Website ‘Must Haves’
For Driving Traffic, Leads & Sales
Introduction

• Surveys report up to 40% of small-to-medium sized businesses still don’t have a website
• Social media alone is not enough
• Turning your website into an effective marketing tool is crucial

Ask yourself:
  o Does my website not only exist, but perform?
  o Are visitors attracted, educated and convinced to take action?

Introduction

• Websites are now interactive and require integration
• Buyers decide when/how they consume information
• 10 years ago the seller was in control, today the buyer is in control
• 90% of customers gather information about products and services through internet based searches

Websites are a vital part of the buying cycle
Presentation Objectives

- Define website objectives
- Tools to assess website effectiveness
- Components of an effective website
  - Clear Communication
  - Aesthetic Appeal
  - Ease of Navigation
  - Search Engine Optimization
  - Content, Conversion and Tracking

Define Your Objectives

Successful websites all have one element in common. They have a goal.

Have you really thought about the goal for your website?

Why are you spending money to take your company products or services into cyberspace?
Website Assessment Intake Form

What is the purpose and goal for the site?

Briefly describe your target audience:

Who are your top 3 competitors? This information will be used for website competition.

What keywords would potential customers use to find your website online?

Do you use Pay-Per-Click advertising? Yes [ ] No [ ]

Do you have access to website traffic statistics? If so, would you be willing to provide access to the statistics for further analysis?

Sample Website Assessment

Sample Website Analysis and Recommendations: XYZ Corporation

<table>
<thead>
<tr>
<th>Website Effectiveness Criteria</th>
<th>Website Score</th>
<th>Website Effectiveness Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear Communication</td>
<td>4.0</td>
<td></td>
</tr>
<tr>
<td>Brand Consistency &amp; Aesthetic Appeal</td>
<td>3.5</td>
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<td>User-Friendliness &amp; Easy Navigation</td>
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<td></td>
</tr>
<tr>
<td>Analytics &amp; Pay-Per-Click Marketing</td>
<td>1.0</td>
<td></td>
</tr>
<tr>
<td>Website Overall Score</td>
<td>3.2</td>
<td></td>
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Sample Detailed Analysis & Recommendations

Analysis: Clear Communication
Score: 4
Recommendations:
Within 30 seconds, web visitors know who you are, what you do and how you can help them. Creating a main call-to-action on the home page would be beneficial. Call-to-actions could be to buy now, download resources, request information, etc. There are multiple focal points on the site, so creating one call-to-action would drive more traffic to the desired output.

Analysis: Brand Consistency & Aesthetic Appeal
Score: 3.5
Recommendations:
Website and design is relevant to company goals and other company materials. Website design could be modified to better highlight the technology and niche of your company. There is some inconsistency between pages with some having internal scrollbars, duplicate information and varying layouts.

Analysis: User-Friendliness & Easy Navigation
Score: 3.3
Recommendations:
Navigation of the site is easy to use with a horizontal main navigation and side navigation. Internal frames/scrollbars are used which inhibit search engines and mobile device users from seeing the site properly. Additionally, including searching capabilities into the site would allow users to find items of interest easier.

Website Tools

HubSpot’s Marketing Grader
http://marketing.grader.com
Grade your website and up to 2 competing sites

Sample Results

<table>
<thead>
<tr>
<th>Section</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top of the Funnel</td>
<td>44%</td>
</tr>
<tr>
<td>Middle of the Funnel</td>
<td>33%</td>
</tr>
<tr>
<td>Analytics</td>
<td>100%</td>
</tr>
</tbody>
</table>

Website Tools

**Top of the Funnel**
Growing, optimizing, and promoting content are keys to filling the top of your sales and marketing funnel with more website traffic and leads. The good news is that companies who create, optimize, and promote their blogs get **65% more traffic and 79% more leads** than those who don’t.

3 **Action Items**
1. Create a blog for your company.
2. Add a meta viewport tag to your website for mobile devices.
3. Create an Apple iOS icon for your website.

**Middle of the Funnel**
The middle of the funnel is all about converting the traffic you get into prospects and leads, and then nurturing your inside and prospects in order to make it more likely that you will become customers.
You do this by using landing pages, blogs, conversion forms, email marketing and social media.

3 **Action Items**
1. Share links to landing pages with forms on Twitter.
2. Reply to individuals on Twitter to be more conversational.
3. Get more mentions on Twitter by being more conversational.

