking on the button or subscribing to an e-mail list.

I found that people who come from the homepage and click on that Getting Started button are more likely to convert into my e-mail list than somebody who goes directly to my Getting Started button or Getting Started page. Isn't that interesting? They are taking one more action, but because of that action which is a very quick small yes like, "Yes, I actually want to learn how I can get started." Then they're more likely to actually continue saying yes with me down the road. That small transaction leads to bigger and bigger and bigger transactions.

That's how you want to think about how people experience your website, where are they coming in, what are they saying yes to, and how are you continually adding to that conversation, and providing more ways for people to say yes, all the way down to the point where it's an ask for some transaction that leads to income for you. That's really what it is. Of course, throughout the whole process, you're serving your audience too at the same time. That's one thing that worked really well.

Another thing that worked really well was another page on the site, and that is the Resources page. Time and time again while writing blog posts or sharing podcast episodes, videos, I mentioned this Resource page, and the Resource page is a list of resources, items, books, products, courses, things that I've shared in other blog posts, other podcast episodes, other videos. I put them all into a nice page called the Resources page which is linked to the Navigation Menu, but not only that, I mentioned it elsewhere all the time, and I drive traffic to that.

Then over time, just as the blog posts build, as the archive of podcast episodes and videos build, there's more and more instances where this Resource page gets referenced, and becomes used. By far, it's one of the top visited pages on the site. The best part about it is because a lot of those links are actually affiliate links, I earn a commission, and because it's done in a passive way in terms of driving traffic through my other content, it's an amazing win for everybody. It's a win for me because obviously, I get a commission from some of those things. Not everything on the Resource page is an affiliate link. The stuff on the page is helpful.

Sometimes those things include affiliate links, sometimes they're not. Again, the main purpose is to serve your audience, and you will be rewarded. It's a win for your audience because again like I said, you're serving them, you're sharing with them the top things that you've found to help them on their journey, and that's just one convenient place.

Then finally, it's a win for you and your relationship with the products that you're recommending. Again, it's a beautiful thing. Incorporate a Resource page into your site, and that's one thing that worked really well.

Now, before we did a switch over, we were doing some tests on the Resource page. Seeing and testing different formats of featured content. If you go to the Resource page, smartpassiveincome.com/resources, you'll see that at the top, there's call-outs for specific items that are the most popular. I'll talk about how those things actually changed depending on the actions you take on the website later in this podcast episode with some of the personalization options that we're putting into the website experience.

Anyway, we were testing a number of different ways to feature Bluehost or LeadPages or ConvertKit, and different formats and different layouts and what not. We found one that works best for this audience and for the website, and we incorporated that into the new website. That's another thing that worked was the Resource page featuring certain items that are going to be most useful for people. Again, another way to actually include a Getting Started area within that Resource page as well. That's something you should all include on your website. It's a Resource page.

Now, let's get into the laundry list of things that didn't work. By far, the number one response when I had asked for feedback on my website, and I actually do that in a couple of ways. I did through the survey, but I also did it on Skype. One thing I love to do is reach out to my audience randomly. I'll select random people on my e-mail list, and I try to do this

once a week. I speak to somebody on the other end, and have a real conversation with somebody in my audience on Skype.

Sometimes it's a phone call because they don't have Skype, but I love having these conversations because I can ask directly, "Hey, what's working for you and also, what's not?" Then I often bring up the website because I'm always looking to find ways to improve the website experience, the user experience, the navigation to the website. By far, after talking to about 30 or 40 people over the course of the last year, I found that the number one thing that people find that is terrible with the website is just getting access to older content, finding stuff that's relevant to them. When you think about it when I explain it to you, it's going to become very obvious.

When you go to the homepage for example, you're going to see two posts, one is a blog post, and one is a podcast episode. They are only the last two that happened, the last blog post episode, and the last podcast episode. How is that helpful? I mean, it's good to show the latest stuff, but how is that actually helping somebody who has a specific need or specific questions or wants to know what works for them?

Again, this is why Getting Started page is great because that solve that problem a little bit. On the homepage specifically, where there's a lot of opportunities to share some stuff, that's prime real estate. That's one of the most visited pages on your website typically. It just was doing a very poor job of leading people into places that are helpful for them, especially those who weren't just getting started, and who wanted to look into the archives and find stuff. It was not a good experience at all.

