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# **Chapter 1: The Biggest Mistake New Website Owners Make**

🔑 (My Story + mindset shift)

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## **🔑 Chapter 2: Why Your Website Is Invisible on Google**

🔑 SEO basics (indexing, visibility)

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## **🔍 Chapter 3: How to Choose the Right Keywords (What People Are Searching)**

🔑 Practical keyword strategy

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## **📝 Chapter 4: Content That Brings Traffic (Even With Zero Budget)**

🔑 Blogging + content system

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## **🔗 Chapter 5: Backlinks — The Secret to Ranking Faster**

🔑 Guest posts + authority building

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## **📣 Chapter 6: How to Promote Your Website and Get Visitors**

🔑 Social media + distribution

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## **💰 Chapter 7: Turning Visitors Into Customers**

🔑 Email list + conversion + offers

## Chapter I:

### The Biggest Mistake New Website Owners Make

A few years ago, I designed a website for a client.

She was excited. Everything looked perfect — clean design, professional layout, mobile-friendly, fast loading. From a technical standpoint, the website was solid.

After launching, she expected customers to start coming in.

Days passed.

Weeks passed.

Months passed.

Nothing.

No inquiries. No traffic. No sales.

Almost a year later, I reached out to remind her about renewing her domain and hosting.

She was frustrated.

To her, the website had failed.

She believed:

“If the website was good, it should have brought customers.”

And honestly... I understood her frustration.

But the truth is:

☞ The website did not fail.

☞ The strategy failed.

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### The Misconception That Costs People Time and Money

Most new website owners believe this:

“Once my website is live, customers will come automatically.”

This is the biggest mistake.

A website is not a magic tool.  
It is not a shop on a busy street.  
It does not automatically attract visitors.

In reality, a website is like opening a shop in the middle of a desert.

If you don't tell people about it...  
If you don't guide people to it...  
If you don't make it visible...

☞ No one will come.

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## Why This Happens

This mistake happens because of assumptions:

- People think a website equals traffic
- They assume Google will automatically rank them
- They believe design alone brings customers

But none of these are true.

A beautiful website without visibility is like:

☞ A billboard in the forest — no one sees it.

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## The Real Truth About Websites

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### The Hard Truth (But Important)

Many people spend:

- Time building a website
- Money on hosting and design

But invest **nothing** in:

- Traffic
- Marketing

- SEO

Then they wonder why nothing happens.

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## What You Must Understand Moving Forward

If you remember only one thing from this chapter, let it be this:

☞ **Your website will not grow unless you actively promote and optimize it.**

Success online is not automatic.  
It is intentional.

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## What Happens Next?

Now that you understand the biggest mistake, the next step is to fix it.

In the next chapter, you'll learn:

☞ **Why your website is invisible on Google — and how to fix it immediately.**

This is where your journey truly begins.

## Chapter 2:

# Why Your Website Is Invisible on Google

Now that you understand why simply launching a website is not enough, let's address the next big problem:

☞ Why is your website not showing up on Google?

This is one of the most common frustrations for new website owners.

You build a website, publish it, and then...

Nothing.

You search for your business on Google — and your website is nowhere to be found.

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## The Truth About Google

Google does not automatically know your website exists.

Just because your website is live does NOT mean:

- It is indexed
- It is visible
- It will rank

☞ You must actively tell Google about your website.

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## What “Invisible” Really Means

If your website is invisible on Google, it usually means one of these:

- Google has not indexed your website
  - Your pages are not optimized for search
  - Your site has no authority (no backlinks)
  - There is little or no content
- 

## Step I: Get Your Website Indexed

The first step is to make sure Google can find your site.

Do this immediately:

- Create a Google Search Console account
- Add your website
- Submit your sitemap

This tells Google:

☞ “My website exists — please crawl it”

Without this step, your site may never appear in search results.

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## Step 2: Understand How Google Works

Google’s job is simple:

☞ Show users the most relevant and useful results.

