

anicca

Experts in the science of search



Developing your Business websites

by Ann Stanley
(Managing Director)



Anicca Group



Paid Media & Search
Marketing (SEO, PPC,
Analytics, ecommerce)

More leads and sales



Owned & Earned media
(SEO, Content, PR, Social,
Email, MAS)

Building your brand



Marketing training for
business professionals

Educating your team



Some of our clients



Content

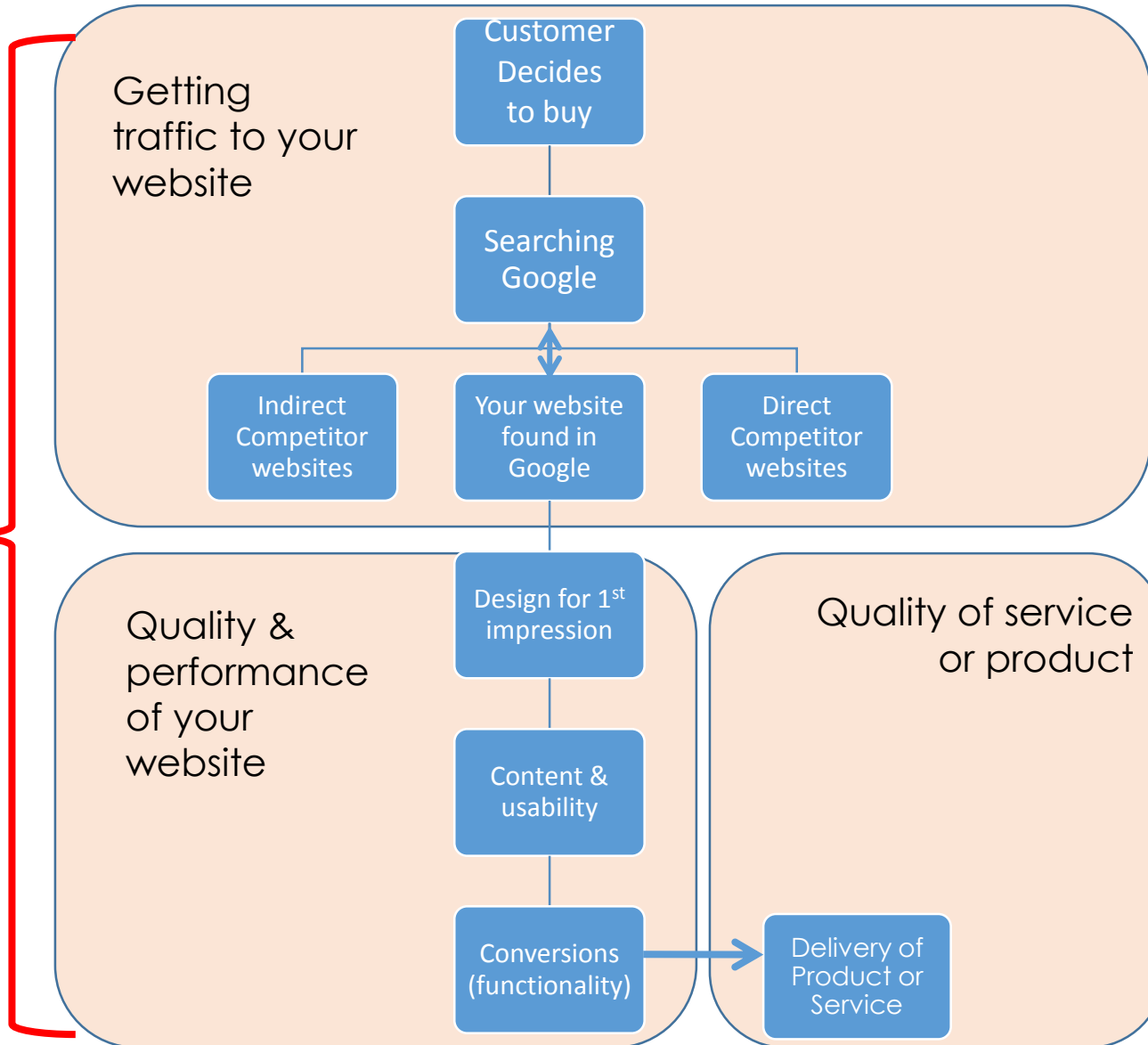
- Introduction to developing or improving your website
- Is your current site performing
- Creating a website scope
- Time and cost of developing a new website
- Elements of your website
 - Content
 - Case studies
 - Why you must test?
 - Functionality
 - Design

The Importance of building or improving your business website

- More credibility and trust
- More engagement and interaction
- More leads and contacts
- More revenue for the same spend/effort, so per-visitor value increases
- More return visitors
- More social shares
- More advocates and referrals

Understanding the customer buying process

Your online marketing strategy



Factors that effect your conversion rate of your website @AnnStanley

- **Attracting buyers not browsers**
 - use of media channel and choice of keyphrases/targeting
 - message, ad or content displayed
- **Text that is displayed in the search engine** - acts as your advert
 - knowledge and local panel – link with Google+
 - meta tag title and description
 - rich snippets and use of schema
 - PPC ads - titles and description
- **Initial impression of site**
 - speed of download
 - design, branding, imagery
 - navigation
 - quality of information
 - quality, price and offer
- **Prominent “calls for action”**
 - position and on each page,
 - design/text
 - incentive
- **Ease of enquiry or buying process**
 - ease of navigation
 - click-throughs
 - data collection & buying process
- Logistics, support, follow-up and **after sales service** - to get repeat business

Visitors intent when arriving at your site?

Do they trust you?

Yes

No

Yes

Calls for action –
Forms, phone number, call back, buy box

Trust signals –
accreditation, security symbols, case studies, testimonials, reviews, blogs, free trial or consultation

No

Provide information -
to take them nearer to buy – guides, FAQ's, online chat, videos, blogging, emails

All of the these -
ongoing content marketing, email, blog – build their trust whilst they are getting ready to buy

Are they ready to buy?

Key Performance Indicators

- Engagement
 - Bounce rates, time on site, page views, returning visits
- Micro-conversions
 - Video plays, downloads of articles/brochures, newsletter or blog sign-ups
- Lead Generation
 - Number of calls, leads, cost per lead, conversion rate
- E-commerce
 - Revenue, orders, conversion rate, average order size
- Content sites (revenue from advertising)
 - Length of visit, pages viewed, pages per visit

Common reasons to develop a new site?

Design

- The site looks dated, images and branding looks tired and it is not attractive to users
- The site has poor “calls for action”, so the site gets traffic but no registrations or sales enquiries
- The site has poor navigation and is difficult to use

Content

- If the content cannot be easily updated, or you have to go back to the web developer to change the text, incurring additional costs and delays

Functionality

- No online sales process (shopping cart) or poor enquiry process
- No or poor customer registration process – limiting the number of enquiries to the sales team
- No email functionality to send latest offers or deals to the customers
- No blog or social integration

Calls for action – the blur test



Submit Payment >

pay now 

proceed to secure
PAYMENT ▶

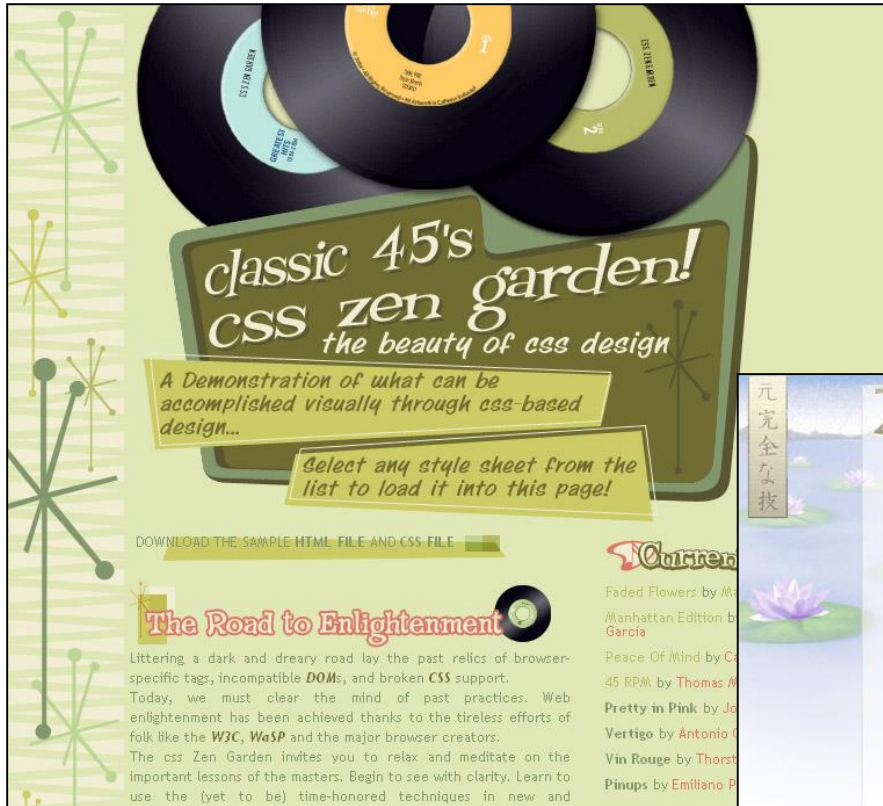
Technical reasons to develop a new site?

- **Search engine friendly**
 - Poor visibility in the search engines, poor accessibility or compatibility with different devices/browsers
 - The site is built in flash or frames and cannot be spidered by the search engines
 - The site has other barriers to the search engine spiders, eg JavaScript navigation, complex web addresses (urls) from pages generated by a database, complex directory and page structure, password protected content, hosted outside of the UK etc
 - The site does not have any optimised content or tags (ie they do not contain the keyphrases used by customers) and/or there are no suitable pages or space for the additional text
 - The site is not built with new or search engine friendly technology – such as CSS, Divs, external JavaScript files
- **Mobile friendly**
 - Is it not mobile responsive and fails Google's mobile friendly test
- **Speed**
 - Is it slow and fails Google's speed tests (<80/100)

What are Cascading Style Sheets (CSS)?

- Enables different style elements to be controlled across the site:
 - Typography
 - Backgrounds
 - Borders/margins
 - Structural elements, e.g. navigation
- Benefits:
 - More control over layout
 - Quicker loading pages
 - Quicker development & updates
 - Easier to support multiple platforms e.g. mobile responsive stylesheet
 - Allows use of different font sizes and colours for accessibility
 - Better for search engines (page layout data stored in CSS not diluting page text)
- www.csszengarden.com

Zen Garden – example of using cascading style sheets (CSS)



classic 45's
CSS zen garden!
the beauty of css design

A Demonstration of what can be accomplished visually through css-based design...

Select any style sheet from the list to load it into this page!

DOWNLOAD THE SAMPLE HTML FILE AND CSS FILE

The Road to Enlightenment

Littering a dark and dreary road lay the past relics of browser-specific tags, incompatible **DOMs**, and broken **CSS** support. Today, we must clear the mind of past practices. Web enlightenment has been achieved thanks to the tireless efforts of folk like the **W3C**, **WaSP** and the major browser creators. The **css Zen Garden** invites you to relax and meditate on the important lessons of the masters. Begin to see with clarity. Learn to use the (yet to be) time-honored techniques in new and

Current

- Faded Flowers by **M...**
- Manhattan Edition b **Garcia**
- Peace Of Mind by G...
- 45 RPM by **Thomas M**
- Pretty in Pink by **Jo**
- Vertigo by **Antonio**
- Vin Rouge by **Thorst**
- Pinups by **Emiliano P**



Zen Garden

The Beauty of CSS Design

select a design:

- Retro Theater by Eric Rogé
- Lily Pond by Rose Thorogood
- Icicle Outback by Timo Virtanen
- Zen Army by Carl Desmond
- The Original by Joachim Shotter
- Floral Touch by Jadas Jimmy
- Elegance in Simplicity by Mani Sheriar
- Dazzling Beauty by Deny Sri Supriyono

archives:
next designs >>

元完全な技術

Zen Garden

The Beauty of CSS Design

A demonstration of what can be accomplished visually through CSS-based design. Select any style sheet from the list to load it into this page.