Now, a good solution to that is the search, of course, but A, the search wasn't very prominent, and B, even if you were to find the search bar for Smart Passive Income, it's not very good. It uses the standard WordPress search functions, and it's just terrible. You put in some keywords, and it doesn't show you what you thought you are looking for. It shows you just other stuff based on certain keywords that are included in different posts that may not be necessarily related to what it is you're looking for exactly. Search is something that needed to be improved. Way finding navigation through the website was something that absolutely needed to be improved.

Another thing that was terrible was similar related to that is for example, on the blog post page or the podcast page, each of those showing a list of the latest episodes or latest blog posts that have been published, they were not user-friendly at all. It would show for example, if you go to the

podcast page or if you went to the podcast page, of course, we fixed this in the new designed, but if you went to the podcast page, it would show the latest 10, and then you would have to click Load More, and then it would show the next 10. It would be a hassle to get into the deeper episodes. Some of which are incredibly important for people in their journey, but just aren't accessible at all.

Of course, with over a thousand different pieces of content, putting all of that on one page is also overwhelming which is what it was like before we went to that Load More function. Before that, it was even just, "Hey, let's show all the podcast episodes," and that was very, very overwhelming and also, just took forever to load on the page. It just was not a good experience. That was not good. Navigation again, it was just terrible.

When you think of how much work and time and effort you put into some of these posts, to have them just be lost in the archive is sad. How many hours of work have we spent that we're not even getting people nowadays access to? I've been working on ways, and the team and I have been brainstorming ways to actually share that. I'll go over what some of those changes were and what they look like later in this podcast episode.

Now, another thing that didn't work very well was continuing that conversation after somebody absorbed some piece of content, whether it's a blog post, a video or podcast episode. For example, somebody reads a blog post and they get to the end of the post, I do best practices. You provide a call to action, and I do that. Giving people access to other information related to that wasn't available. It was just confusing on what the next steps were.

You want to always continue that conversation that you have with your audience. When they are on your website, you want to lead them wherever they need to go. If you don't give them an easy way to do that, and don't make it easy for them to take action, it's not going to happen. You lose out on possible more page use, you lose out on providing more value, and content to somebody. You lose out on potentially social shares, and number of pages per visit, and all those things that matter now for SEO.

It's huge. You have to continue that conversation. There are plugins available for WordPress like Yet Another Related Posts Plugin, YARPP which is a plugin. That's something that works. You'll see on the new redesign on smartpassiveincome.com how we addressed that. I think it was done in a very smart way. I'll talk about that in just a second.

Let's keep going. Another thing that didn't work was that there were pages on the site that I wanted to create that weren't even created that are very important to my business. For example, there was no Speaking page. There was no page about some of the philanthropic work that I've been doing with Pencils of Promise and other things. Those are things that are really important to me. I wanted to share those things, yet there were no pages available, there was no way for people to see what keynote speeches I could potentially offer, and have people hire me. I mean, they'd have to assume that I do speaking, and then go to my contact page which not everybody does. A Speaking page was really important for me to incorporate into the new redesign.

One thing that I also wanted to do is share how I've been able to help others, and how the community bends together to help in ways that we can't even imagine sometimes. My Pencils of Promise work, building schools around the world, and also the stuff that I do in more local areas with helping people with entrepreneurship at homeless shelters and what not.

I wanted to share all that because I think it's inspiring. It's not just a way for me to say, "Hey, look at all the cool stuff I do." That's not what it's about. It's about, "Hey, look what happens when you put yourself out there, you serve others, you become successful. Here's what you need to do. You need to help pay it forward and serve others too, and do it in ways that hopefully I can inspire you to do." I wanted to share that. That wasn't available too. That was very disappointing for me personally because I don't think a lot of people knew that that was a big goal of mine to incorporate into this website at some point, and it just never happened.

I use this new redesign. There's an opportunity to include those parts that said during this first wave or first phase, the Speaking page is definitely available. I'm very proud of what the Speaking page looks like. The philanthropic page is still being worked on. That's a phase 1.5 or phase 2 which will come in the next few months. We're still putting all that together. I'm also doing more work with Pencils of Promise too that I want to incorporate on that page too. That was another thing that I was letdown with, and that was more of a personal thing.

Now finally, the last thing I want to talk about, there's a lot more, but this is the big one, and that is featuring the most important products that I create to my audience. It just never happened. When Will It Fly? came out, I mean, it was obviously featured in blog posts and podcast episodes and what not, but you might not even know this book exists if you were

to brand new come to my website for the first time. You wouldn't know that. I'd have to tell you in an e-mail which I would, but to not even have that available for people on the homepage and throughout the website is bad.