So when someone searches:

“web design services”

or

“how to get backlinks”

Google looks for:

- Relevant content
- Well-structured pages
- Trusted websites

If your site doesn’t meet these criteria, it won’t rank.

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## Step 3: Optimize Your Pages

To appear on Google, your pages must be optimized.

This includes:

- Clear page titles
- Proper headings (H1, H2, H3)
- Relevant keywords

- Fast loading speed
- Mobile-friendly design

☞ These help Google understand your content.

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## Step 4: Add Content That Answers Questions

Google ranks content — not empty websites.

If your website only has:

- Home page
- About page
- Contact page

☞ That is not enough.

You need:

- Blog posts
- Guides
- Helpful articles

Each piece of content is a chance to:

☞ Appear in search results

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## Step 5: Build Authority (Why Backlinks Matter)

Even if your content is good, Google still asks:

☞ “Can I trust this website?”

This is where backlinks come in.

Backlinks are:

☞ Links from other websites to yours

They act like votes of confidence.

The more high-quality backlinks you have:

☞ The more Google trusts your site

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## Common Mistakes That Keep You Invisible

Avoid these:

- Not submitting your website to Google
- Using wrong or no keywords
- Having little or no content
- Ignoring backlinks
- Expecting instant results

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## The Reality You Must Accept

Getting visibility on Google takes time.

But if you:

- Follow the right steps
- Stay consistent

☞ Your website WILL start to appear.

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## What You Should Do Next

Right now, take these actions:

- ✓ Submit your site to Google Search Console
- ✓ Add at least 2–3 useful blog posts
- ✓ Optimize your pages
- ✓ Start thinking about backlinks

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## What Comes Next?

Now that your website can be seen, the next step is:

☞ Getting the RIGHT people to find you.

In the next chapter, you'll learn:

**How to choose the right keywords — so your website attracts real visitors, not just traffic.**

**Chapter 3:**

# How to Choose the Right Keywords (What People Are Searching)

Now that your website can be seen by Google, the next step is even more important:

☞ Making sure the RIGHT people can find you.

This is where keywords come in.

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## What Are Keywords?

Keywords are the exact words and phrases people type into Google.

For example:

- “web design in Lagos”
- “how to get backlinks”
- “best online business ideas”

☞ These are all keywords.

If your website is not using the right keywords:

☞ Your audience will never find you.

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## Why Keywords Matter

Think of keywords as a bridge between:

- What people are searching for  
AND
- What your website offers

If you use the wrong keywords:

- ✗ You get no traffic
- ✗ Or the wrong visitors

If you use the right keywords:

- ✓ You attract people who need your service
- ✓ You get targeted traffic
- ✓ You increase chances of getting customers

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## The Biggest Keyword Mistake

Most beginners try to rank for very broad keywords like:

- “SEO”
- “website design”
- “backlinks”

☞ These are too competitive.

You will struggle to rank.

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## The Smart Approach (Long-Tail Keywords)

Instead, focus on:

☞ Long-tail keywords

These are more specific phrases like:

- “affordable web design in Nigeria”
- “how to get high-quality backlinks in 2026”
- “best SEO tips for small business owners”

☞ These are easier to rank for

☞ And bring more targeted visitors

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## How to Find the Right Keywords

You don't need expensive tools to start.

Simple methods:

I. Use Google Search Suggestions

Go to Google and start typing:

☞ “how to get back...”

Google will show suggestions like:

- how to get backlinks for free
- how to get backlinks fast

☞ These are real searches

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## 2. Look at “People Also Ask”

When you search something on Google, you’ll see:

☞ “People also ask”

These are:

- Questions people are asking
  - Perfect content ideas
- 

## 3. Think Like Your Customer

Ask yourself:

☞ If I needed my service, what would I search?