Download the sample html file and css file

The Road to Enlightenment

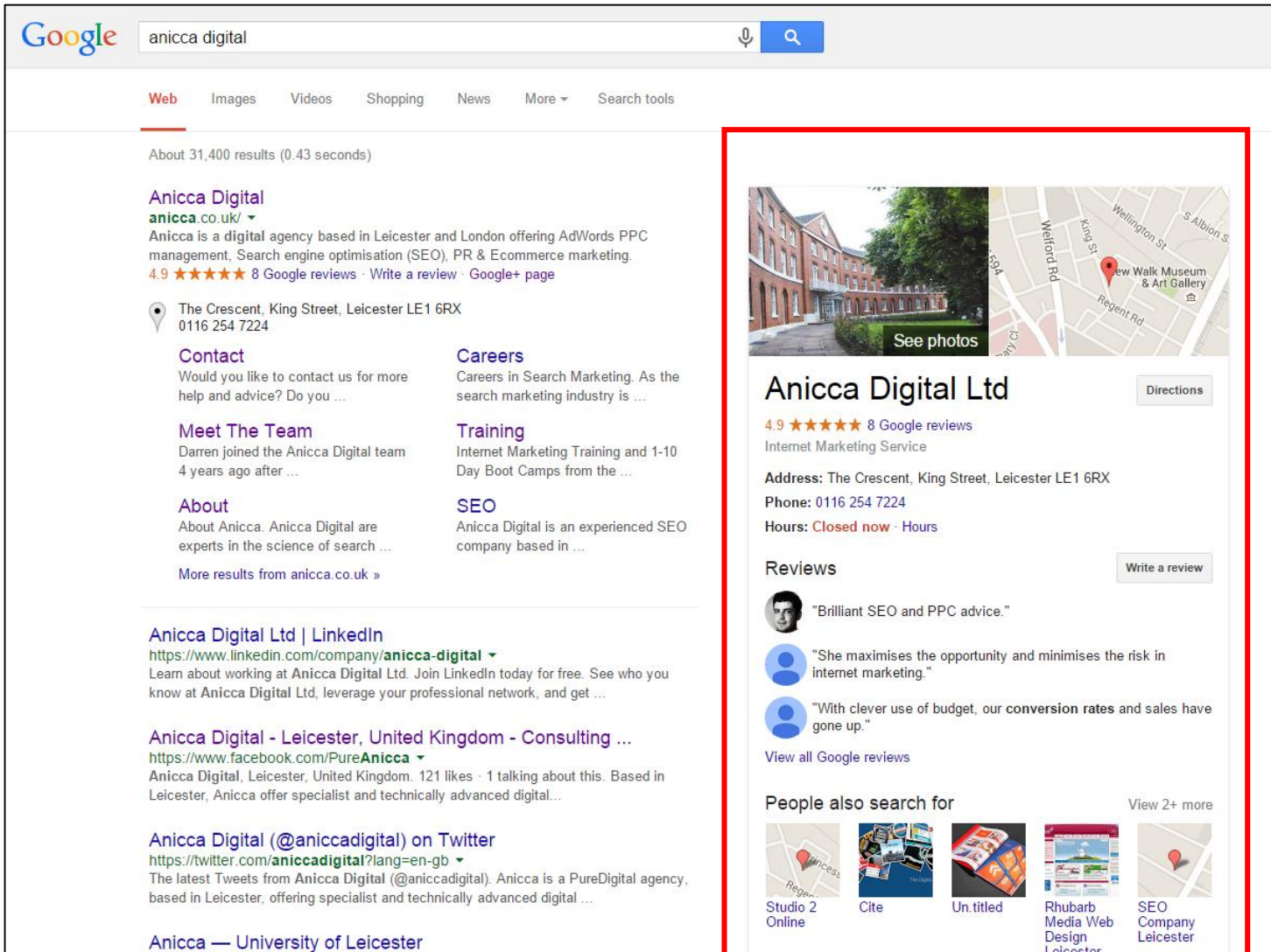
Littering a dark and dreary road lay the past relics of browser-specific tags, incompatible **DOMs**, and broken **CSS** support. Today, we must clear the mind of past practices. Web enlightenment has been achieved thanks to the tireless efforts of folk like the **W3C**, **WaSP** and the major browser creators. The **css Zen Garden** invites you to relax and meditate on the important lessons of the masters. Begin to see with clarity. Learn to use the (yet to be) time-honored techniques in new and invigorating fashion. Become one with the web.

So What is This About?

There is clearly a need for CSS to be taken seriously by graphic artists. The Zen Garden aims to excite, inspire, and encourage participation. To begin, view some of the existing designs in the list. Clicking on any one will load the style sheet into this very page. The code remains the same, the only thing that has changed is the external .css file. Yes, really.

Is your current site performing?

Search for yourself (Knowledge or Local panel)



The screenshot shows a Google search for "anicca digital". The search bar at the top contains the text "anicca digital" and a search icon. Below the search bar are navigation tabs for "Web", "Images", "Videos", "Shopping", "News", "More", and "Search tools". The search results show "About 31,400 results (0.43 seconds)".

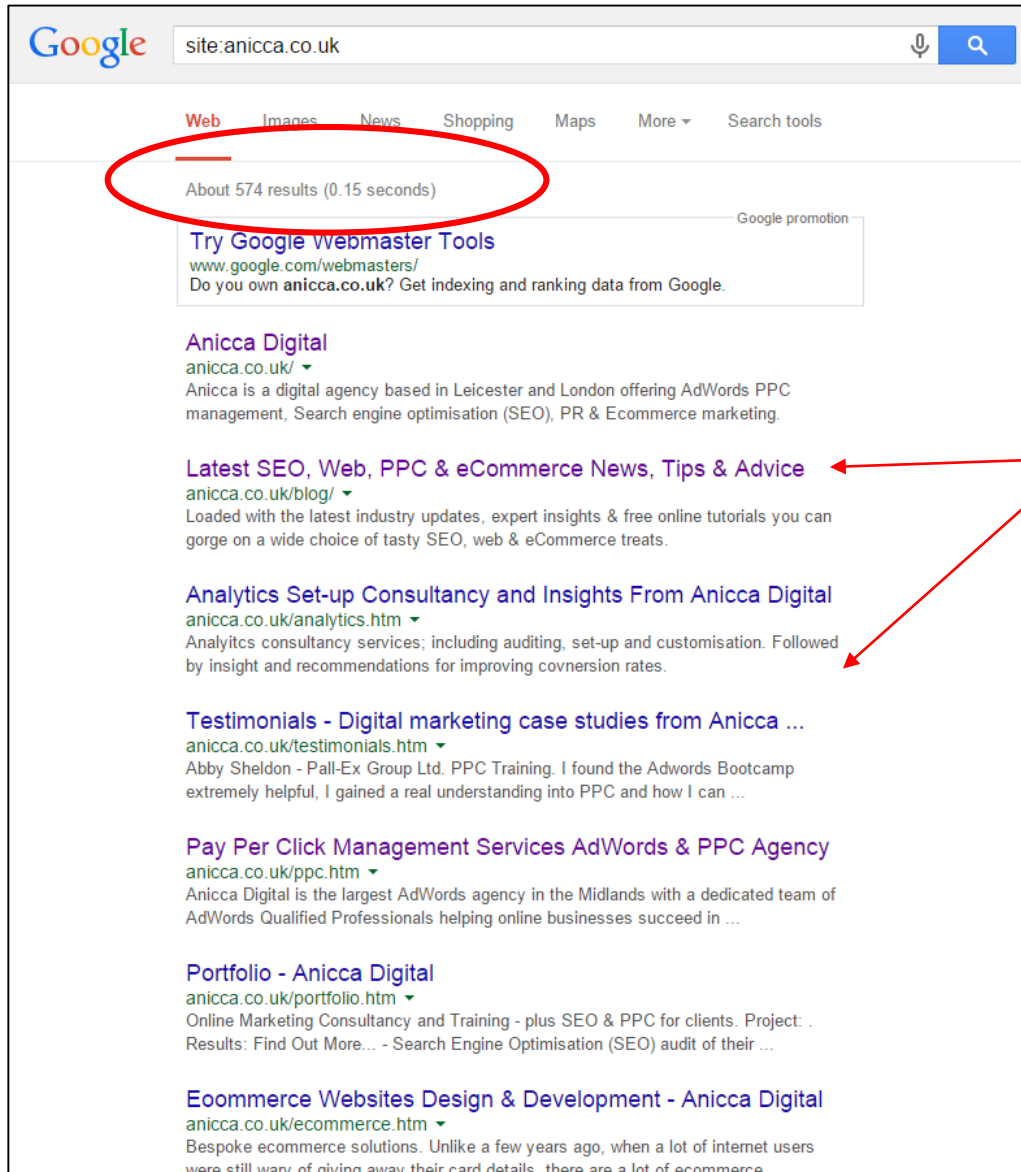
The Knowledge Panel on the left includes the following information:

- Anicca Digital**
anicca.co.uk/
- Anicca is a digital agency based in Leicester and London offering AdWords PPC management, Search engine optimisation (SEO), PR & Ecommerce marketing.
- 4.9 ★★★★★ 8 Google reviews · Write a review · Google+ page
- Location:** The Crescent, King Street, Leicester LE1 6RX
0116 254 7224
- Contact:** Would you like to contact us for more help and advice? Do you ...
- Meet The Team:** Darren joined the Anicca Digital team 4 years ago after ...
- About:** About Anicca. Anicca Digital are experts in the science of search ...
- More results from anicca.co.uk »**

The Local Panel on the right, highlighted with a red border, includes:

- Anicca Digital Ltd** (4.9 ★★★★★ 8 Google reviews)
- Internet Marketing Service
- Address:** The Crescent, King Street, Leicester LE1 6RX
- Phone:** 0116 254 7224
- Hours:** Closed now · Hours
- Reviews:** "Brilliant SEO and PPC advice.", "She maximises the opportunity and minimises the risk in internet marketing.", "With clever use of budget, our conversion rates and sales have gone up."
- People also search for:** Studio 2 Online, Cite, Un.titled, Rhubarb Media Web Design Leicester, SEO Company Leicester

How much of my content is listed in Google?



The screenshot shows a Google search for 'site:anicca.co.uk'. The search bar contains the text 'site:anicca.co.uk' and a search icon. Below the search bar, the 'Web' tab is selected and circled in red. The search results show 'About 574 results (0.15 seconds)'. A 'Google promotion' box for 'Try Google Webmaster Tools' is visible. Below that, several search results are listed, each with a title, URL, and a brief description. Two red arrows point from the text on the right to the search results for 'Latest SEO, Web, PPC & eCommerce News, Tips & Advice' and 'Analytics Set-up Consultancy and Insights From Anicca Digital'.

Google

site:anicca.co.uk

Web Images News Shopping Maps More Search tools

About 574 results (0.15 seconds)

Google promotion

Try Google Webmaster Tools
www.google.com/webmasters/
Do you own **anicca.co.uk**? Get indexing and ranking data from Google.

Anicca Digital
anicca.co.uk/
Anicca is a digital agency based in Leicester and London offering AdWords PPC management, Search engine optimisation (SEO), PR & Ecommerce marketing.

Latest SEO, Web, PPC & eCommerce News, Tips & Advice
anicca.co.uk/blog/
Loaded with the latest industry updates, expert insights & free online tutorials you can gorge on a wide choice of tasty SEO, web & eCommerce treats.

Analytics Set-up Consultancy and Insights From Anicca Digital
anicca.co.uk/analytics.htm
Analytics consultancy services; including auditing, set-up and customisation. Followed by insight and recommendations for improving conversion rates.

Testimonials - Digital marketing case studies from Anicca ...
anicca.co.uk/testimonials.htm
Abby Sheldon - Pall-Ex Group Ltd. PPC Training. I found the Adwords Bootcamp extremely helpful, I gained a real understanding into PPC and how I can ...