You've spent time, and money, and effort on something that you know can serve others, this product that you have, this book that you created, and to not share it with people, to not have people come across it in their journey on your website is bad. It's bad practice. There's definitely a Book page on the website featuring Will It Fly? and Let Go. We're also creating a template that we'll be able to use for other books in the future, as well as products and courses, and what not.

This is very much represented not just this page in particular sharing Will It Fly? which is my new book, but the entire experience here on the website. It's very much a reflection of my new mindset shift that I've gone over over the past year or two which is from scrappy entrepreneur piecing things together in a Frankenstein way which worked, and I encourage everybody to do that in the beginning. You're bootstrapping, you're putting pieces together, you're testing things. It doesn't always fit nicely, but it fits sometimes and it just works because again, the number one priority is serving your audience, putting content out there, serving your audience, building trust, building authority, and then giving them opportunities to pay you back through products, courses, affiliate marketing, et cetera.

I'm shifting from that mindset to now CEO of the company. Not CEO in a way where I'm just wearing a suit and tie and I'm above everybody else. No, not like that, but CEO in terms of how I approach the business, and the monetization, and actually having products that are my own, and creating a more consistent experience through the SPI brand because when you think about it, think about it, affiliate marketing is great. It's a huge opportunity for people. There are episodes that I have done about affiliate marketing specifically. I encourage everybody to do it. It's a win for everybody like I mentioned earlier.

It's a great way to generate an income sooner because you don't have to spend the time to create the products. There are products out there that exist, that can serve your audience that you should be sharing with your tribe, but tomorrow, somebody could sever those affiliate relationships on the other end because I don't have control. Those aren't my products.

Bluehost, for example, could just turn around one day, and I would have no control. They would just say, "Hey, Pat. We're getting rid of our

affiliate program," or "We sold our company, and we're going to be working with another company who doesn't want to pay as much," or whatever. There's so many unknowns when it comes to affiliate marketing that if it's the only way you're generating an income, and it's not the only way, but it is the majority at this point in time. I'm making that shift though, but if that's the majority, then you're at risk.

Part of my job as the CEO of this company, Flynndustries, LLC which Smart Passive Income is a part of, also husband and father, I need to have security. Security comes with building your own stuff and controlling that experience that your customers have through your brand, and that's very much where I'm headed right now. Will It Fly? was definitely the start of that. Hey, this is my own book. This is a way for you to learn how I teach, and if you enjoy it, let's continue this conversation on the website, and courses, and what not.

The website, I needed it to reflect this mindset as well. That's a major reason why this was done, and I invested a good number of dollars into this redesign because it's definitely something that I feel is worth it because this is a long-term game for me. This is a long-term conversation that I'm having with my audience. If I at any point fail on that conversation and have people either leave the site and never come back or just don't provide an easy way to give people access to the content that they need that's on it, then I'm not doing my job, and I'm not being a good CEO of the company. That's where all this is coming from.

Now, I wanted to share in this moment of the podcast some tools that are helpful for you that I've used to help you with understanding more about what's going on on your website, and how you could fix it. The first thing is Skype. I mentioned this earlier. I had actual conversations with people on my audience. I love to do this every week. It's been the number one thing that I've implemented in my strategy here to figure out what's going on so that I don't have to guess anymore, but more than that, when you hear from the voice of your own audience, and you could do this no matter how big or small you are which is the beauty of this.

You reach out. People are surprised that you reach out and you want to talk to them, but that's great. That's a great sign, and they become often raving fans of what to do because they can tell that you care. When you reach out, you have these discussions. You discover some amazing things about your brand and your business that you would never thought of before, but because it's coming from the voice of your people, your tribe, it sticks. You hear that voice over and over and over again, and hopefully,

you would actually record it. You actually could listen to it over and over again.

Even if you didn't, because it's coming from somebody else who you're trying to serve, when they tell you that something is broken or that something could be improved, you're going to remember that. It's much more valuable, I would say in that sense than just numbers in a survey. Now, numbers are very revealing, obviously, and surveys are something that I use as well like I mentioned earlier.

Surveymonkey.com is the tool that I used. I ask specific questions about the challenges that my audience was having. I broke down the audience into different buckets. I was able to do that by asking questions like, "How long have you had your business for?" or "Do you even have a business yet?" so I could discover who's not even up on line yet, and I could serve them different questions, and then serve them later on different resources and articles and what not. Then breaking down the income levels that people had. I've talked about this in episodes in the past.

