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Your top 4 priorities for updating an existing ebook website

You know your ebook website could do with updating. But where do you start?

If your ebooks aren't selling it's tempting to re-design the whole thing so it looks whizzier. But it's best to take a step back and tackle search engine optimisation while you're at it. You'll save time, hassle and money dealing with SEO up front rather than having to re-visit it later.

If the task seems daunting, not to worry. Take these 4 actions and you'll be well on the way towards creating an ebook site that'll attract positive attention from search engines, therefore make your ebook website more visible, therefore generate more visitors, more of whom will buy.

Here's your top four key actions for updating an old ebook sales site:

- Research your ebook's primary and secondary keywords and key phrases using free online resources like the Google Adwords tool. Then you can include your keywords and phrases in your new copy.
- Rewrite your website content to include your top keywords and phrases. Use a good freelance copywriter if you don't feel up to the task.
- Redesign your ebook sales website with search engine optimisation in mind. A good designer will take your visitor's needs into account, using their expertise to create a clear graphical user interface that'll maximise the chances of people buying your ebooks.
- Check out our guide: [13 ways to improve ebook sales conversion](#).