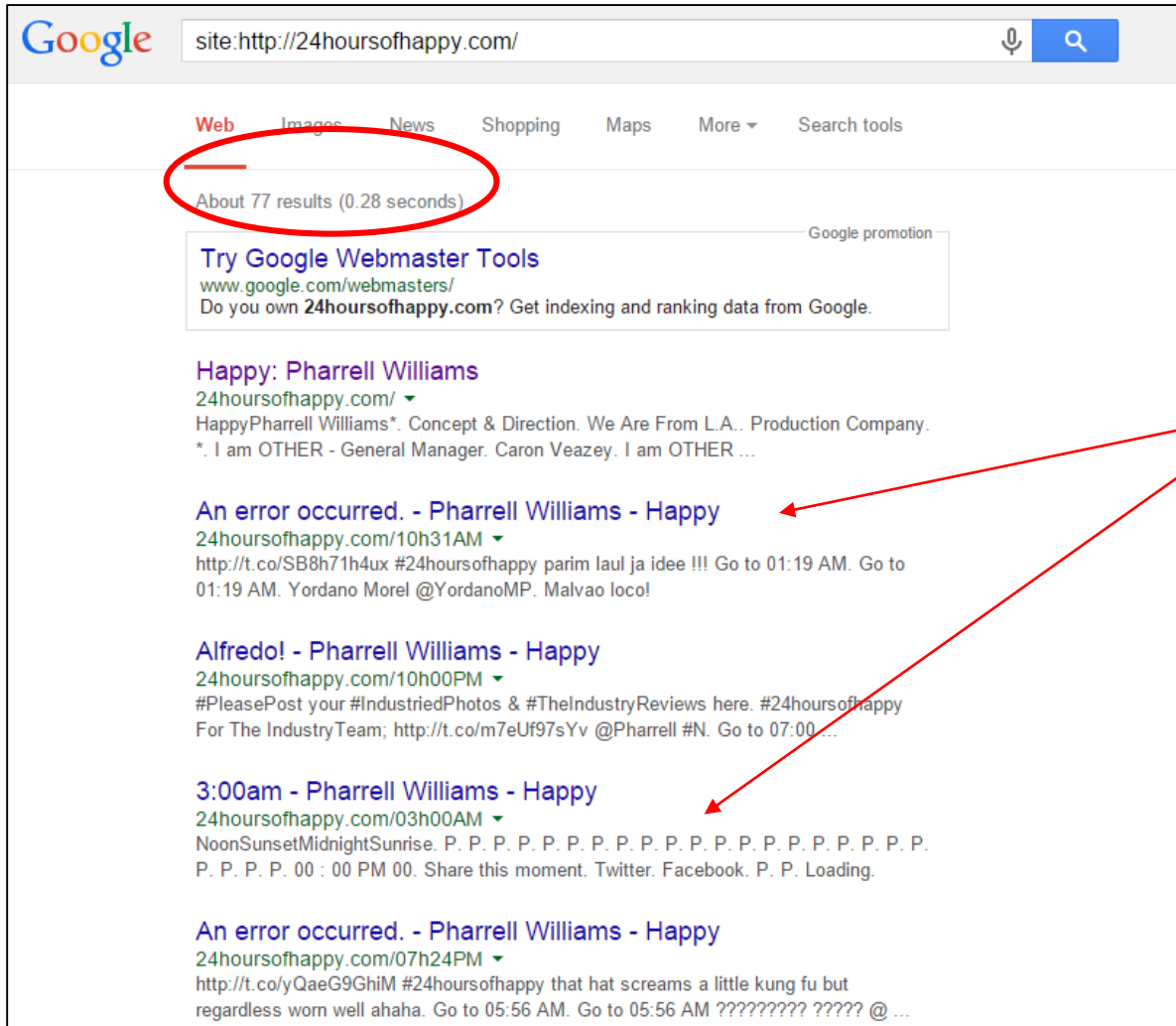
Pay Per Click Management Services AdWords & PPC Agency
anicca.co.uk/ppc.htm
Anicca Digital is the largest AdWords agency in the Midlands with a dedicated team of AdWords Qualified Professionals helping online businesses succeed in ...

Portfolio - Anicca Digital
anicca.co.uk/portfolio.htm
Online Marketing Consultancy and Training - plus SEO & PPC for clients. Project: . Results: Find Out More... - Search Engine Optimisation (SEO) audit of their ...

Ecommerce Websites Design & Development - Anicca Digital
anicca.co.uk/ecommerce.htm
Bespoke ecommerce solutions. Unlike a few years ago, when a lot of internet users were still wary of giving away their card details, there are a lot of ecommerce ...

- This technique also allows you to see how you and/ or your web developer has set-up your urls, titles and descriptions for your site (key for being found in the search engines)

Example of site built with technology that is not search engine friendly



- This site has been constructed in Flash, a technology which can't be indexed (or spidered) by the search engines

Is my design competitive and effective?

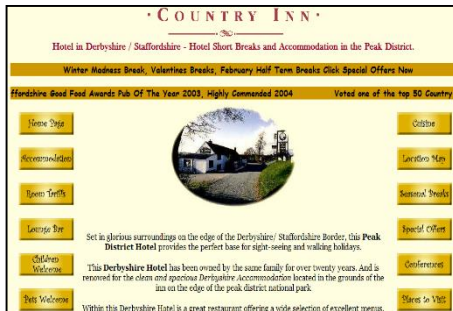
Score your site as compared to your competitors

1-4 = you consider the site poorly designed or unprofessional

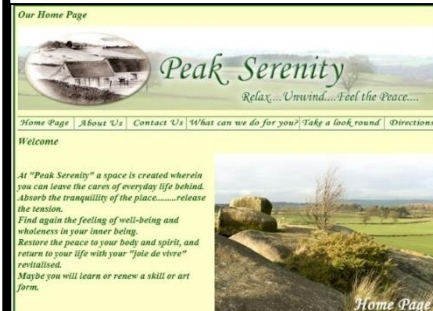
5 = you would not bother to browse the site

6 = you would browse the site

8 = you would consider buying or using the service from this site



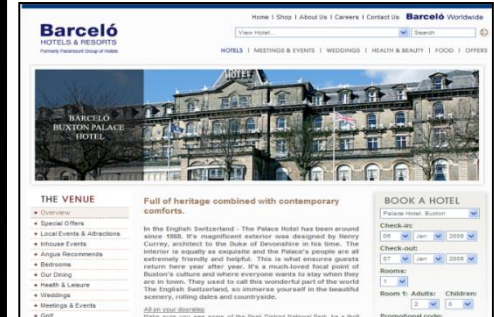
2



5

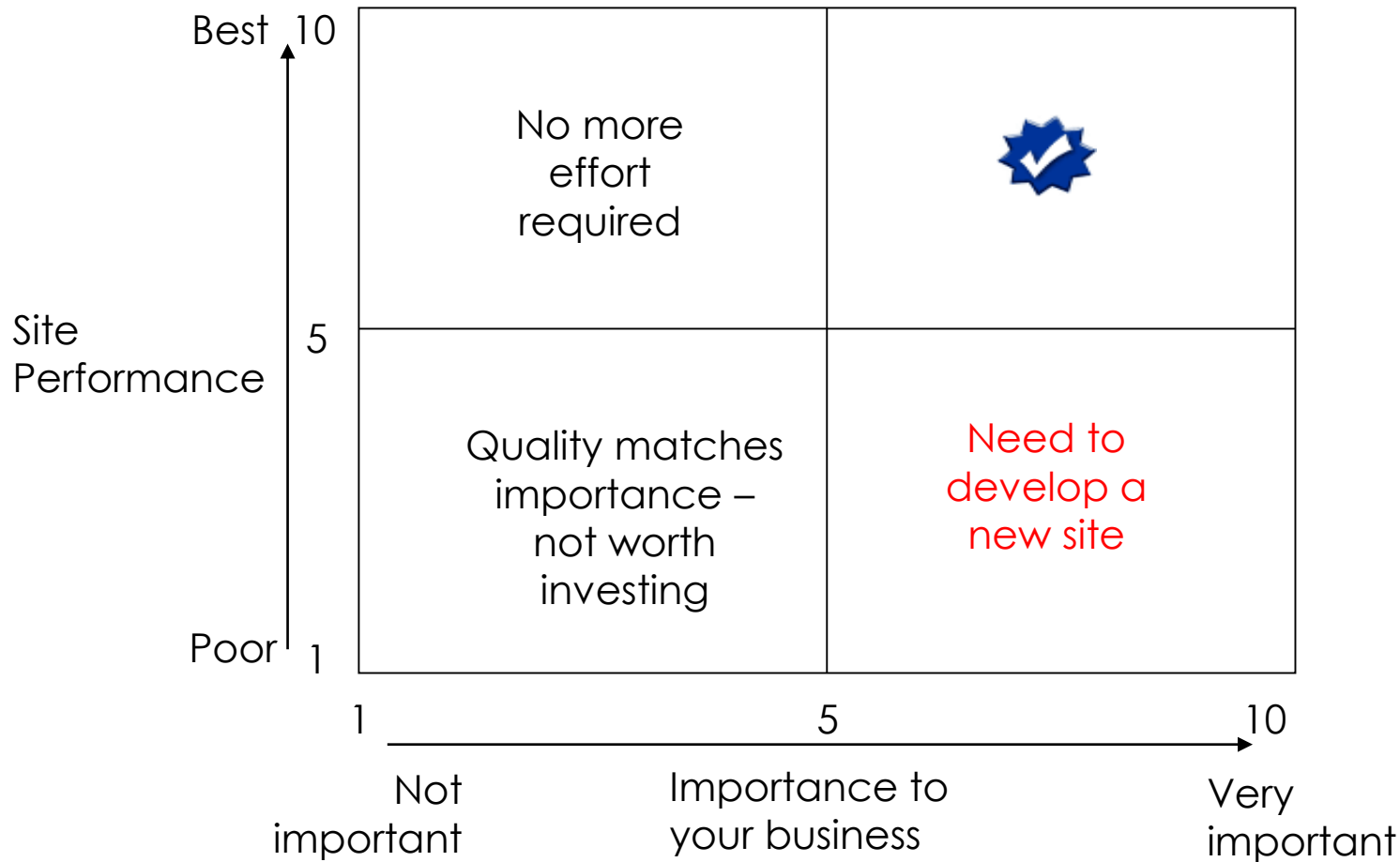


8



Importance of your website vs how @AnnStanley your website performs

Plot the importance of your site to your business vs. your performance score



Creating a website scope

Example of basic site requirements

	Corporate site	Ecommerce site
New design and branding	Yes	Yes
Navigation and menus	Top menu with drop downs	Top menus and categories on the left
Main page content	Transferred from existing site	Transferred from existing site
Integrated blog	Yes	Possibly
Social integration	Yes on the main site and blog	Yes on the main site and next to products
Image management eg gallery	Not required	Only product images
Document management eg library	Brochures	Brochures
Contact forms	Yes	Yes

Database and ecommerce features

	Corporate site	Ecommerce sites
Database content	Database of stockists and resellers	Yes from Sage This may require a lot of work to Sage eg to get product descriptions or variants
Ecommerce	No	Yes
Payment methods	No	SagePay, PayPal, or invoice (on account)
Discounts	No	Account holders able to log-in to get customer-specific discount Promotional codes
Bespoke features	No	No
Integration with other systems – to be specified	No	TBC
Product feeds	No	Google Merchant Centre
Multi-lingual or translation	No	No

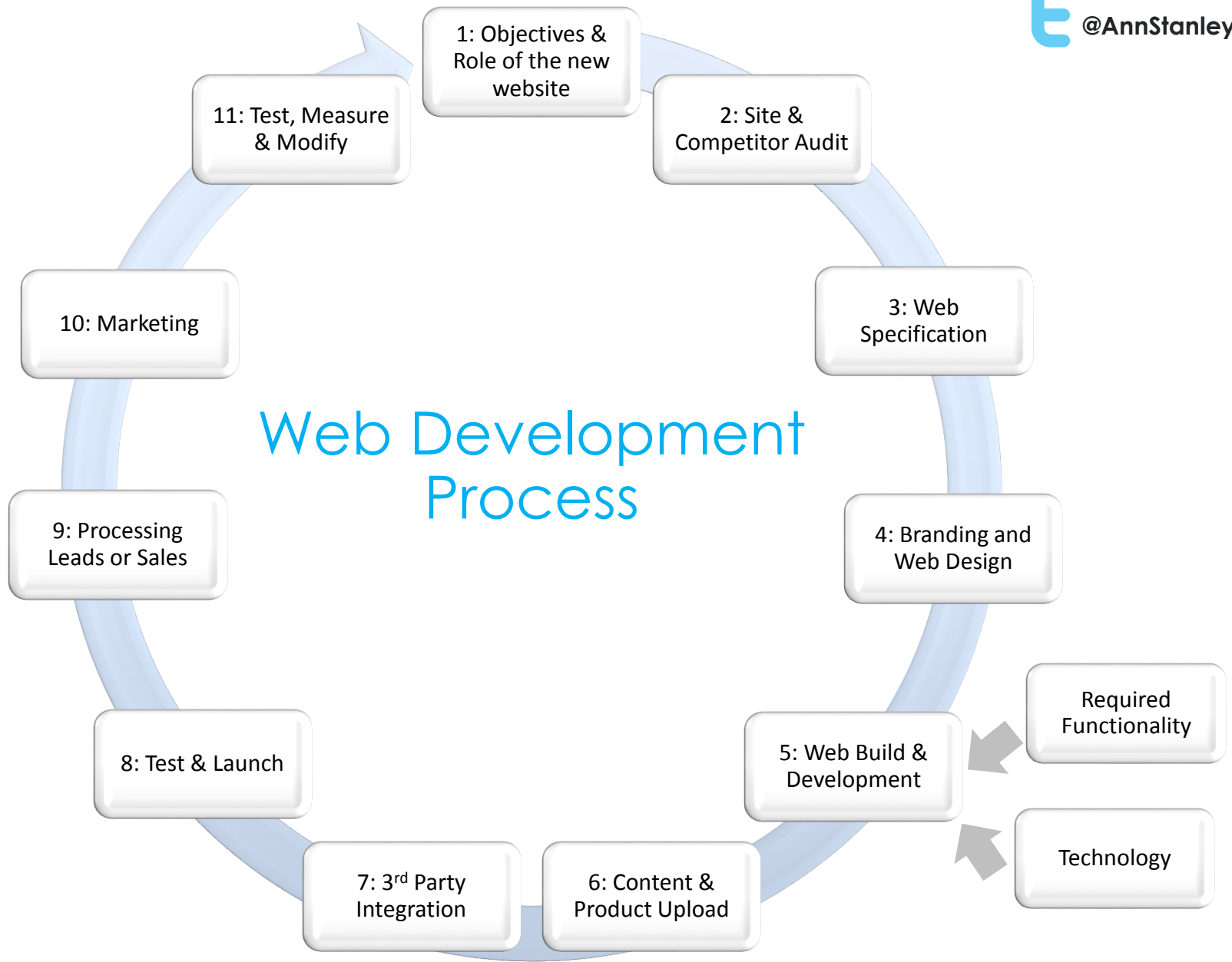
Technical and support

	Corporate site	Ecommerce sites
Choice of technology/platform	WordPress	Magento, PrestaShop, WooCommerce
Accessibility level	Minimum	Minimum
Device compatibility	Mobile/print	Mobile/print
301 redirects from old site	Yes	Yes
Hosting	Yes	Yes
Support package	Minimum (half hour per month)	Minimum (half hour per month)
Analytics and webmaster tools	Yes	Yes plus ecommerce tracking in Analytics