Here's some other tools that may be helpful to you. Some of these might not be relevant or ones that you want to use, but I would recommend at least researching these, and of course, those things are available smartpassiveincome.com/session208. The first one that I've used in the past is called Clicktale, Clicktale, tale like a story. That's really what this does is it tells you the story that your audience has on your website by actually recording what people are doing. You can actually in an anonymous way, you don't get to see exactly who these users are, but you can see them going through your website actually scrolling, clicking on things. You can actually see what that experience is like.

In a similar way in having a conversation with somebody that you remember that. You can see if people miss things that should be obvious, and that's extremely helpful. Clicktale.com. Go ahead and check that out. I believe they have free trials or you can record four or five instances of people going through your website before you have to pay. I don't know. The mode may have changed recently since I used it, but again, check it out, clicktale.com.

Google Analytics, I mean, you want to know the numbers and what's happening on your website on certain pages, where are people clicking through. You can actually get a heat map where you can see on specific pages in your Google Analytics what people are clicking on, the percentages of people who are on a specific page. That's how I know that the Getting Started page is actually working out really well. That tell me

that I should incorporate that into the new website. Use the analytics that you have in Google Analytics or whatever tool that you have to keep track of numbers, and use that to your advantage for sure.

Another thing that will help you is a tool called [Crazy Egg](#). This will give you some heat maps, give you an idea of what buttons people are clicking on using things like confetti graphs or heat maps showing red for some of the parts that are really hot that people use all the time, and blue for stuff that's cold. That actually help me a lot because there's a lot of links on the site, the old design that nobody was clicking on. If nobody clicks on those links, it shouldn't be there, really. That was very obvious to me when I saw those numbers and actually the heat maps using Crazy Egg.

Now, here's one additional tool that I recommend that you use, and that is [peek.usertesting.com](#), peek.usertesting.com. This is an amazing website. A little scary at first and intimidating, when I tell you, you'll understand why. You put in website and you can get a few free ones, but you can also pay to get more. What it is is real human beings on the other end will go to your website, they record this, and they actually record their voice talking about what their experience is like. You actually hear from the voice people who are on your website for the first time what it's like going through it, what they think about it, and that's some of the most amazing feedback you're going to get, but also some of the scariest.

Oftentimes, what we need to hear isn't what we want to hear, but you need to hear these things so that you can make the necessary changes. Again, that website is peek.usertesting.com. Again, that's peek.usertesting.com. An amazing website. I've shared this before. A number of people in the SPI audience has told me that this has been one of the most helpful exercises. Again, it doesn't take very long, it's just going to take some guts which hopefully as an entrepreneur you have.

In this segment, I want to share with you what some of these changes were. When you go the website, smartpassiveincome.com, you'll see and notice what these changes are. I had contemplated not sharing these with you, and just having you go to the website to find these yourself. I want to share this with you because I want to show you and tell you why these things are the way they are because everything you do, everything you design, it should have a reason for it. You should have a reason for why things are the way they are.

When you're just starting out, you don't always have the option of doing that with every little element. I would recommend getting on a theme that works for you that represents your personality in the content, and the way

you want to share it. There are a number of different themes out there, different frameworks like StudioPress, and Thesis which are both great. I can help you with that, but find a theme that works for you if you're just starting out. Don't worry about getting all customization on everything.

Hopefully, this episode will help you understand some of the reasons why certain things are the way they are, and you can incorporate that into different themes that you find. You can find themes that actually match that and reflect that for you. Also, as you grow your business, as you get to undergo these different changes, as you learn more about your voice and your audience, and how they respond to things, and as you come out with new products, and books and courses, you'll be able to make changes and have this in your back pockets so that you can listen to it again later, and incorporate some stuff into your new design later on. Just wanted to share that with you.

Now, I am going to share some of these changes, and I want you to go there and see them, and notice them, and again, this is why they are there. The first thing that you're going to notice is on the homepage. It's very much structured, at least when you first visit it in a similar way to the previous redesign which is big picture of me because I know I'm the brand here, even though the website is smartpassiveincome.com. It's very much me who is a part of the brand, and having this conversation with people who come to the website.

More than that, it has the same big headers that quickly show people what the site is all about. Let's see what works. That has become an amazing theme throughout the brand of SPI over the last couple of years. In the previous redesign, that was incorporated at the very top, "Let's see what works." The reason that was a great tagline is because it makes us all seem like we're doing this together which we are on the crash system of online business.