For example:

Instead of:

✗ “web solutions”

Think:

✓ “website design for small business in Nigeria”

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## Where to Use Keywords on Your Website

Once you find your keywords, use them in:

- Page titles
- Headings (H1, H2)
- First paragraph
- Image descriptions
- Meta descriptions

☞ This helps Google understand your content

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## Example (Simple Breakdown)

Keyword:

☞ “how to get backlinks in 2026”

You can create:

- Blog post title
- Guide
- Step-by-step tutorial

☞ Just like the article you created

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## Important Rule

Do NOT:

- Stuff keywords everywhere
- Repeat unnaturally

☞ Write naturally, for humans first

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## What Happens When You Do This Right

- Your website starts appearing in search
  - You get visitors interested in your topic
  - You attract potential customers
- 

## What You Should Do Now

Take action:

- ✓ Find 3–5 keywords related to your niche
- ✓ Create content around them
- ✓ Optimize your pages

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## What Comes Next?

Now that you know how to attract visitors...

The next step is:

↳ Creating content that keeps them engaged and brings consistent traffic.

In the next chapter, you'll learn:

**How to create content that brings traffic — even if you're just starting.**

## Chapter 4:

### Content That Brings Traffic (Even With Zero Budget)

Now that you know how to choose the right keywords, the next step is:

☞ Creating content that attracts visitors consistently.

Because here's the truth:

☞ Content is what brings people to your website.

Without content, your website has nothing to rank on Google.

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### Why Content Is So Important

Every time someone searches on Google, they are looking for:

- Answers
- Solutions
- Information

Google responds by showing:

☞ Content

Not just websites — but pages that provide value.

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### What Type of Content Works Best?

If you want traffic, focus on:

#### I. How-To Guides

Example:

- How to get backlinks
- How to start a blog
- How to design a website

☞ These solve real problems

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## 2. List Posts

Example:

- 7 ways to get traffic
- 10 SEO tips for beginners

☞ Easy to read and highly shareable

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## 3. Problem-Solving Articles

Example:

- Why your website is not getting traffic
- Why your business is not getting customers online

☞ These connect emotionally with readers

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# The Content Strategy That Works

Instead of posting randomly, use this simple system:

☞ One keyword = One article

For example:

Keyword:

☞ “how to get backlinks in 2026”

Create:

☞ A detailed guide (like the one you published)

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## How Often Should You Post?

You don't need to post every day.

Start with:

☞ 1–2 quality posts per week

Consistency is more important than quantity.

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## Make Your Content Valuable

Your content should:

- Answer real questions
- Be easy to read
- Provide clear steps
- Offer solutions

Ask yourself:

☞ “Will this actually help someone?”

If yes — you’re on the right track.

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## Structure of a Good Article

Every article should have:

- A strong title
- Clear introduction
- Organized headings
- Actionable steps
- Conclusion with next steps

☞ This improves:

- User experience
  - SEO ranking
- 

## Don’t Wait for Perfection

Many people delay publishing because they want everything to be perfect.

☞ Don’t.

It’s better to:

- Publish
  - Improve later
- 

## Promote Your Content

Creating content is not enough.

You must promote it:

- Share on Facebook groups
- Post on social media
- Send to your audience

☞ This brings initial traffic

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## The Long-Term Benefit

Content works like an investment.

One article can:

- Bring traffic for months or years
  - Attract potential customers
  - Build your authority
- 

## What You Should Do Now

Take action:

- ✓ Choose 2–3 keywords
  - ✓ Create helpful articles
  - ✓ Publish consistently
  - ✓ Share your content
- 

## What Comes Next?

Now that you can create content that brings traffic...

The next step is:

☞ Increasing your authority so Google trusts your website faster.

In the next chapter, you'll learn:

**Backlinks — the secret to ranking higher and faster.**

## Chapter 5:

### Backlinks — The Secret to Ranking Faster

Now that you are creating content, there is one powerful factor that can determine how fast your website grows:

☞ Backlinks

If content is the foundation of your website...

☞ Backlinks are what give it authority.

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### What Are Backlinks?

Backlinks are simply:

☞ Links from other websites pointing to your website

For example:

If another website links to your article, that is a backlink.

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### Why Backlinks Matter

Google uses backlinks as a signal of trust.