Marketing

	Corporate site	Ecommerce sites
SEO of content	Recommended	Transfer SEO content from current site Technical SEO audit
Ongoing SEO, link building, social	Recommended	Recommended
PPC	Recommended	Recommended
Call tracking	Recommended	Not required
Email	In-house	In-house
Ecommerce marketing	Not required	Possibly Amazon and EBay shops
Other	Not required	Possibly affiliate marketing

Time and cost to develop a new site



Web Development Process

Project time to develop a new site

- Simple brochure site 3-10 week
- Ecommerce - allow at least 3-4 months
- In-house resource could spend a 20+ hours per week for 3-12 weeks (9-32 days)
- External or agency resources
 - Designer – typically 1-2 days (unless you purchase a pre-designed Theme or template)
 - Developer –
 - Brochure site – minimum 5 days
 - Ecommerce - minimum 10 days
 - Content - depends on number of products, services and pages that need to be written

Project documentation and management

- Your **requirements document**
 - High-level roadmap (objectives, strategy and time scales)
 - Scope of project (deliverables)
 - Design and functional specifications
- **Proposal** with estimated costing's from suppliers (fixed vs. hourly costs)
- Signed **contract** (with selected supplier), with payment schedule and terms and conditions
- Once contract awarded:
 - Technical specification (after consultation)
 - Final costing's, agreed budget, activities and timescale
 - Change request procedures
 - Record of regular meetings and communication

Set-up costs

The main costs that businesses will incur when they setup a new website are:

- Design
- Development
- Content creation (text, photography and images)
- Software licenses
- Hosting/technical support

What effects set-up costs

- Day rates of suppliers
 - DIY>Freelancer>small agency>larger accredited agency
- Functionality – simple brochure site vs. complex ecommerce site
- Choice of software - open source vs. bespoke
- Bespoke design vs. bought theme (or template)
- Mobile responsive design vs. static design
- Amount of content, product descriptions and images
- 20% for VAT

What you can get for your budget?

- **Less than £1,000 –**
 - DIY build with WordPress or other free open source software
 - Monthly DIY subscription site e.g. Big Daddy, Shopify
 - Local freelancer building in WordPress or similar but unlikely to have ecommerce at this price
- **£1,000-£5,000 –**
 - Freelancer or small agency
 - Open source software and template design
- **£5,000-£10,000 –**
 - National specialist or local agency
 - Open source software may include bespoke design and/or mobile responsive design
 - Option to add additional modules
- **£10,000-£50,000 –**
 - Accredited agency
 - Bespoke design, development and integration
 - Costs dependant on customisation

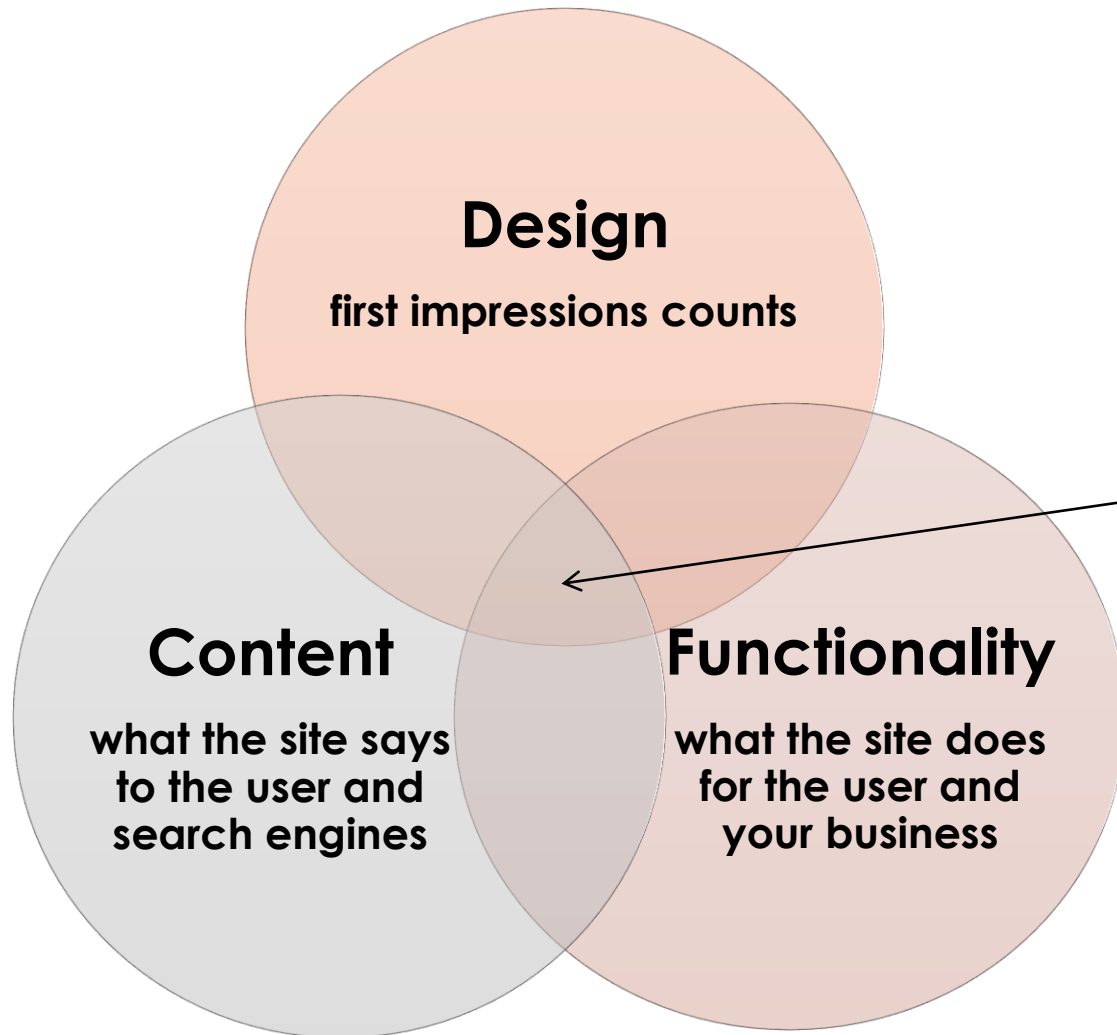
Running costs

Ongoing costs for running a websites include:

- Hosting
- Technical support
- SSL certificates
- Ecommerce:
 - Payment processing and Merchant accounts
 - Fulfilment (packaging, postage, couriers, returns)
- Maintenance and website upkeep
- Marketing (labour, agency costs and ad spend)
- Third party costs e.g. Reviews/Seller ratings accounts, software and tools
- Further development of site

Elements of your website

The key to getting the best website



We need to get a balance between these elements

Design

Design and Branding

- In many circumstances your web site will be the first point of contact
- First Impressions Count! - Newcomers, and existing customers, will form an impression very quickly
 - At a subconscious level
 - 8 seconds to stay or leave
 - Only 4 seconds on a mobile
- It has to communicate your brand values, eg What do you want your site to say about you?
 - Target audience and positioning
 - Brand values
 - Corporate image
 - Relevance
 - Consistency

Design process

- Developing your strategy and brand architecture - this may involve using your existing brand guidelines or building new ones
- Build the brand visuals and identity (colours, logo etc.)
- Create the design:
 - Mock up website creative, including home page, internal pages and hand-crafted pages such as the Gallery
 - Website headers, imagery and calls for action
 - Social profiles and headers
 - Online advertising banners and collateral
 - If required product photography or sourcing images
- Incorporate/build the design within the website (using the eCommerce platform or content management software)

Ecommerce site aimed at parents and kids



QUICK SHOP | WISH LIST | CONTACT | HELP!

Educational Toys and Games for Children of All Ages

YOUR SHOPPING BASKET 

no items £0.00
View Basket [Checkout](#)

GIFT FINDER  Need to find a present quickly? Select from the options below...

By gender By age By price By category [Go!](#)

QUICK SEARCH 

Product code/keyword [Go!](#)

Home Page

Early Learning Toys

Pre School Toys

Arts & Crafts

Literacy Games

Maths Toys

Science Toys

Geography & History

Brainteasers and Logical Skills

Just Childsplay - Educational toys and games for children of all ages

Over 1500 high quality and great value **educational toys and games** that have been carefully selected to enhance the learning desire of every child.



Huge Range of Educational Toys and Games



World Football Cube
£6.99
[Buy now!](#)



Time Tracker
£24.99
[Buy now!](#)



Marvellous Mosaics Set
£18.99
[Buy now!](#)

Spooky ideas for Halloween !!



Citterr Costumes - Tiger
£11.99
[Buy now!](#)



Magic Puzzle - Haunted House
£8.99
[Buy now!](#)



Glow Puzzle - Wizards Cave
£8.99
[Buy now!](#)



Scary Sight
£9.99
[Buy now!](#)



Red Pirate Set
£16.99
[Buy now!](#)

[SHARE](#)  [RSS](#)

JOIN OUR MAILING LIST!
Special offers and promotions by email... [SIGN UP](#)

FREE DELIVERY
on all online orders over £100

EXPRESS DELIVERY
Need it fast?

Best Sellers

-  **£24.99**
-  **£24.99**
-  ~~£27.99~~ **£24.99**
-  **£29.99**
-  **£11.99**
-  **£7.99**

anicca

Ecommerce site aimed at techies

The screenshot shows the Maplin website homepage. At the top left is the Maplin logo with the tagline "The electronics specialist". To the right are search and store locator boxes. A navigation bar lists categories: Cables, Communication, Components, Computing, Home & Car, Music, Power, Sat Nav, Tools, and TV & Satellite. The main content area features a "Maplin Top Sellers" section with a featured "Film to SD Scanner" priced at £59.99 (was £99.99). Below this are sections for "Toys & Games" with products like "PicooZ Micro R/C Helicopter" and "Laserpod Orb Satellite Galaxy". On the left, there are sidebars for "quick order", "top rated" (featuring "Amigo Laptop Speakers" at £14.99), and "quick searches". On the right, there are sections for "view your basket" (empty), "login", "store openings", and "subscribe". The footer contains social media icons and a search bar.