I do this. I do these experiments and I lead by example, and then I share the results whether they're good or bad with you so you can learn, and actually do it better than me if I had failed or follow my lead if I had won. That's really what this is all about. We're in this together. I'm not at a higher level than you. We are in this together. I'm just somebody who maybe is taken more action sooner, but I'm here to help you through my example. That's what this whole "Let's". The "Let's" word is really important. It's like, "We're in this together."

You'll see that throughout the website now. If you actually scroll down from the beginning, and I'm doing my best to share this with you for

those of you who are listening, you'll see some more quote let's opportunities. There's one big change, bigger than any other that you'll immediately notice on the website, and that is it'll be much easier for you to find content that's relevant to you depending on where you're at in your journey with building an online business, whether you're just getting started, you're trying to build stuff, you're in a more advanced area and looking for other things to help you grow your brand.

That's all going to be much easier to find because like I said earlier, the homepage was just the latest blog post, and the latest podcast episode. Now, there's actually a slider that you can interact with to share with me what you're doing and where you're at, and based on where you drag the slider. You're going to see new content pop up that's going to be relevant to you. It's going to be much more than just two posts.

To share with you how it incorporates this thing that we're doing together, when you go to this filter, and you'll actually see this filter when you go to the blog page too. It actually starts to funnel the stuff that you need right in front of you. The first one is let's start something new. These are tools and other resources, and podcasts, blog posts, to help you find your big business idea.

Then it's let's create stuff that works. Instead of the starting stuff which is a lot of mindset and a lot of just how to approach things. These are the how-to's. Creating your products, creating your websites, how to do certain things. Then it's let's launch your thing, let's launch your thing. You've built this thing, let's launch it. Let's get it in front of as many people as possible. This is the marketing stuff. Then it's let's focus on growth. This is what's going to help you nurture and grow your business, and how to actually take it from where you're at to the next level.

Then it's let's optimize your work. You've done all the stuff. Let's figure out what's working and incorporate more of that. This is how the blog posts, and the podcast episodes, and the videos now for SPI TV are being tagged and categorized based on these journeys. How do I know what these journey elements are? Where people are at in their business? I know that from the survey because the survey told me that these are the different stages that people have in their business. These are the different buckets that are in my audience. Now, I'm able to serve people with the right content depending on where they're at in their bucket or what bucket they're in, and where they're at in their journey. That's very important.

Another thing that's new, that references something that was very much broken before like I said is the search function. The search function now is what I would assume one of the coolest things on the website now because it will help you find what you need. It's much more than just a search bar, and press enter, and you get results. If you click on the magnifying glass at the top which is at the very top, again, I want people to find what they need, so that's why this is very prominent now. It wasn't before, but it is now.

If you click on this search function, it actually changes the entire screen, and becomes a very Google-like experience in terms of, "Okay. Now, let's type in your thing," and as you're typing in, you're actually getting results for the things that you're actually looking for. That's important. Plus, there are other elements of the search, some quick links that are most important that I know are things that people want to see. The income reports, the book club, and courses, success stories, and things like that. That can easily be found while you're searching too. Similar to the approach with the blog filters and the homepage filters, you're going to see a number of posts that relate to what it is you're looking for. This is actually phase one.

Phase two which gets into what's coming next, but I'm happy to show this with you now because it's relevant to search. Phase two is going to be linking up the search function on the website to a tool or a service out there called Algolia which will allow me to incorporate a lot more advanced search capabilities on Smart Passive Income. Like I said, this isn't something that you want to start out with, but over time as you're growing, I mean, I have like I said, a thousand different pieces of content, and I want people to find what they need.

Algolia has an API that you can attach to your website, and what that does is allows for just better search, better results for the searches, but also real time. Similar to how in Google when you start typing, you already see some results. You're going to see results as you're typing, so you'll be able to find what you need quicker, but also you might find stuff and discover stuff that you didn't even know existed. That's really important.

More than that, Algolia keeps track of the searches. How would you like it on your website to understand what it is people are looking for and have data behind that? This is huge. I can see now what people are looking for most. I can actually address that. I can address that by just in a blog post, podcast episode, video, perhaps a product if it's something that

would make sense for that or I could actually have the search results be a specific result for those specific searches.

