



7 Steps to an Awesome WordPress Site in 2020

by [Plugin Poets](#)



Introduction

There are thousands of WordPress sites on the internet. However, not all of them are awesome.

Wondering what makes a WordPress site awesome? Here are the 7 steps to follow:



1) Use a Responsive Design



Following a user-friendly design means your design is responsive regardless of the device used to access your site.

By maintaining a user-friendly design, you ensure anyone can easily navigate your site, whether they're on a mobile phone, tablet, or PC.

2) Keep Loading Time Fast

Maintaining a fast loading time on your whole site makes it easier for your audiences to stay. Most users will leave if a site loads slowly, which means this is a missed opportunity to close a sale, gain a subscriber, or achieve whatever purpose you may have.

If your site loads quickly, you'll also rank higher in search engines. This could potentially translate to a higher conversion rate.

You can check our special report about “[10 Simple Hacks to Make Your WordPress Site Lightning Fast in 2020.](#)”



3) Find Out Your USP



Having a clear USP or Unique Selling Proposition makes you stand out from the rest.

You can find your USP by asking yourself the following:

- What do I have that others don't?
- What do my customers need?
- What benefit will they get from my product/site?

4) Follow a Content Calendar

You can also schedule uploads by creating a content calendar. This makes sure your audience has something to look forward to and helps you build a relationship with them.

Publishing quality content from time to time helps create returning audiences. Having more of them increases your site's authority, raises awareness of your brand, and helps your site rank higher in Google.



5) Integrate Social Media



Adding social media integration helps your audience share your content to their own network. This is a great way for you to gain organic viewers.

6) Optimize Your Site for Search Engines

A site optimized for search engines ranks higher in sites like Google. This helps boost site traffic, leading to higher conversion rates.

You can check our special report about [6 WordPress SEO hacks](#).



7) Audience First, Rankings Later



Putting your audience's experience first means making sure you create your site for people and not search engines.

It's important to rank higher in search engines. However, it's more important to remember who your site is for — your audience.

These steps will help you stand out from the rest and even rank higher in search engines. Keep these steps in mind, and you'll be on your way to building an awesome WordPress site.

To a more awesome WordPress site!





About us

PluginPoets.com is the #1 provider of [premium WordPress plugins](#) and [ready-made WordPress sites](#).

Our mission is to help online entrepreneurs like you build WordPress sites that get traffic and sales.

Check out our [free online-business training](#) - and 2X your online business in half the time.