John Lewis – 2-3 years ago


John Lewis

[John Lewis Insurance](#) | [What's new](#) | [Our shops](#) | [Your orders](#) | [Customer services](#) | 08456 049 049

[Your basket](#) 0 items **Search** [Go](#)

[Christmas](#) | [Home & Garden](#) | [Electricals](#) | [Women](#) | [Men](#) | [Beauty](#) | [Baby & Child](#) | [Toys](#) | [Sport & Leisure](#) | [Gifts](#) | [Special Offers](#)

FREE STANDARD DELIVERY ON ALL ORDERS OVER £30 | CLICK & COLLECT ORDER BY 7PM, COLLECT FROM YOUR CHOSEN SHOP TOMORROW




Home on the range

Range cookers for your inner masterchef >

This month's highlights


- > Halloween
- > Beanbags
- > New: OXO Tot
- > All-in-one printers
- > Women's nightwear

TV special offers




> TV special offers for your viewing pleasure

Dining room furniture



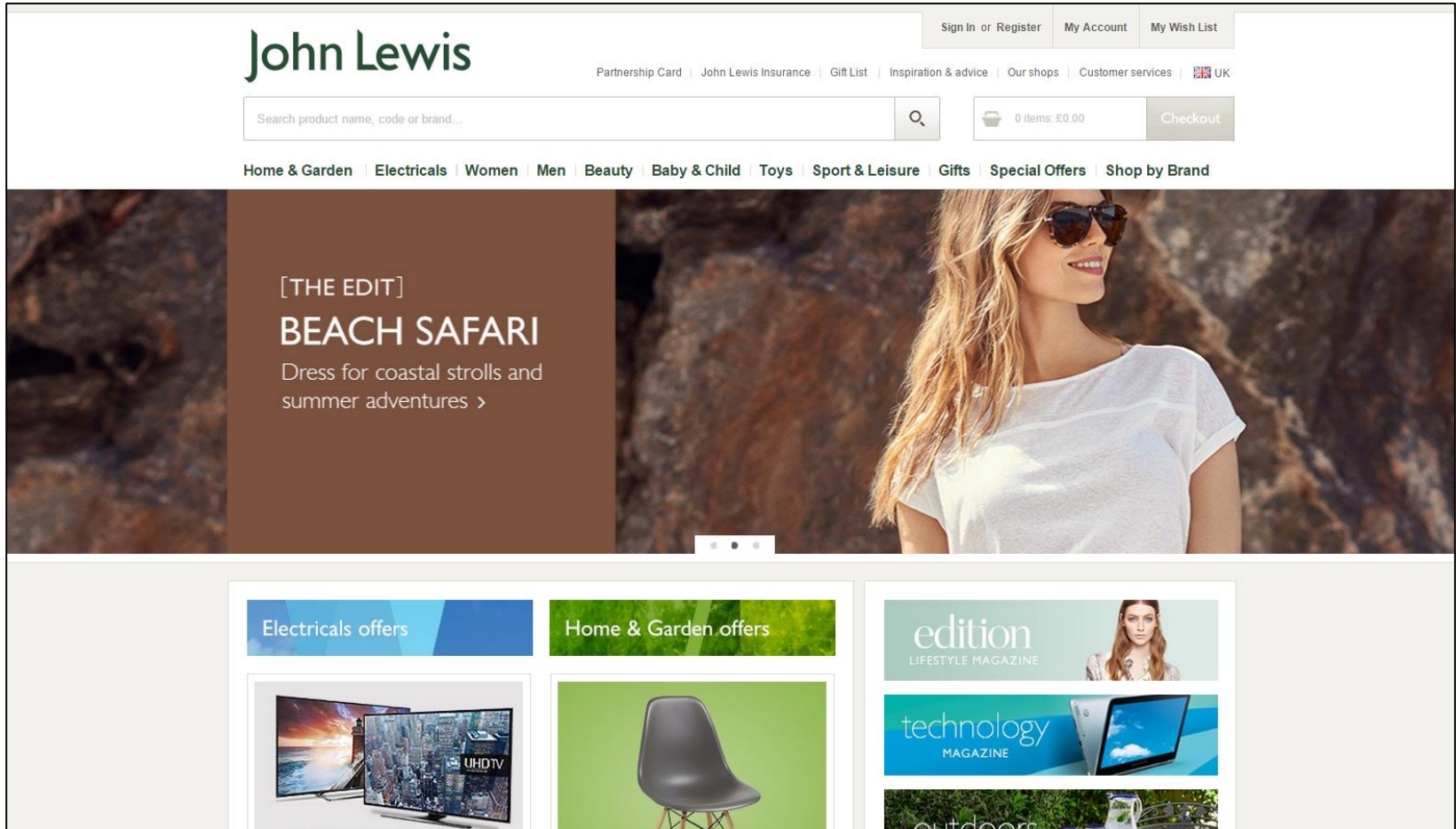
> Make dining more delicious with a new table and chairs

Sylvanian Families



> Meet the range of adorable animal characters

John Lewis – May 2015



The screenshot shows the John Lewis website homepage. At the top left is the John Lewis logo. To its right are links for 'Sign in or Register', 'My Account', and 'My Wish List'. Below these are links for 'Partnership Card', 'John Lewis Insurance', 'Gift List', 'Inspiration & advice', 'Our shops', 'Customer services', and a UK flag. A search bar is located below the navigation, with a magnifying glass icon and a '0 items: £0.00' cart indicator next to it. A 'Checkout' button is also present. Below the search bar is a horizontal menu with categories: 'Home & Garden', 'Electricals', 'Women', 'Men', 'Beauty', 'Baby & Child', 'Toys', 'Sport & Leisure', 'Gifts', 'Special Offers', and 'Shop by Brand'. The main banner features a woman in sunglasses and a white top, with the text '[THE EDIT] BEACH SAFARI Dress for coastal strolls and summer adventures >'. Below the banner are three promotional tiles: 'Electricals offers' with images of UHD TVs, 'Home & Garden offers' with a black Eames-style chair, and 'edition LIFESTYLE MAGAZINE' with a woman's portrait, 'technology MAGAZINE' with a laptop, and 'outdoors' with a car and a water bottle.

Different Elements of the design

Branding



Opening Hours
Monday - Saturday 9am to 5.30pm
Sundays 10am to 5pm
[Need Directions?](#)

site search

- Home
- Unique Shopping
- Refreshments
- Historic Wayfarers
- News and Events
- Visiting Us
- Contact Us

Search on every page

Explore Wayfarers

shopping search

Shop By Store
Choose Store...

Shop By Product Type
Choose Products...

FEATURED SHOP



Bags of Style
This quality bag and accessories store sells a selection of handbags, purses and wallets.

[More about Bags of Style](#)



Enjoy *the finest shopping experience* at the heart of Lord Street

Shopping Guide	Arcade Events	Food & Drink
<p>Everything you need in a handy guide, perfect for printing out and keeping with you, especially if you're visiting us for the first time.</p> <p>Download Guide</p>	<p>Being at the heart of Lord Street Southport there is always something special happening throughout the year. So don't miss out, make a date!</p> <p>Wayfarers Events</p>	<p>Enjoy the atmosphere under our Victorian roof, with tasty food and drinks from one of our distinctive cafés</p> <p>Wayfarers Food</p>

Wayfarers Shopping Arcade - the finest shopping experience at the heart of Lord Street, Southport

Wayfarers Arcade is a striking Grade II listed structure located on the town's famous boulevard, Lord Street - and is one of the North West's most celebrated shopping arcades.

Open seven days a week, visitors can indulge themselves at more than 30 shops set on two floors. They include famous names such as department store, Broadbents and Boothroyds, and master furniture makers, Multiyork.

To complement these household names, an array of independent retailers occupy a vast range of fascinating shops. If you're looking for contemporary style in traditional surroundings, pay us a visit today.

Contact details & text search

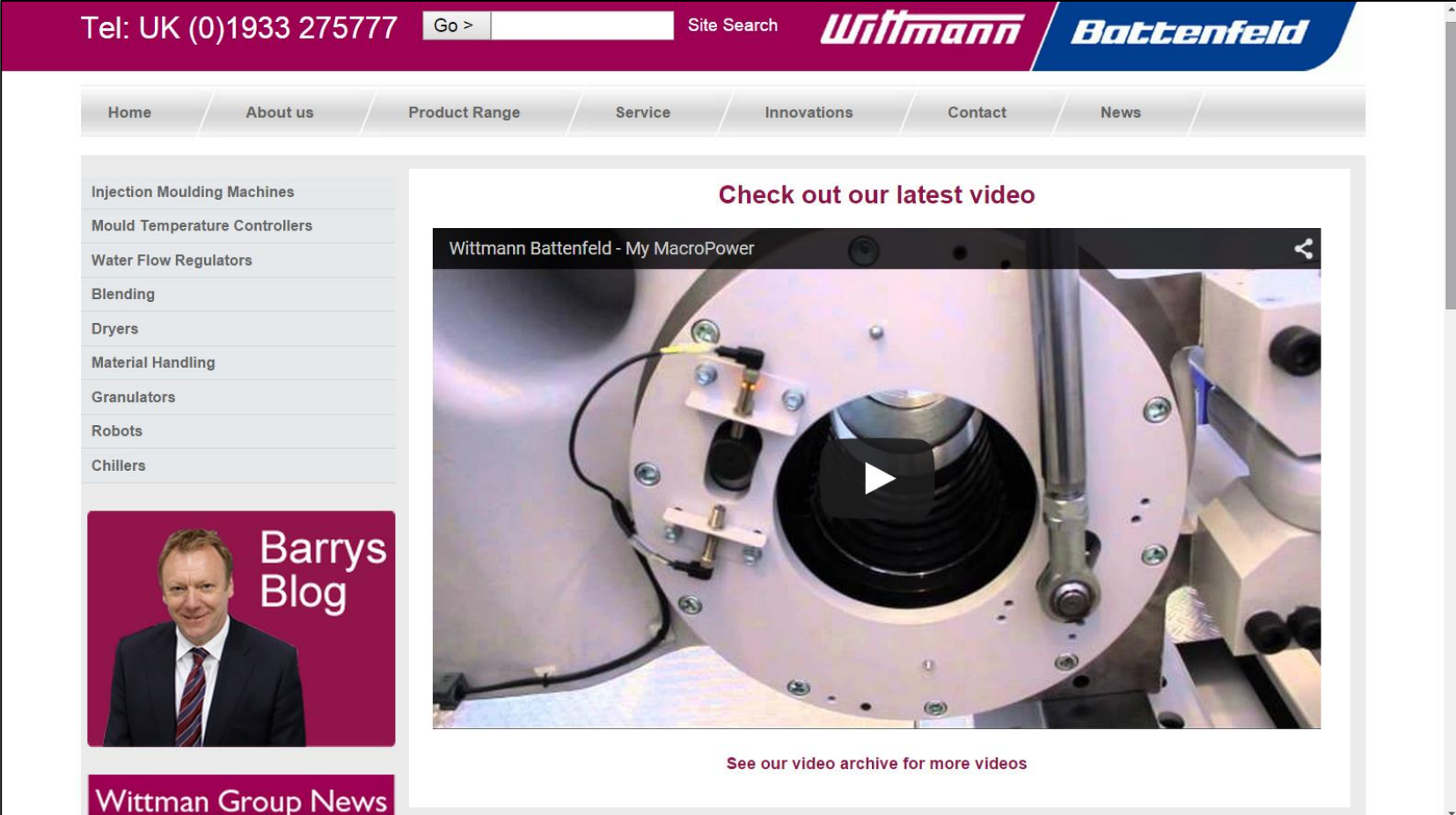
Main navigation

Rotating images (branding)

"Calls for action"

Text for SEO and user

B2B sites can still have similar elements



Tel: UK (0)1933 275777 Go > Site Search **Wittmann** **Battenfeld**

Home About us Product Range Service Innovations Contact News

- Injection Moulding Machines
- Mould Temperature Controllers
- Water Flow Regulators
- Blending
- Dryers
- Material Handling
- Granulators
- Robots
- Chillers

