

Exclusive Special Report

**The Biggest Mistake People Make With A
Wordpress Site - **95% of people** make a
single mistake with Wordpress that costs
them huge losses in their business!**



By: Sandi Krakowski, Wordpress & Copywriting Coach

It's easy to set up

You can have a business site in under 59 minutes!

But if you make this critical mistake- you can kiss your business future goodbye.

So... what is that mistake.

Let me share with you a story of a new business owner who had a great idea to create a website to market his passion and blog at the same time. Perfect plan with Wordpress. Perfect platform to use.

Without even knowing HTML, hard coding or any other technical aspects of internet publishing he can have a website up, running, creating organic traffic, connected to Social Media and in business quickly!

But when he makes his first \$ 25,000 online he gets another great idea and thinks the best thing he can do is just go create another Wordpress site. It was simple enough the first time, he's worked his way through some bugs, is becoming quite proficient. So it makes sense, or so he thinks, to just create another Wordpress site.

This is a critical mistake and will cost his organic traffic, his current results and his SEO greatly.

Major no no.

He's making a single mistake that could cost him a fortune in time, money and long term results.

Another client of mine had a great online business built marketing internet marketing and business products. They specialized in helping business owners with their online business. As the company grew past \$ 20million dollars and had over 140,000 people on their house email list, they began to expand their Wordpress site. What was once a portal site that had all products, services and offerings in one place became a separate branded entity. Products on each domain, services on another domain, anything they launched on it's domain.

This might have worked in the late 90's when I built my first online ecommerce store and you create competitors for yourself in an attempt to slam dunk your own competitors. But this same 'trick' done today is life threatening to your business.

I was called in when this company saw their Alexa Ranking go from 120,000 to 489,000 in under 4 months. They thought it might be the branding. Maybe it was the graphics. Were people confused? All of these questions and more were given as the reason for such tragedy.

As I began to research the set up of the domains, what they used to do verses what they were doing now, where they were 2 years ago and where they were today- one very drastic mistake because evident.

It was the single biggest mistake I keep seeing over and over again.

Clients have contacted me to write better sales copy, create strong emails, help build a new list and do lead generation.

But all of these measures combined plus a TV show and a massive media campaign through podcasts, radio and more wouldn't fix it.

The damage was done. Now they had to rebuild, refocus and restructure.

If you are new to Wordpress or even if you aren't- this one mistake could cost you the future of your business.

Some companies have had to lay people off, redistribute their assets and even consider going into another niche when they see what damage this can create.

I've seen it happen over and over again.

First off, let me set the record straight.

The key to succeeding in business is to tell yourself the truth. To read the data, be truthful and honest and then take action.

So here's a big newsflash for you.

It's NOT The Recession!

It's bigger than that.

Even if the economy had a 450% jump in the next 6 months it wouldn't fix this problem.

It's that serious.

The single biggest mistake business owners are making affects all businesses using Wordpress.

If you're a content website, an aggregator site or a marketing site- it doesn't matter.

This single mistake knows no boundaries, knows no limits and is like a parasite to your profits, your traffic and all of your hard work!

This mistake looks like this.

You build one Wordpress site and you get a separate domain and build another. You take your very own traffic away from your successful website and you send it elsewhere.

How are you sending it elsewhere?

You created a new site, a new business really in Google's mind and no one in the 'robot' headquarters of spidering servers at Google knows it's you.

They don't know you are the owner of both sites. They don't know you are working hard to build a big portfolio.

Google doesn't know you own both sites. They don't care! All they see is reduced traffic, crash on one, and another site doing well.

You took one big mansion and purchased three trailers. It isn't going to feel the same, the traffic won't affect your rank the same and sorry to break it to you, a mansion and a trailer aren't resilient in the same ways.

When a new competitor rises up and they see what you've done you are screwed royally.

You now look like two separate business owners to the search engines. Alexa thinks you are two separate business owners. Everything you do, all your hard work is now going out the door because you are now running multiple websites with a goal to compete with others and you just pulled your own freaking **PLUG!**

So... have you done this big mistake?

