

Website Considerations

Introduction

Website design is simply best practice marketing applied online

Success Factors

There are two key success factors for any website:

1. No. of visitors to the site (NOT hits)
 - a. This is influenced from Promotion
2. Conversion rate – how many people do what you want them to do
 - a. This is influenced from how **Persuasive** your website is (see below)

Measurement

You can get data, so use it to make informed decision and remove 'gut' feel

Things to measure:

1. No of visitors
2. No. of new visitors
3. No. of repeat visitors
4. Abandon rate – started to shop but cancelled (average 70%)
5. Which pages do they enter on
6. Which pages do they exit on

Continual Improvement

1. Website is an extension to your business
2. Regularly changes is a necessity
3. Google watching for new things, changes signal your business is alive and your website is up to date

Persuasion

1. Have a strategy for your website
2. Key objectives
 - a. Generate sales
 - b. Generate enquires
3. Take your target market and hand hold them through your website
4. Have links to other pages – don't have pages with nowhere to go
5. Make sure these links have words (not just click here) again google will pick the words up

Strategy

Optimise the home page

Target Market

1. What motivates your target market (fear/greed)
 - a. Whats in it for me/benefits
2. What are the barriers that stops them

Take the above and think about it to create your menu, copy and images for each page

3. Be clear on the 'Call to action' make it easy and simple

Alison Clarke, Marketing Manager, CooperAitken 07 889 7153

Optimise google index – 30 pages with 500 words of each page. You can't have too much information as long as it's chunked up. You have to cater for people that like just the facts and those that like to read and analysis.

Spark the interest

Headlines

1. Have really good headlines NOT 'welcome to our website'
2. Change the headlines and test which ones work better
3. You have 3 seconds to engage
4. Brain storm heading – test, measure, tune
5. Every page needs a headline

Images

1. Important and critical
2. Optimise them
3. Go back to your strategy and page objective

Trust and Credibility

Passive ways to secure trust and credibility

1. Fast loading – must be 8 seconds on 56k modem.
 - a. Images need to be optimised for website (web designer should do this)
2. User friendly in terms of layout this is CRITICAL
 - a. Meet expectations – menu's are expected to be across the top or down the left hand side
 - b. Quirky websites DO NOT work, they are frustrating
 - c. Must be professional designed
 - d. Remember if you are recommended people will check out your website
 - e. Do not let designers go quirky – find another one

Active ways to secure trust and credibility

1. Testimonials – need to be true
2. Case studies
3. Security of data/privacy policy
4. Terms of trade
5. Membership to groups eg NZCA
6. About us – don't under estimate the power of this page
7. Have links to other websites

General

Local telephone numbers if you're a local business

When describing your product take an 'outside view looking in' NOT and inside view looking out