Check out our latest video

Wittmann Battenfeld - My MacroPower

See our video archive for more videos

Barrys Blog

Wittman Group News

Case Studies

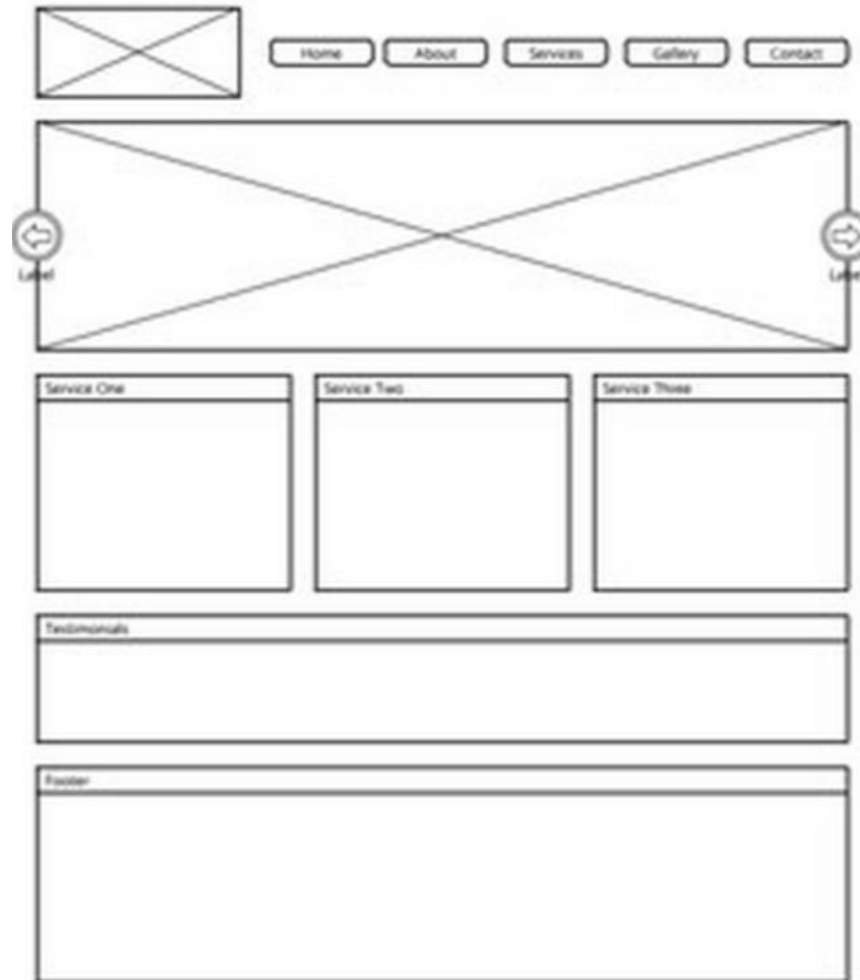
Case study – Jane Shilton project

The screenshot shows the Jane Shilton website homepage. At the top, there is a navigation bar with the brand name 'Jane Shilton' on the left, a 'Join newsletter' form with an 'email address' field and a 'Go' button, a 'Search our site' form with a 'Go' button, and a 'My basket' section showing '2 items' and a 'Total: £147.50' with a 'Go to checkout' button. Below the navigation bar is a horizontal menu with links for 'Home', 'Ladies Shoes', 'Mens Shoes', 'Handbags', 'Gift Cards', 'SALE', and 'News'. Social media icons for Facebook, Twitter, and Pinterest are also present. A banner below the menu lists promotional offers: 'FREE UK DELIVERY ON ALL STANDARD ORDERS', 'EXPRESS NEXT DAY DELIVERY - ORDER BY 3PM', and '10% NUS STUDENT DISCOUNT ONLINE & INSTORE'. The main content area features a large banner with a woman in a red top and blue skirt, with the text 'SMART AND SASSY'. To the right of this banner is a 'TOTE-ALLY NEW' promotion for handbags, with a 'MORE>' link and the 'eW SHOP' logo. Below the banner are three smaller promotional images: a pair of brown suede shoes, a red handbag, and a pair of high-heeled shoes with the text 'HEELS'. A row of brand logos follows: Jane Shilton, cellini, Pulse, Jones, eW SHOP, Gabor, FLY, and EARTH SPIRIT. Below the logos is a 'COLOUR BAG FINDER' section with a color palette of six handbags: Black (159), Grey (159), Blue (159), Purple (159), Red (159), and Yellow (159). The bottom section is divided into four columns: 'Back in stock', 'Best seller', 'Newest arrival', and 'One day offer'. Each column features a 'Chelsea Flat Flower Trim Suede Ballerina Pump' shoe. The 'Back in stock', 'Newest arrival', and 'One day offer' columns show the shoe in red, while the 'Best seller' column shows it in blue. Each shoe listing includes the product name and the price '£85.00'. At the bottom of each listing is a 'Tell the girls' button with social media icons for Facebook, Twitter, and Pinterest.

Web design process

1. Detailed **brief** and **competitor research** undertaken
2. **Layout/wireframe** agreed for homepage
3. **Template** chosen in order to agree basic layout and website elements
4. **Bespoke Homepage** mocked up (based on agreed layout)
5. Homepage **agreed by client** after minor tweaks
6. **Photography** chosen or created
7. **Headers/calls** for action created
8. Layout/wireframe agreed for **internal pages**
9. Style and **design recreated** for other internal pages and approved – see following slides
10. CSS (style sheets) and templates coded by developer to recreate your **design in HTML**

Example of a wireframe



Alex Shilton site using same layout

ALEX SHILTON Join newsletter (email address) Go Search our site () Go My basket 2 items Total: £147.50 Go to checkout

Home Mens Shoes Socks Accessories Gift Cards **SALE** News

FREE UK DELIVERY ON ALL STANDARD ORDERS | EXPRESS NEXT DAY DELIVERY - ORDER BY 3PM | 10% NUS STUDENT DISCOUNT ONLINE & INSTORE

TOWN & COUNTRY CLASSIC BROGUES

3 PAIRS FOR £10 MORE>

JUST DESERTS

BLACK TIE SHOES

Jane Shilton | relmi | Pulse | Joules | ew | Gabor | FLY LONDON | EARTH SPIRIT

BLACK SHOES **BROWN SHOES** **BLUE SHOES**

Back in stock **Best seller** **Newest arrival** **One day offer**

<p>AS-Jacob Mens Formal Lace Up Shoe £99.00</p> <p>Share it now</p>	<p>AS-Jacob Mens Formal Lace Up Shoe £99.00</p> <p>Share it now</p>	<p>AS-Jacob Mens Formal Lace Up Shoe £99.00</p> <p>Share it now</p>	<p>AS-Jacob Mens Formal Lace Up Shoe £99.00</p> <p>Share it now</p>
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Mega-menus

Jane Shilton


Join newsletter

Search our site

My basket 2 items
 Total: £147.50 [Go to checkout](#)

Home
Ladies Shoes
Mens Shoes
Handbags
Gift Cards
SALE
News

STYLE	BRANDS	COLOUR	SHOE SIZE	OCCASION	SEASON
mothers day (27) new arrivals (68) shoes (35) loafers (19) sandals (60) courts (15) pumps (7) flats (35) heels (39) slippers (3) ankle boots (11) long boots (17)	jane shilton (65) cellini (27) pulse (11) joules (6) gabor (6) emu (4) earth spirit (8) fly london (7)	black (115) brown (77) beige (35) blue (52) green (2) grey (7) white (25) pink (20) purple (5) red (25) metallic (30) yellow (3)	35 (1) 36 (UK 3)(160) 36.5 (UK 3.5) (22) 37 (UK 4) (166) 37.5 (UK 4.5) (26) 38 (UK 5) (172) 38.5 (UK 5.5) (26) 39 (UK 6) (168) 39.5 (UK 6.5) (18) 40 (UK 7) (161) 40.5 (UK 7.5) (2) 41 (UK 8) (154) 42 (UK 9) (1) Medium (1) Small (1)	casual (142) work (46) evening (35)	new styles (157) on sale (66)



Jane Shilton
cellini
Pulse
Joules
EMU
Gabor
FLY LONDON
EARTH SPIRIT

COLOUR

BAG

FINDER

BLACK
(159)

GREY
(159)

BLUE
(159)

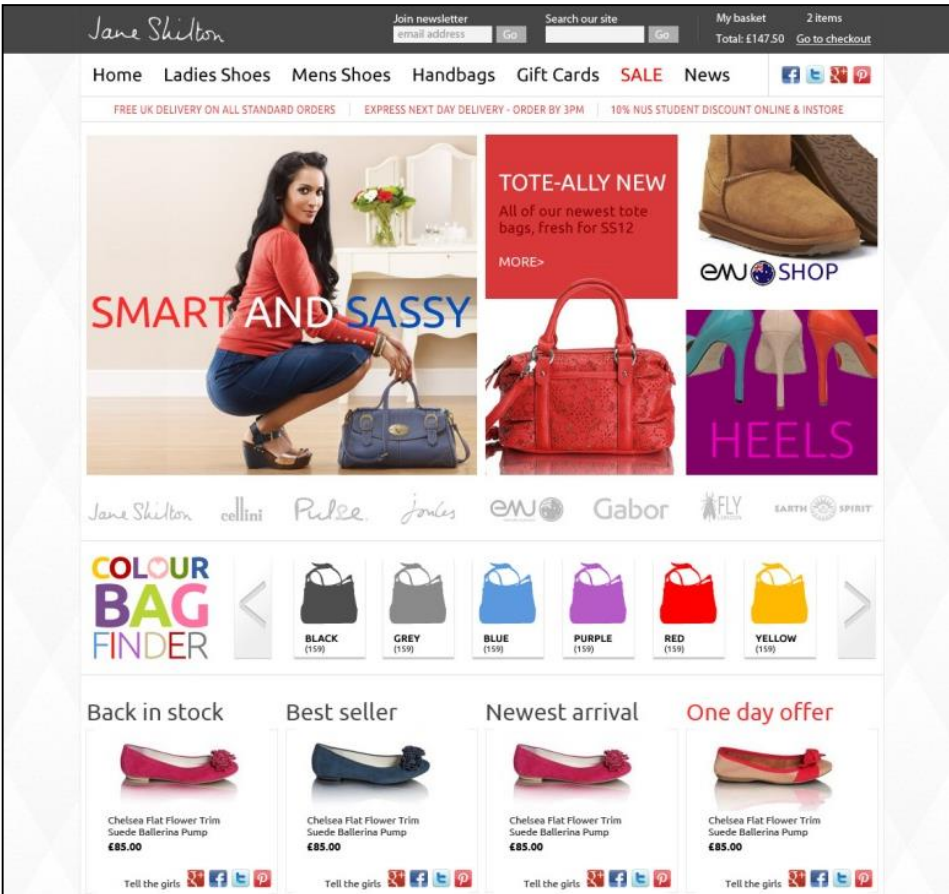
PURPLE
(159)

RED
(159)

YELLOW
(159)

anicca

Text for SEO – below the fold



Jane Shilton Join newsletter Search our site My basket 2 Items
 email address Go Go Total: £147.50 Go to checkout

Home Ladies Shoes Mens Shoes Handbags Gift Cards SALE News

FREE UK DELIVERY ON ALL STANDARD ORDERS EXPRESS NEXT DAY DELIVERY - ORDER BY 3PM 10% NUS STUDENT DISCOUNT ONLINE & INSTORE

SMART AND SASSY

TOTE-ALLY NEW
 All of our newest tote bags, fresh for SS12
 MORE>

HEELS

Jane Shilton cellini Pulse Jones EWO SHOP Gabor FLY EARTH SPIRIT

COLOUR BAG FINDER

- BLACK (159)
- GREY (159)
- BLUE (159)
- PURPLE (159)
- RED (159)
- YELLOW (159)


Back in stock **Best seller** **Newest arrival** **One day offer**

Chelsea Flat Flower Trim Suede Ballerina Pump £85.00

Chelsea Flat Flower Trim Suede Ballerina Pump £85.00

Chelsea Flat Flower Trim Suede Ballerina Pump £85.00

Chelsea Flat Flower Trim Suede Ballerina Pump £85.00



Chelsea Flat Flower Trim Suede Ballerina Pump £85.00

Chelsea Flat Flower Trim Suede Ballerina Pump £85.00

Chelsea Flat Flower Trim Suede Ballerina Pump £85.00

Chelsea Flat Flower Trim Suede Ballerina Pump £85.00

Tell the girls

Jane Shilton, tonnes of tote bags, heaps of heels, piles of pumps and much, much more.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam id nisi felis, vel porta ante. Proin scelerisque est nec justo adipiscing tempor. Quisque rhoncus congue nulla, at fermentum urna tempor ac. Etiam tempor lorem velit. Proin ipsum ante, malesuada et consequat ac, vestibulum in turpis. Fusce id tortor id metus volutpat dignissim id ut libero. Aenean ante erat, hendrerit vitae pulvinar non, viverra consequat elit.

Donec vulputate purus sit amet ligula suscipit
 Fusce a mauris risus, sed eleifend lacus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Integer facilisis, nisi sed faucibus vulputate, odio sem lacinia justo, mollis dapibus sapien magna id quam. Cras nec magna vel lectus sollicitudin adipiscing vel nec ligula. Donec vulputate purus sit amet ligula suscipit et semper erat blandit. Curabitur ac nisi ac nisi feugiat dignissim. Vivamus ut sapien velit, sit amet tincidunt quam. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum aliquam tempus purus, sit amet luctus nunc consequat eu. Sed sapien mi, commodo quis vehicula ullamcorper, varius eu tortor. Ut pharetra mattis felis, et dignissim ante commodo id. Integer duis est, aliquam et sagittis tincidunt, dictum in diam. Quisque ullamcorper ante eget dolor ornare hendrerit. Vestibulum ultrices tempus magna, vitae posuere felis cursus sagittis. Curabitur nisi purus, tristique ac laculis vitae, fermentum eget lorem. Vivamus rutrum tempus lectus ac vehicula. Nam massa ipsum, scelerisque id facilisis ut, tempor sed orci. Nam blandit risus in elit vehicula eget porta justo tempus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae;

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum aliquam tempus purus, sit amet luctus nunc consequat eu. Sed sapien mi, commodo quis vehicula ullamcorper, varius eu tortor. Ut pharetra mattis felis, et dignissim ante commodo id. Integer duis est, aliquam et sagittis tincidunt, dictum in diam. Quisque ullamcorper ante eget dolor ornare hendrerit. Vestibulum ultrices tempus magna, vitae posuere felis cursus sagittis. Curabitur nisi purus, tristique ac laculis vitae, fermentum eget lorem. Vivamus rutrum tempus lectus ac vehicula. Nam massa ipsum, scelerisque id facilisis ut, tempor sed orci. Nam blandit risus in elit vehicula eget porta justo tempus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae;

"Duis vel tempus elit. Phasellus elementum, mi eu interdum aliquet, odio justo posuere turpis, eget rhoncus sem est consectetur ligula. Suspendisse potenti. Vivamus commodo facilisis pulvinar. Pellentesque et leo a nisi facilisis posuere. Proin aliquet eleifend hendrerit. In commodo, mi ut gravida lacinia, erat sapien lacinia."