Think of it like this:

☞ Each backlink is a “vote” for your website

The more high-quality votes you have:

☞ The more Google trusts your website

And when Google trusts you:

☞ Your rankings improve

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### Not All Backlinks Are Equal

This is very important.

There are:

### ✗ Low-quality backlinks

- Spam websites
- Irrelevant sites
- Random directories

These can hurt your website.

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### ✓ High-quality backlinks

- Relevant websites
- Trusted platforms
- Content-based links

These help your website grow.

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## How Backlinks Help You

With good backlinks:

- Your website ranks faster
  - Your content gains visibility
  - You attract more traffic
  - You build authority in your niche
- 

## Ways to Get Backlinks

Here are practical methods:

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### I. Guest Posting (Most Effective)

You write an article for another website and include a link back to your site.

Benefits:

- High-quality backlinks

- Exposure to new audience
  - Better SEO
- 

## 2. Collaboration

Partner with:

- Bloggers
- Website owners
- Businesses

Exchange value (not spam links).

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## 3. Directory Listings (Use Carefully)

Submit your site to:

- Relevant directories
- Industry platforms

Avoid low-quality directories.

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## 4. Create Shareable Content

High-value content naturally attracts backlinks.

Examples:

- Guides
  - Case studies
  - Unique insights
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# The Fastest Way to Get Results

Let's be honest.

Building backlinks manually can take time.

If you want faster results:

☞ Sponsored guest posts are the quickest way

They provide:

- Immediate backlinks
  - Placement on real websites
  - Faster SEO impact
- 

## Common Backlink Mistakes

Avoid these:

- Buying spam backlinks
  - Using automated tools
  - Ignoring relevance
  - Focusing on quantity over quality
- 

## What You Should Do Now

Start simple:

- ✓ Get your first 1–3 quality backlinks
  - ✓ Focus on relevant websites
  - ✓ Use guest posting
- 

## 🚀 Want Done-For-You Backlinks?

If you want to save time and get results faster...

We offer:

- High-quality guest post placements
- Do-follow backlinks
- SEO-friendly publishing

☞ Visit: [www.codedwebmaster.com](http://www.codedwebmaster.com)

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## What Comes Next?

Now that your website is gaining authority...

The next step is:

↳ Bringing more visitors to your website through promotion.

In the next chapter, you'll learn:

**How to promote your website and get consistent traffic.**

## Chapter 6:

# How to Promote Your Website and Get Visitors

At this point, you have:

- A website
- Optimized pages
- Useful content
- Backlinks

Now comes the next critical step:

☞ Getting people to actually visit your website.

Because here's the truth:

☞ Even the best content won't bring results if no one sees it.

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## Why Promotion Is Important

Many website owners make this mistake:

They publish content and wait...

Hoping people will find it.

But in reality:

☞ You must actively promote your content.

Promotion gives your website:

- Initial traffic
  - Visibility
  - Faster growth
- 

## Where to Promote Your Website

You don't need expensive ads to start.

Here are simple and effective methods:

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## 1. Facebook Groups (Highly Effective)

Join groups related to:

- SEO
- Digital marketing
- Online business

Share:

- Your blog posts
- Helpful tips
- Insights

☞ Focus on providing value, not just dropping links.

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## 2. Social Media Platforms

Use platforms like:

- Facebook
- LinkedIn
- Twitter (X)

Post:

- Tips
- Short insights
- Links to your content

☞ Stay consistent.

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## 3. Online Communities

Engage in:

- Forums
- Niche communities
- Q&A platforms

Answer questions and:

☞ Link to your content when relevant

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#### 4. Direct Outreach

Reach out to:

- Bloggers
- Website owners
- SEO professionals

Offer:

- Collaboration
  - Guest posts
  - Value
- 

## The Right Way to Promote

Do NOT:

- Spam links everywhere
- Post without context
- Focus only on selling

Instead:

☞ Provide value first

For example:

- Share a tip
  - Give advice
  - Then mention your content
- 

## Use the “Value First” Strategy

Instead of saying:

✗ “Check my website”

Say:

✓ “Here’s a tip that worked for me...”