If I see that for example, a lot of people are looking up how to start a podcast, and they don't see a quick way to get to it on my website, I can make sure that the results post or the results for that particular search share my podcast tutorial, and it's right up at the top. You can just do really cool things like that with search. I think search is definitely an underutilized thing on WordPress website. It's very minimal with what it can do which is why phase two is to connect with this other service that would allow me to better serve you through better searches and actually share the stuff that matters to you, and me, the stuff that I know works, and also keep track of who's searching for what or not exactly who, but what is being searched for most. That's pretty cool.

Another thing that is changed is the reading experience on the website. The reading experience, I'm very much borrowing that from [Medium](#) in terms of medium.com. Medium.com is an amazing website. I recommend you all start writing on it for exposure, and especially if you're just starting out, if you just want to practice writing and getting on a platform and building perhaps an audience from there.

Medium.com is great. I love Medium for a number of different reasons. I love Medium because when you're reading, you're just reading. There's no other distractions, and you'll notice a similar experience when you're reading through the content on SPI. Blog posts specifically, you'll see a very big header at the top, and the title, and what the post is about, and then you'll get right into it. Then everything else disappears as you're through it because I want you to focus on the content, and the links that are in the content.

Then as you get to the end, you're going to see some other related things, you're going to see some stuff pop up in the sidebar, and other calls to actions, and of course, the comments and what not. Now, one little thing that you might not notice right away is that as you're reading, you're going to see this little bar at the top start to increase, and it goes from the left side to the right. When you get to the bottom, it then turns green.

What that does is it helps you navigate through the post and shows you how far long you are in your reading. That's cool because as you start to read, you're going to want to finish that. You're going to want to progress all the way to the end and just a small, even a subconscious way to make

people read all the way through. That's really cool, and I incorporated that into the website.

Another thing is the way that people can access what's next. As you scroll down, when you get pass the giant header for that particular post, you'll notice there's something sticky at the top, and that shows you what you're reading, shows you what you're currently reading just to make you remember what it is, and then that's where underneath that, that little progress bar is put. On the right-hand side, it shows you the next post or what's next. That's key because a lot of people like to go through chronologically, and that's a quick and easy way to do it.

Now, if you're on a podcast episode, this is really cool. This is something that we incorporated into the Smart Podcast Player, and that is a sticky Smart Podcast Player which means when you listen to a podcast episode, if you're listening to this right now, you can actually test this out. Go to smartpassiveincome.com/session208. You'll notice the header, and a nice giant image for this particular episode. When you scroll down, when you get pass a certain point, the Smart Podcast Player is right there at the top, and it stays with you all the way through.

As you're continuing to read the notes or comment or whatever, you can still listen, you could still have access to the speed capabilities, and the sharing of it, and what not. It just again is an amazing experience as you're listening through.

Beyond that, for podcast specifically, this is really cool. On the right-hand side on the sidebar, it shows you who the guest is, their Twitter handle or some other social media link, their website. It also shares with you what you're going to learn in this episode, and all the links, and the resources are separated out for you. They're on the right-hand side of the page. That's the most used thing. The thing that people click on the most is the items, and the resources, and the links mentioned in these episodes, and have them conveniently for you there.

You see the show notes and the introduction to the episode on the left-hand side, and then all of these resources and links on the right-hand side too. Plus, I love the fact that we're just giving a little call-out to who the guest is for the show, their link there because it's just much easier, and people want to visit the site or the people who are on the show, that's a quick and easy way to do it.

I also recommend you check out the brand new Speaker page which I'm very proud of. There's going to be a video there too that will show you a

little speaker real with highlights that I've done on stage before, but just the page in general is very much structured in the way that I want it to. If you're ever going to do a Speaking page, you're more than welcome to take the format of that, and at least the elements of it, and have it on your own page too because what it does is it shows you why I do what I do in terms of speakers, but also share some testimonials from people too on why they should work with me or whoever's on that page, why you should work with me and want to hire me.

It also shares the different topics that I have that I can speak about. Also, I'm very excited about this, the upcoming events that I'll be speaking at. It's going to share just a calendar of my upcoming events so that you could see where else I'm going to be at. You can actually click through to get access to those events if you'd like. If relevant or if I have that information, what time I'm speaking too. That's key. That's absolutely key. Of course, a button to hire me if you wish and to contact me so we can work out a deal. I'm very, very proud of that Speaker page.

The Income Report page is actually a big change too because the Income Report page again, picking out the ones that are most important. The Income Report page is by far the number one visited post and so because of that, it's undergone some major changes, a lot of it on the backend. It's going to be done in two phases. The first phase is a lot of backend work where I can now using a spreadsheet, I can now enter my income numbers there on a Google spreadsheet or some spreadsheet.