Jane Shilton VISA Mastercard PayPal American Express

QUESTIONS

- about us
- store locator
- care instructions
- mus students
- customer comments
- site map
- help
- contact us

LADIES SHOES

- mothers day
- new arrivals
- shoes
- loafers
- sandals
- courts
- pumps
- flats
- heels
- slippers
- ankle boots
- long boots
- jane shilton
- cellini
- pruie
- joules
- gabor
- emu
- earth spirit
- fly london

HANDBAGS

- black
- brown
- beige
- taupe
- green
- grey
- white
- pink
- purple
- red
- metallic
- yellow
- other
- new arrival
- leather
- non leather
- shoulder
- cross body
- tote
- large
- medium
- small
- new styles
- On sale

NEWS

- own label
- latest news
- discount for mus
- pr & marketing
- customer comments
- newsletter signup

TELL THE GIRLS

- Join us on facebook
- follow us on twitter
- Join our google circle
- Pinterest our products

One page checkout

Jane Shilton

Join newsletter
email address


Search our site

My basket 2 items
Total: £147.50

Home
Ladies Shoes
Mens Shoes
Handbags
Gift Cards
SALE
News

FREE UK DELIVERY ON ALL STANDARD ORDERS
EXPRESS NEXT DAY DELIVERY - ORDER BY 3PM
10% NUS STUDENT DISCOUNT ONLINE & INSTORE

Your basket contains 1 item(s) to checkout

	Product Name	Unit Price	Quantity	Sub Total
	Chelsea Flat Flower Trim Suede Ballerina Pump Size 7 Red & Tan	£85.00	1	£85.00

[← CONTINUE SHOPPING](#)

1. Billing Address

I'm already registered - [log me in](#)

*First Name

*Last Name

*Telephone

*Email Address

*Address

*City

*Postcode

Create an account for later use
 Ship to the same address

2. Shipping

Standard delivery £0.00
Delivered within 3-5 working days

Express delivery £3.95
Delivered within 2-3 working days

Next Day delivery £7.95
Must be ordered before 3pm Mon-Fri

4. Apply discounts

Redeem gift Card

NUS student number

Discount Code

[CLICK TO APPLY DISCOUNTS](#)

3. Payment method

Credit /Debit Card PayPal Express

*Name on Card

*Credit Card Type

*Credit Card Number

*Expiration Date

*Card Verification Number
(What is this?)

You need to fill in the following fields ONLY if the information is on your card. NOTE: Halifax, Bank of Scotland and Abbey customers do not need to enter an issue number.

Start Date

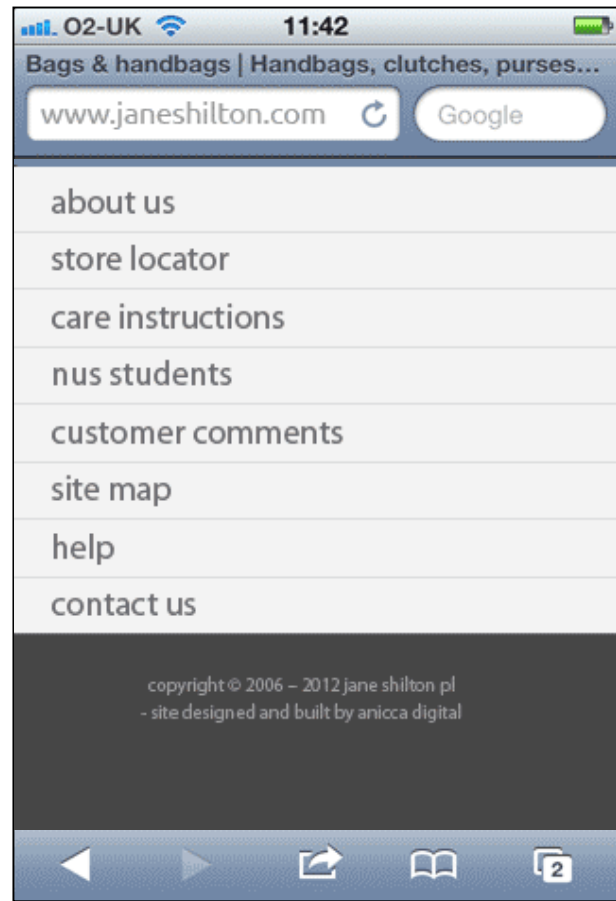
Card Issue Number

5. Review & Order

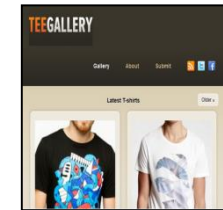
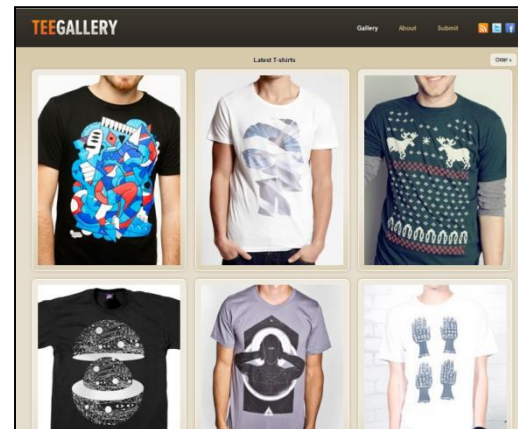
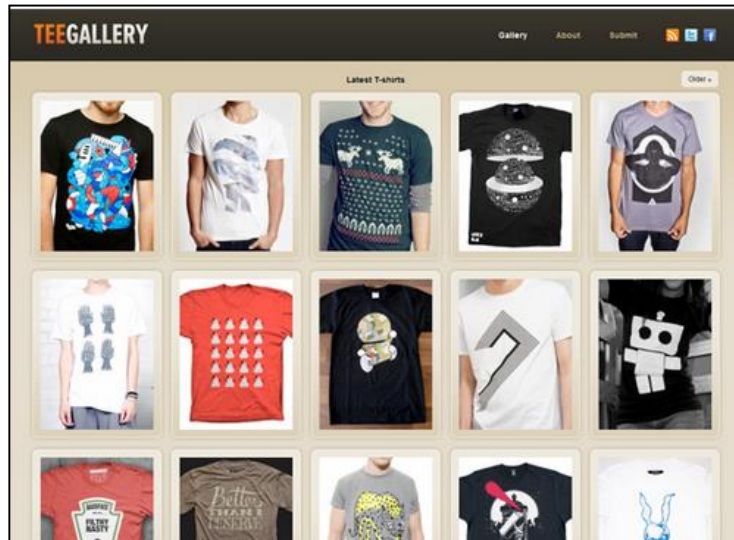
Product	Qty	Subtotal
Chelsea Flat Flower Trim Suede Ballerina Pump	1	£85.00
Subtotal		£85.00
Gift Card		-£25.00
NUS Discount		£8.50
Discount Code		£0
Shipping		£FREE
TOTAL		£51.50

Jane Shilton

Mobile responsive design

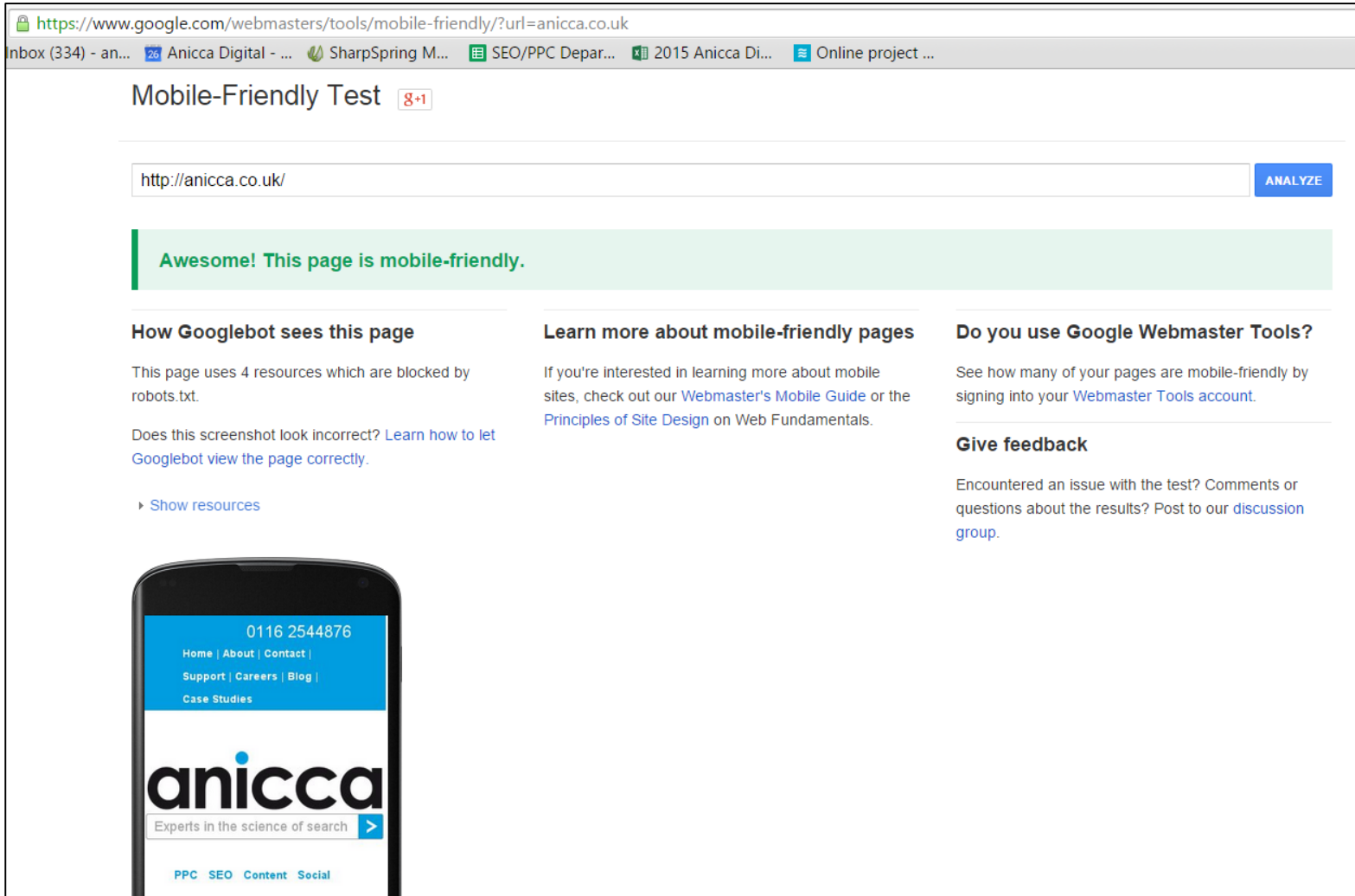


What is mobile responsive design?



- Same url for all devices rather than a separate mobile site or sub-domain
- User detection agent (distinguishes device)
- Liquid or responsive design suitable for each size device/operating system/browser
- Mobile design often has a single column with most important content/features moved to the top and in some cases some content hidden

Google mobile friendly test



https://www.google.com/webmasters/tools/mobile-friendly/?url=anicca.co.uk

Mobile-Friendly Test +1

http://anicca.co.uk/ ANALYZE

Awesome! This page is mobile-friendly.

How Googlebot sees this page

This page uses 4 resources which are blocked by robots.txt.

Does this screenshot look incorrect? [Learn how to let Googlebot view the page correctly.](#)

[Show resources](#)

Learn more about mobile-friendly pages

If you're interested in learning more about mobile sites, check out our [Webmaster's Mobile Guide](#) or the [Principles of Site Design](#) on Web Fundamentals.

Do you use Google Webmaster Tools?

See how many of your pages are mobile-friendly by signing into your [Webmaster Tools account](#).

Give feedback

Encountered an issue with the test? Comments or questions about the results? Post to our [discussion group](#).