![Website Tools](https://adwords.google.com/o/KeywordTool)
Ideal for keyword research. Analyze top keywords/phrases searched nationally or globally.

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**Website Tools**

**Google AdWords**

https://adwords.google.com/o/KeywordTool

Ideal for keyword research. Analyze top keywords/phrases searched nationally or globally.
Website Tools

http://tools.seobook.com/firefox/rank-checker/
Add-on for Firefox.
Understand where your website ranks in search engine results.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Google.com</th>
<th>Value (Brk.)</th>
<th>Brk</th>
</tr>
</thead>
<tbody>
<tr>
<td>profit necessary</td>
<td><a href="http://www.northerninitatives.com/">www.northerninitatives.com/</a>...</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>leasing application</td>
<td>northerninitatives.com/b...</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>apply for a business loan online</td>
<td>northerninitatives.com/...</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>online business loan application</td>
<td>northerninitatives.com/...</td>
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Website Tools

http://www.google.com/analytics
Analysis website performance including:

- How visitors find the site
  - Direct traffic
  - Referrals
  - Search/keywords
- # of visitors
- % of new vs. returning
- Time on site
- Pages viewed
- % converted to a sale
Website Tools

Visitor Flow

Criteria 1: Clear Communication

Sample Website Analysis and Recommendations: XYZ Corporation

Website Effectiveness Criteria | Website Score | Website Effectiveness Index
---|---|---
Clear Communication | 4.0 | 3.9
Brand Consistency & Aesthetics Appeal | 3.5 | 3.4
User-Friendliness & Easy Navigation | 3.3 | 3.2
Search Engine Optimization | 4.1 | 4.0
Content, Forms & Contact Information | 3.6 | 3.5
Analytics & Pay-Per-Click Marketing | 1.0 | 0.9
Website Overall Score | 3.2 | 3.1

Criteria 1: Clear Communication

• When visitors see your site for the first time, they’re thinking…
  o Is this website credible?
  o Can I trust the information on the site?
  o Is this a professional organization?
  o Does this site make me feel welcome?
  o Am I in the right place to find the information I need?
• Consider these when designing your site

Criteria 1: Clear Communication

• Key questions to ask regarding your website
  o Will people know what I know about my offerings within seconds?
  o Will they understand what page they’re on and what it’s about?
  o Will they know what action to take next?
  o Why should a visitor buy/subscribe/download from this site instead of from someone else?
Criteria 1: Clear Communication

Logo, header and site imagery showcase cruise offerings

Clear Communication

Logo, header and site imagery showcase cruise offerings

Authorized Concessionaire of the National Park Service


Criteria 2: Aesthetic Appeal

Sample Website Analysis and Recommendations: XYZ Corporation

Website Effectiveness Criteria | Website Score out of 5 | Website Effectiveness Index
--- | --- | ---
Clear Communication | 4.0 | 
Brand Consistency & Aesthetic Appeal | 3.5 | 
User-Friendliness & Easy Navigation | 3.3 | 
Search Engine Optimization | 4.1 | 
Content, Forms & Contact Information | 3.6 | 
Analytics & Pay-Per-Click Marketing | 1.0 | 
Website Overall Score | 3.2 | 

Criteria 2: Aesthetic Appeal

Tips for Great Web Design

• Proper use of colors
  o Draw attention to select elements only

• Animations, gadgets and media
  o Ask yourself does this add value. Avoid anything unnecessary

• Layout
  o Create a clear navigation structure

• Composition
  o Easy to read fonts, sizes and colors
  o Bulleted lists, headers and short paragraphs

• Be Consistent
  o Colors, sizes, layout and placement

Choose the Right Images

• Real or stock images?
  o Studies have shown that photos of real people outperform stock images by as much as 95%

• Use meaningful images. What imagery sets your offering apart from others?

• Every image conveys a message to the audience
  o The effect can be different than what you might expect
Criteria 2: Aesthetic Appeal

- Clean Professional Layout
- Use of Fonts to highlight features
- Animations and videos that support your site’s goals

Use of images for Tour Highlights


Criteria 2: Aesthetic Appeal

- Use of photos to highlight products
- Use of Color to Highlight Key Areas

Criteria 3: User-Friendliness

This is arguably the most important element of website design.
Visitors should not have to think about where they need to go and how to get there.