What happens is the website calls that information and then puts it out on the website in a specific way, and because it's on a spreadsheet, we have the capability to deliver those numbers in ways that I couldn't have done it before. For those of you who have been a part of the brand and know how I do those income reports, you'll remember that they were done with just bullet points. Bullet point with the item and how much money I made, a bullet point with the item again and how money I made, and that, income expenses, and all those things.

Now that I'm entering these numbers in an Excel file of some kind or a spreadsheet, we're able to call out these numbers but share a lot more things. We could put them into graphs. We can have a lot more data behind specific items. We can show percentage growth much easier. It's going to be a lot easier for me to administrate that, but it's also going to be a lot easier to share some really cool numbers that are really important to understand how things are growing or not growing.

That gives us some opportunity for the creative side too. You're going to see on any page. At the top, my latest income and a little animated thing that shows you and draws attention to that, but the second phase is also going to show a really nice bar graph that really shows you the growth and the trajectory. I'm really excited about that.

Finally, I would recommend that you just poke around, look for stuff. There are some Easter eggs. One hint that I have for you is that I love Back to the Future, so keep that in mind as you go through the site and try different things. Test things out. If you find anything, share with the audience. See if you can be the first one to find some of these Easter eggs that exist. I'm just happy to do that. I love that.

That was very much a result of some of the cool things that I did with RocketCode.io. That's the team that helped put the website together. Big shoutout the the entire team there. Jonathan, Steve, and everybody else just were super creative and super genius, and very clean with the work that they've put together to make Smart Passive Income what it is now. Check it out, smartpassiveincome.com. Again, that company that I worked with is rocketcode.io. They did some amazing work, and we have a lot more things planned.

Here's what's coming next. Now, I talked a little bit about phase two in terms of my philanthropic page, and then also the Income Report page, and the search function, and how that's going to change. Here's one thing that's big. This is personalization, and that means through some of the elements that we're going to be using in combining that with the courses, and also e-mail lists, signups, and what it is that you download, what it is that you click on, and that sort of thing, I'm going to be able to better keep track of where you're at and what you're doing, and through that, be able to better serve you with different content.

I've been starting this already. For the past six months, I've been doing that with my e-mail list helping you by helping me discover where you're at in the journey, and serving you different e-mails related to that. That's going to be incorporated into the website too. You're only going to see post that are hopefully relevant to you or at least make it easier for you to find stuff that's relevant to you. As you progress through the website, as you continue to use it, as you get into some of the courses that are coming out in the future, you're going to see stuff that only you need to see or the stuff that you don't need to see is going to be blocked out.

That's through a tool called Optimizely. A lot of people know optimizely.com for their A/B split testing. We're also going to be split

testing a lot of stuff from the start too because this is just the beginning. There are going to be things that work and there are going to be things that don't work as well as we thought they were. The only way to know that is through split testing and also keeping track using some of these tools like Crazy Egg and Google Analytics.

Well, Optimizely has also started this thing called Personalization where you can through cookies and what not discover what people click on and serve them different things based on that. For example, if I know that somebody is just starting out because they're either on that part of the e-mail list or they've downloaded stuff for beginners only, then I could serve them different resources on the Resource page that are only relevant to them. They don't need to see all the advanced stuff that's going to scare them away, that they don't even need access to yet. I can show them what they need to get started. As they progress, I can then share with them the stuff that's going to help them move to the next level.

On the flip side, if I know that you have a business and you're at a certain level based on certain actions that you've taken or downloads that you've done or articles that you've read, for example, then I can not serve you Bluehost hosting. You don't need to see that anymore. You're way past that part. That's going to be incorporated into the new website on a small little hole in the beginning, but over time, definitely a lot more. I'm excited about that. Again, that tool is called optimizely.com. That's a lot more advanced.

Again, when you're just starting out, you don't need to do that stuff, but that is there and available for you. Then I would recommend just knowing that it's there so that when you get to that point, you can then know what your next steps should be.

Go through the website. There's a lot of stuff to go through. I'm not going to reveal everything here, but I very much want to hear what your feedback is, and I think it's going to be an experience on a website that you would have never experienced before or at least on a personal brand like this one, and one in the online entrepreneurship space. I'm always trying to raise the bar. I'm always trying to do things differently, and a lot of this is experimental.