Are you sitting here right now with your head hanging down wondering, "What the hell do I do now?!?"

I'm sorry to have to break this information to you but someone had to. The more I saw this occurring, the more clients would burst with excitement about all the amazing Wordpress sites they were going to create I knew this was a bigger problem than I first anticipated.

Then I began to hear about it on large forums. Large internet marketers talking about it. Jack Schmow* lost so much traffic and he was screwed.

Google wasn't spidering Mary Jane Smith* anymore and she was considering going into writing. Maybe it was time to write her book.

Now you know.

The Single Biggest Mistake

Here are a few simple steps that you can take immediately to help matters out.

Take all of your content, all of your services, all of your products and move them all over to ONE Wordpress site.

You want one central connecting point. Get it?

Wordpress is an enormous tool for doing what Google wants for high traffic rankings. Don't go outside of Wordpress. Just create one site where everything is.

Create one site where your main product, person or company is featured. Your main goal- **your BIG idea**. That needs to be on one main Wordpress site.

Let me say it again.

One Wordpress Site!

Get it?

Go ahead and plug in a section where your Non-Profit is, your special products, your news from the world, your experts panel and even your membership pages.

But DO NOT create separate sites for them all....

Ever again.

If you are a new site, take your ideas and work with a web designer so you can create a 'central' hub for all of your traffic.

But keep everything on one domain. Stop sending your traffic, your customers, your success all over the entire internet.

If you take heed to this tip, it might take you a few months to get things going back on track, but you'll soon see your Alexa rankings going back down, your Organic traffic going back up and you'll be really glad you found this out.

When you log back into Google Analytics in 120 days or less you'll see the sign of love again. The sign of profits and cash! The EKG read out of a great report!

You'll start seeing opt ins pour back in, or if you just started out you'll see people staying longer on your site.

When the message is consistent, there is regular traffic, the site is built in Wordpress, you are relevant to all that you offer- Google will love you

You'll know when they put you on the first page of their search engine.

They make it easy to get there, you just have to be sure you don't make deadly mistakes along the way.

Now that you know how to not make this one single mistake- you are a statistic that has been saved.

Glad to hear you made it! You're one in a select few.

If you enjoyed this special report can you do us a favor?

We want to get this message out and do our best to help as many people as possible.

Can you send this link to anyone you know who is working in Wordpress and is really excited to create their second or third site?

<http://www.arealchange.com>

Can you throw them a rescue and help them to not sink?

We'd be so grateful and I'm sure they will be as well by the time they are done reading this report.

If you are really passionate about sending the "Smoke Signals" up so that people stop making this dreadful mistake, feel free to post this link on Twitter, Facebook and anywhere else you think people might listen.

If we all stick together we can all play this game and bring profits back into the economy without governmental hand outs and more high interest bank debts.

The internet has been my playground for 14 years and it's one I'd love to see you join me on!

Until next time, remember this-

I was a stay at home Mom with a dream, homeschooling my three boys . I had no web design or copy skill whatsoever. Because of some simple step by step things I learned I was able to generate a \$ 4.5 million dollar company in under 3 yrs without a college education. After later investing into my skill and partnering with various mentors online I learned some strategies that have earned me an additional \$ 5 million personally and has enabled me to make \$ 28 million dollars for my clients in 5 years.

Today we own one of the fastest growing companies online helping people to use the internet to it's fullest. My specialty (and track record of insane results with my clients) is in using Wordpress, web copywriting, email marketing, autoresponders and knowing how to speak your ideal clients language.

I look forward to hearing how your results are coming along!

Sandi Krakowski

A handwritten signature in black ink, appearing to read "Sandi". The signature is stylized with a large, looping initial 'S' and a smaller 'andi' written in a cursive script.

<http://www.ARealChange.com>

* Names withheld to protect real identity so people don't feel bad about us highlighting their mistake.