Why will users remain on your site?
Criteria 3: User-Friendliness

- Keep primary navigation structure simple (near the top of the page)
- Include navigation in the footer of your site
- Provide a path - use breadcrumbs on most every page
- Always include a search box near the top of the site
- Don’t offer too many navigation options
- Don’t require users to click too deep
- Include links within your page copy
- Avoid use of JavaScript and Flash navigation

Criteria 4: Search Engine Optimization

Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results.

This is done by targeting keyphrases used in search engines such as Google, Yahoo and Bing.

By targeting keyphrases within the page copy and code of a website, you increase your page rankings when indexed.
Criteria 4: Search Engine Optimization

SEO Increases Organic Search Results

Search engine optimization (SEO) increases organic search results.


Criteria 4: Search Engine Optimization

- Off-Page search engine optimization
  - Get quality websites to link to your site
  - More quality links = higher ranking
  - Link social media channels to your site

Criteria 4: Search Engine Optimization

On-Page SEO

• Include most important keywords/phrases within the content elements of your website:
  – Headers, secondary headers, body content, image tags, and links

• Pick a primary keyword for each page
  (ex: Tahquamenon Falls)

• Keep it simple. No stuffing!

Keyword Stuffing Example

White is a word on a white web page that is white because the background is white. White is a color. White is not black. White is lighter than green. There also is bright white, dark white, off white, etc....

Criteria 4: Search Engine Optimization

• Include the primary keyword in headers and secondary headers
Criteria 4: Search Engine Optimization

- Include keywords in the body content
- Include keywords in the page URL
Write for humans first, search engines second
Criteria 5: Content, Forms & Contact

Explore North Carolina Wine Country

They say every wine has a story. Wait until you hear ours.

North Carolina’s wine tale dates back 400 years to the arrival of Sir Walter Raleigh and his crew’s discovery of the Mother Vine, the oldest known cultivated grapevine in the New World.

By the dawn of the 20th century, North Carolina led the country in wine production. Then along came Prohibition, which temporarily shifted attention from muscadines to moonshine.

Luckily, it didn’t last. (Prohibition, that is…)

Today, North Carolina is home to more than 100 wineries and vineyards and ranks ninth in wine production nationwide. Thanks to our rolling hills, rich soil and mild winters, we’re the only region on earth where you’ll find every major type of grape grown in the world.

Blogging
• Creates fresh content and more pages
• Establishes you as an industry authority
• Helps drive traffic and leads back to your site
• Creates a channel to converse and engage with your audience
• Establishes valuable inbound links

Criteria 5: Content, Forms & Contact

Make site content/resources easy to share

Criteria 5: Content, Forms & Contact

Clear Calls to Action

Criteria 5: Content, Forms & Contact

Forms
- Collect only necessary information
  - Visitors may be willing to provide additional information for more valuable offers
- Include privacy or terms information
- Name the submit button to match the offer
- If the offer is downloadable, fulfill the request immediately

Criteria 5: Content, Forms & Contact

Newsletters
- Offer newsletter sign up on website
- Collect email addresses
- Continued communication to convert prospects to customers
Criteria 6: Analytics & Pay-Per-Click

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Pay-Per-Click Ads

Organic Search Results

Criteria 6: Analytics & Pay-Per-Click

Pay-Per-Click
- Set daily and cost per click budget
- Limit clicks by region
- Keyword focused
- Auction based pricing
- Only pay for clicks
- Ability to track conversion

Resources:
- Google AdWords: http://adwords.google.com
- Microsoft AdCenter for Bing and Yahoo: http://advertising.microsoft.com

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Track Effectiveness with Google Analytics

11,721 people visited this site
- Visits: 15,516
- Unique Visitors: 11,721
- Pages: 45,976
- Pages / Visit: 2.98
- Avg. Visit Duration: 00:03:41
- Bounce Rate: 31.52%
- % New Visitors: 60.63%

Google Analytics: www.google.com/analytics
Criteria 6: Analytics & Pay-Per-Click

Track Effectiveness with Google Analytics

Keyword Search Terms

Website Traffic Sources (i.e. direct, search engines and links from other sites)

Criteria 6: Analytics & Pay-Per-Click

Location of visitors by country, state or city

<table>
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<th>Pages / Visit</th>
<th>Avg. Visit Duration</th>
<th>% New Visits</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,912</td>
<td>3.73</td>
<td>00:02:50</td>
<td>86.72%</td>
<td>44.09%</td>
</tr>
</tbody>
</table>


Northern Initiatives

Thank You!

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