I don't know if this is going to work or not, but it's very much based on a lot of your feedback, and a lot of the team who's come together and put our heads together to create something amazing for you. Again, with the purpose of just serving you better. I think because that is the main purpose, and hopefully, you could see that here that I know that that it

should work because that's always really what works is is how can you better serve your audience not just with content, but the way that content is provided on your website.

Now, I do encourage you to go to smartpassiveincome.com/session208 so you could see the history of what all the other blog themes that I used in the past look like because for those of you, especially those of you who are just starting out it's going to be very encouraging. Please don't laugh. That's the first thing I want to say. Secondly, just go to the website, and see what experience is like, and hopefully, the encourages you and shows you that this has been eight-year journey for me to get to this point. Will It Fly? just came out, this new website design just came out, courses are coming out soon.

It's taken a while to get here, eight years. Don't think that you need to have it this way from the start. Likely, you're way ahead of where I was when I started. I'm just somebody who's now a little bit more ahead, who you can pull examples from and hopefully use and incorporate in your own business some of these things that I've learned over time.

In terms of website redesigns and stuff like that, don't feel like that because you don't have the things that I have that you're behind. You're just not yet there in your journey. I would worry more than anything not about what your site looks like, but how it serves your audience, and if it's doing that. That's again the number one reason why the website looks the way it does now. It's there to serve you and it's based on how I know the audience wants to be served.

When you're just starting out, you don't necessarily know that, but if you're conscious about these things, if you're using these tools like I mentioned earlier, you can better make decisions down the road when you come up with new redesigns.

Now, the other part of that is I wouldn't get too "redesign happy" I guess you could say where you just get obsessed with how your website looks because I know from my own experience in working with a lot of other entrepreneurs that it's fun to work on your website and change things because it's visual, you could see it, but it also is a time suck. It can ruin you. Don't let it get to a point where you're just frustrated with the way your site looks and because it's not perfect because it's definitely, I mean, even my site the way it is now, it's not perfect, and we're trying to figure out how to perfect it, but you're never going to know until you give it some time and also, you get feedback and keep track.

I just wanted to share that with you. I don't want this to discourage anybody. I hope it inspires and motivates people to continue moving forward. Also, more than that, I just want to thank you all for your feedback, not just on this design, but designs in the past. You've been incredibly helpful in helping myself and the team understand what we could do to better serve you. This is a reflection of or an answer to all those comments and feedback that you had.

Hopefully, it's one that you feel is better in terms of serving you, and over time, we're going to continue to listen and test and experiment, and see what happens, and see what we could do to serve you even better down the road.

I want to thank you guys so much for your time and your attention, and just for being excited about this new era of SPI. I'm excited. I know you're excited too, so check out the website. One more time, smartpassiveincome.com. I also want to thank today's sponsor for this episode, and that's 99Designs.com. If you're doing any website redesign, and trying to create a logo or maybe new pages, this is actually a great place to go and start if you don't have the resources to work with a team. Rocketcode.io is not cheap, that's for sure, but with design stuff, we all need design when it comes to new websites and stuff. If you're redesigning, if you're just getting started, you got to check out 99designs.com. It's a great way to get different variations of designs that you want done.

For example, if you're getting a logo done, you can have a number of different people around the world compete for your favorite design. You get to pick the one that you like, and it's very, very economical, very, very quick turnaround too, sometimes just seven days. Within a week, you'll get your favorite redesign. If there's one that comes up that you ... if you run a contest and there's not one that you like, you can get your money back which is really cool. Plus, you can get $99 that you could put towards your next design project if you go to 99designs.com/spi. Again, that's 99designs.com/spi.

Thank you again for them for sponsoring the show, and thank you to you, for all of you who have listened and want to check out the website, and also head on over to smartpassiveincome.com/session208. You can leave your comment there, you can get all the links, the resources to those tools that I mentioned earlier. I love you, guys. Thank you so much, and I look forward to serving you next week. We have a great interview with a man named Noah who really, really made some cool stuff happen in the world of art and online business. You want to check it out. Until then, keep

pushing forward, keep moving that needle. Love you, guys. Take care. Bye.

Announcer: Thanks for listening to the Smart Passive Income Podcast at www.smartpassiveincome.com.

Links and Resources Mentioned in This Episode

[Smart Passive Income Podcast Episode 178](): The Ask Formula—How to Discover Exactly What Your Audience Will Buy (Even If You Don't Have a Following) with Ryan Levesque
[*Ask* by Ryan Levesque]()
[Yet Another Related Posts Plugin (YARPP)]()
[SurveyMonkey]()
[Clicktale]()
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