☞ Then link your content

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## Engage With Your Audience

Promotion is not just posting.

It includes:

- Replying to comments
- Answering questions
- Starting conversations

☞ This builds trust

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## Turn Engagement Into Opportunity

When someone:

- Comments
- Likes
- Messages you

☞ That is an opportunity

Start a conversation.

Understand their needs.

Offer help.

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## Consistency Is Key

Promotion is not a one-time activity.

You must:

- Post regularly
  - Engage daily
  - Stay active
- 

## What You Should Do Now

Take action:

- ✓ Join relevant Facebook groups
  - ✓ Share your content
  - ✓ Engage with people
  - ✓ Start conversations
- 

## What Comes Next?

Now that you can:

- Create content
- Promote your website
- Attract visitors

The final step is:

☞ Turning those visitors into customers.

In the next chapter, you'll learn:

**How to convert visitors into leads and paying clients.**

## Chapter 7:

# Turning Visitors Into Customers

At this stage, you have done a lot of work:

- You built your website
- You made it visible on Google
- You chose the right keywords
- You created valuable content
- You built backlinks
- You promoted your website

Now people are visiting your website.

But here is the real question:

☞ Why are visitors not becoming customers?

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## The Truth About Website Visitors

Most visitors will NOT buy immediately.

They may:

- Read your content
- Leave your website
- Forget about you

This is normal.

☞ The goal is not just traffic

☞ The goal is conversion

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### What Is Conversion?

Conversion simply means:

☞ Turning a visitor into a customer

This can happen when someone:

- Contacts you
  - Subscribes to your email
  - Buys your service
- 

## The Biggest Conversion Mistake

Most website owners:

- ✗ Focus only on traffic
- ✗ Ignore what happens after

So they get visitors...

But no results.

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## Step 1: Capture Leads (VERY IMPORTANT)

You must not let visitors leave without a way to reach them again.

☞ Collect their emails

Offer something valuable like:

- Free guide
- Tips
- Resources

This allows you to:

☞ Follow up later

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## Step 2: Add Clear Call-To-Action (CTA)

Tell visitors what to do next.

Examples:

- “Contact us today”
- “Get started now”
- “Request a quote”

☞ Don't assume they will figure it out

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## Step 3: Build Trust

People don't buy from strangers.

Build trust by:

- Sharing helpful content
  - Showing expertise
  - Being consistent
- 

## Step 4: Offer a Clear Solution

When someone has a problem:

☞ You must present your service as the solution

For example:

If they need backlinks:

☞ Offer guest post services

If they need traffic:

☞ Offer SEO help

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## Step 5: Follow Up

Many people don't buy the first time.

Follow up through:

- Email
- Messages
- Content

☞ This increases your chances of conversion

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## Step 6: Make It Easy to Contact You

Don't hide your contact details.

Make sure you have:

- Email
- Contact form
- WhatsApp (optional but powerful)

☞ The easier it is, the better

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## Step 7: Be Consistent

Conversions improve over time.

You need:

- Continuous traffic
  - Regular engagement
  - Ongoing effort
- 

## Putting It All Together

Here's the full process:

☞ Website → Content → Traffic → Engagement → Conversion → Customer

Miss one step...

☞ You lose results

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## 🚀 Want Faster Results?

If you want to skip the trial and error...

We can help you with:

- High-quality backlinks
- SEO strategies

- Website growth support

👉 Visit: [www.codedwebmaster.com](http://www.codedwebmaster.com)

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## Final Thoughts

A website alone will not make you money.

But a website with:

- Traffic
- Strategy
- Consistency

👉 Will grow into a powerful business tool.

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## Your Action Plan

Starting today:

- ✓ Capture emails
  - ✓ Add clear CTAs
  - ✓ Engage your visitors
  - ✓ Offer your services
  - ✓ Stay consistent
- 

## Congratulations

You now understand what most website owners don't:

👉 What to do **AFTER** launching a website.

Apply these steps...

And your website will start working for you.