# THE PARETO PRINCIPLES OF A MODERN WEBSITE

Download interactive worksheet at <https://alphametic.com/pareto-principles-website>

* High Value Asset (HVA) exercise

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| **High Value Asset (HVA)** | **Score (1-5)** |
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* What are your top landing pages? (Google Analytics)
  + #1
  + #2
  + #3
  + #4
  + #5
* What are your top non-branded keywords in SEO? (Google Search Console)

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| **Top non-branded keywords** | **Impressions** | **Rank (1-10)** |
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* What are your top non-branded keywords in SEM? (Google Ads)

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| **High Value Asset (HVA)** | **CPC** | **Conversion Rate** |
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* What are your non-branded “keyword sleepers” in SEO? (Google Search Console)

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| **Keyword Sleepers** | **Impressions** | **Rank (1-10)** |
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* What are your “red-carpet” customer personas?
  + #1
  + #2
  + #3
* What is your website content conversion funnel?

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| **Red-Carpet Customer Persona** | **Transactional Keywords** | **Key Landing Pages** | **Conversion** |
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* What’s your website’s speed score (GTMetrix.com)
* What are your key actions?
  + Key actions I should be doing more of (current key competencies):
    - #1
    - #2
    - #3
  + Key actions I should be learning about (have time, develop deeper skillset in your key core competence area)
    - #1
    - #2
    - #3
  + Key actions I should be outsourcing (doesn’t have time, complex skillsets and expertise you need but don’t have the time of resources to develop)
    - #1
    - #2
    - #3