0116 2544876

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[Case Studies](#)

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Experts in the science of search [>](#)

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Komodo – old design 2008

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****NEW
Winter 208
collection
in store now**
**CLICK HERE TO
SHOP ONLINE**

Or click here find your closest retailer.

WATER FOR AFRICA
£5 from the purchase of this

+ KOMODO team up with SCHUH and WATERAID +

KOMODO have partnered with footwear retailer SCHUH to exclusively stock their 'Water For Africa' shoe. The shoe is designed by Komodo and produced in conjunction with ShoeTec, a Taiwanese based footwear manufacturers sourcing specialists who are committed to ethically sound production in China and Vietnam. All components of this shoe are locally produced, reducing the carbon footprint during the manufacturing process.

Komodo Natural style fashion since 1988. **Online store.**

Home About Your account Shopping Cart Checkout Contact

Main page > Collection > WOMEN'S WEAR > Tops > FT-OC-91-R

Collection

Last viewed:



FREE TIBET RINGS
from £ 20,00
incl. 17.5 % Tax
excl.Shipping costs

More on your personal Page
Here you find:
Tops

Search

FREE TIBET RINGS

Product No.: FT-OC-91-R
Print product data sheet
Shipping time: 3-4 Days







from £ 20,00
incl. 17.5 % Tax excl.Shipping costs

This t-shirt has been designed and produced by KOMODO for FREE TIBET CAMPAIGN. This is a premium product at a promotional price which has been produced to support a very worthwhile and necessary cause. Komodo will donate 20% from the sale of this item to the Free Tibet Campaign.

The unique culture of Tibet and the human rights of its people continue to be brutally crushed under the heavy boot of a Chinese occupation which has lasted nearly 60 years. As the 2008 Beijing Olympics approach under the banner "One World, One Dream", we ask: What about the Tibetans' dream of self determination?

This is an Earth Positive garment. It is 100% organic cotton, was manufactured and distributed through carbon neutral and ethically traded factories and warehouses. It has been printed by Europe's only certified organic textile printer. Tag printed on recycled paper.

Joe Komodo says "Please show your support for

Shopping Cart

You do not have any products in your shopping cart yet.

Welcome back !

eMail Address:

Password forgotten?

After re-design (2009)



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**it's here
summer
collection
in store now**

With new twists on our classic styles along side fresh new looks for 2009. Featuring our trade mark styling and intricate hand finished touches from the Himalayas and the Indian ocean.

[Click here to view and buy online.](#)



[Collection](#) [News](#) [About us](#) [Stockists](#) [Agents & Distributors](#) [Links](#) [Contact](#) [Your account](#)

[Main page](#) » [Collection](#) » WOMENSWEAR

- WOMENSWEAR
- MENSWEAR
- FOOTWEAR

JOE KOMODO's
FAMOUS LAST
WORDS

Shopping Cart

You do not have any products in your shopping cart yet.

Search

Welcome back !

eMail Address:

.....



**SUMMER 2009
WOMENS**

Hot new ethical designs inspired by tropical living...

MORE>



ROXIE DRESS

100% Organic cotton voile full length dress.

from £ 55,00
incl. 15 % VAT excl Shipping costs
Shipping time: 3-4 Days

BUY NOW!

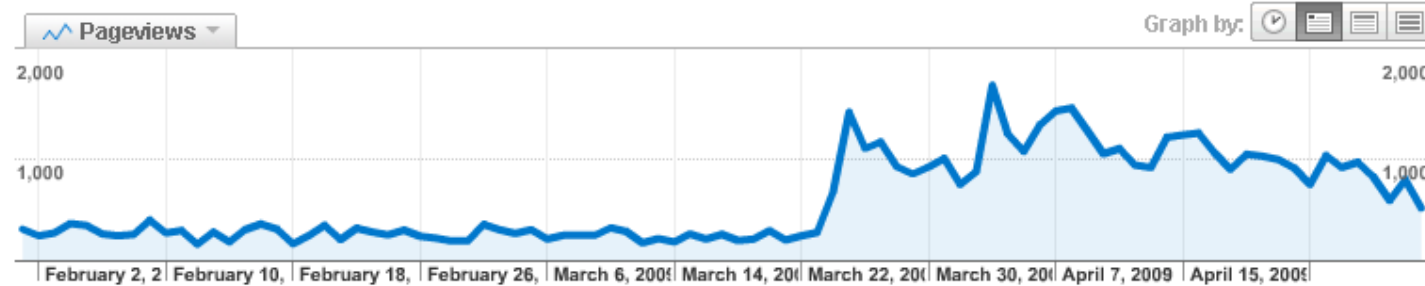
Bounce Rate for all visitors

Feb 1, 2009 - Apr 30, 2009



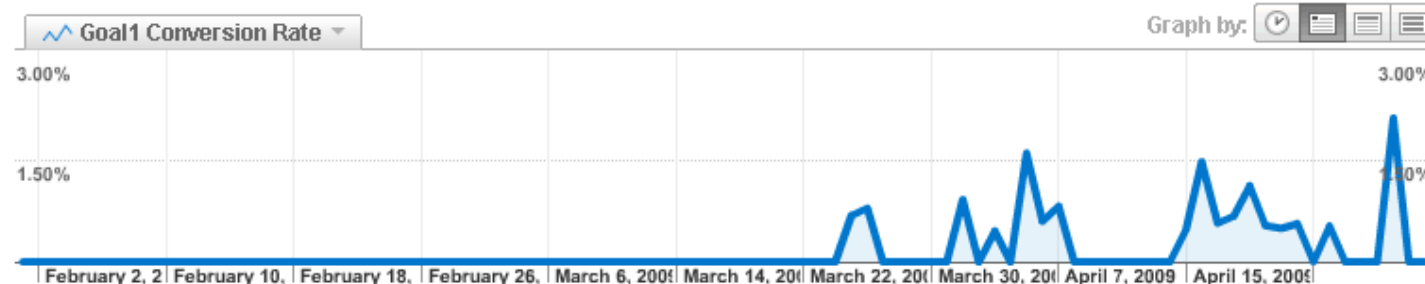
Pageviews for all visitors

Feb 1, 2009 - Apr 30, 2009




Goal Conversion Rate

Feb 1, 2009 - Apr 30, 2009





Analytics
results

RF Training (before and after redesign)



0800 331 7500

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[Why RF Training?](#)
[Courses](#)
[Training Centres](#)
[Testimonials](#)
[FAQ's](#)
[Blog](#)
[Contact Us](#)




Request Information

0800 331 7500

Request Our Brochure

Name:
 Postcode:
 Property Name/No.:
 Contact:
 Email:
 Course:

RF Training Centres in Birmingham & Manchester

Become a Plumber

Become an Electrician

Become a Locksmith

RF Training

Get a Trade and Improve your Life in Just 6 Weeks!

RF Training owns and operates its own City and Guilds accredited training centres in Birmingham and Manchester. We specialise in delivering training courses for the plumbing, heating and ventilation, electrical, and gas industries.

Such is the quality of the training courses we deliver, that we attract people from all over the UK and across the world! We have trained people from as far as South Africa, New Zealand, Australia, Spain and Ireland!

View Trainee Testimonials

Training Centres in Birmingham and Manchester

The popularity of our training is such that we are now able to offer **plumbing courses** with domestic heating and ventilation, and **electrical courses** from two locations, one in Central Birmingham and the other in Atherton, Greater Manchester.

Both centres are fully equipped and fitted out to the highest of standards. Our centres benefit from large open plan workshops for practical training, dedicated classrooms for theory training and IT suites that are used for online examinations and as a resource for plumbing trainees to conduct research and study.


Plumbing Courses

Our City and Guilds accredited **plumbing and domestic heating courses** are tailored to meet the demands of today's customer and domestic market. And we should know! Attending one of our regular **plumbing courses** will give you all the skills you need to start your new career as a plumber.

RF Training plumbing courses incorporate the City & Guilds Plumbing Technical Certificate 6129 (leads to NVQ Level 2).


Find out more about our **Plumbing Courses**, and Heating and Ventilation Courses.

500th Trainee Award





When Jeff Derman from Lancashire walked into the RF Training Centre on the first day of his 7...

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[Why RF Training?](#)
[Courses](#)
[Training Centres](#)
[Testimonials](#)
[FAQs](#)
[Blog](#)
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Questions? call us free on:

0800 331 7500

Complete Course List




Become A Plumber

High quality & intensive plumbing courses suitable for all skill levels.

We have the **plumbing course** to help launch your new career.

Plumbing Courses

Welcome to RF Training - Plumbing Courses, Electrician Training, Gas Courses and Locksmith Training.




Become An Electrician

High quality & intensive electrician training suitable for everyone.

Industry recognised & Bespoke electrical courses made to meet your requirements.

Electrician Training




Become A Gas Engineer

High quality & intensive gas training courses suitable for all skill levels.

Gas training to meet the latest industry regulations.

Gas Engineer Courses



Become A Locksmith

High quality locksmith training courses suitable for all skill levels.

Our **locksmith course** is guaranteed to start your locksmith career.

Locksmith Training

Watch Our Latest Videos

Our new series of content from our video blog.

Including **video testimonials**, **how-to training instructions** and much more.

View All Videos

Free Accommodation opportunities for RF trainees!

We are pleased to offer trainees living further than 60 miles from their closest centre, free accommodation !! Read More...

Get a Trade and Improve your Life in Just 6 Weeks!

RF Training owns and operates its own City and Guilds accredited training centres in Birmingham and Manchester. We specialise in delivering training courses for the plumbing, heating and ventilation, electrical, and gas industries.

Such is the quality of the training courses we deliver, that we attract people from all over the UK and across the world! We have trained people from as far as South Africa, New Zealand, Australia, Spain and Ireland!

View Trainee Testimonials

The popularity of our training is such that we are now able to offer plumbing courses with domestic heating and ventilation, and electrical courses from two locations, one in Central Birmingham and the other in Atherton Greater Manchester

Latest Articles

News Flash! - Job Opportunities for RF trainees!

RF Training are delighted to announce that in an exclusive... [More...](#)

The Purpose of Fast Track Plumbing Courses

Getting into any kind of fast track plumbing courses c... [More...](#)

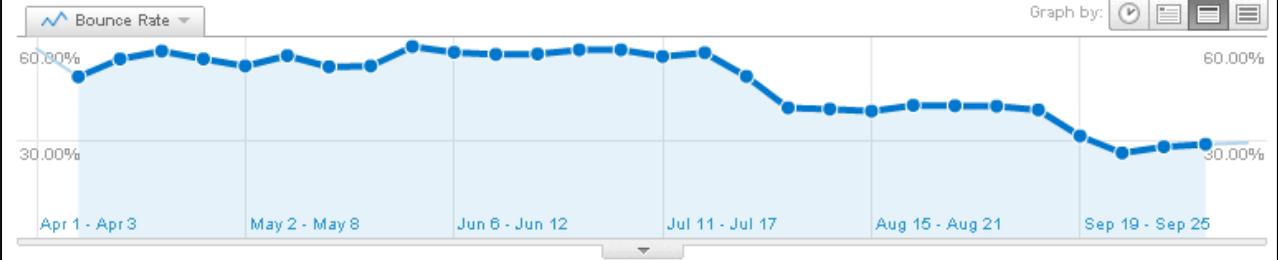
Latest News

Diy mistakes costh to the

Effects of New RF Training Website

Bounce Rate for all visitors

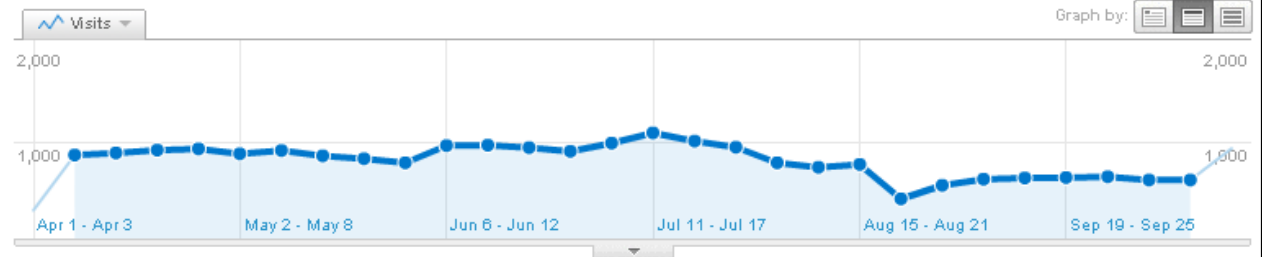
Apr 1, 2010 - Oct 22, 2010



42.33% Bounce Rate

Search Engines

Apr 1, 2010 - Oct 22, 2010



Search sent 24,040 non-paid visits via 9 sources

Goal Conversion Rate

Apr 1, 2010 - Oct 22, 2010

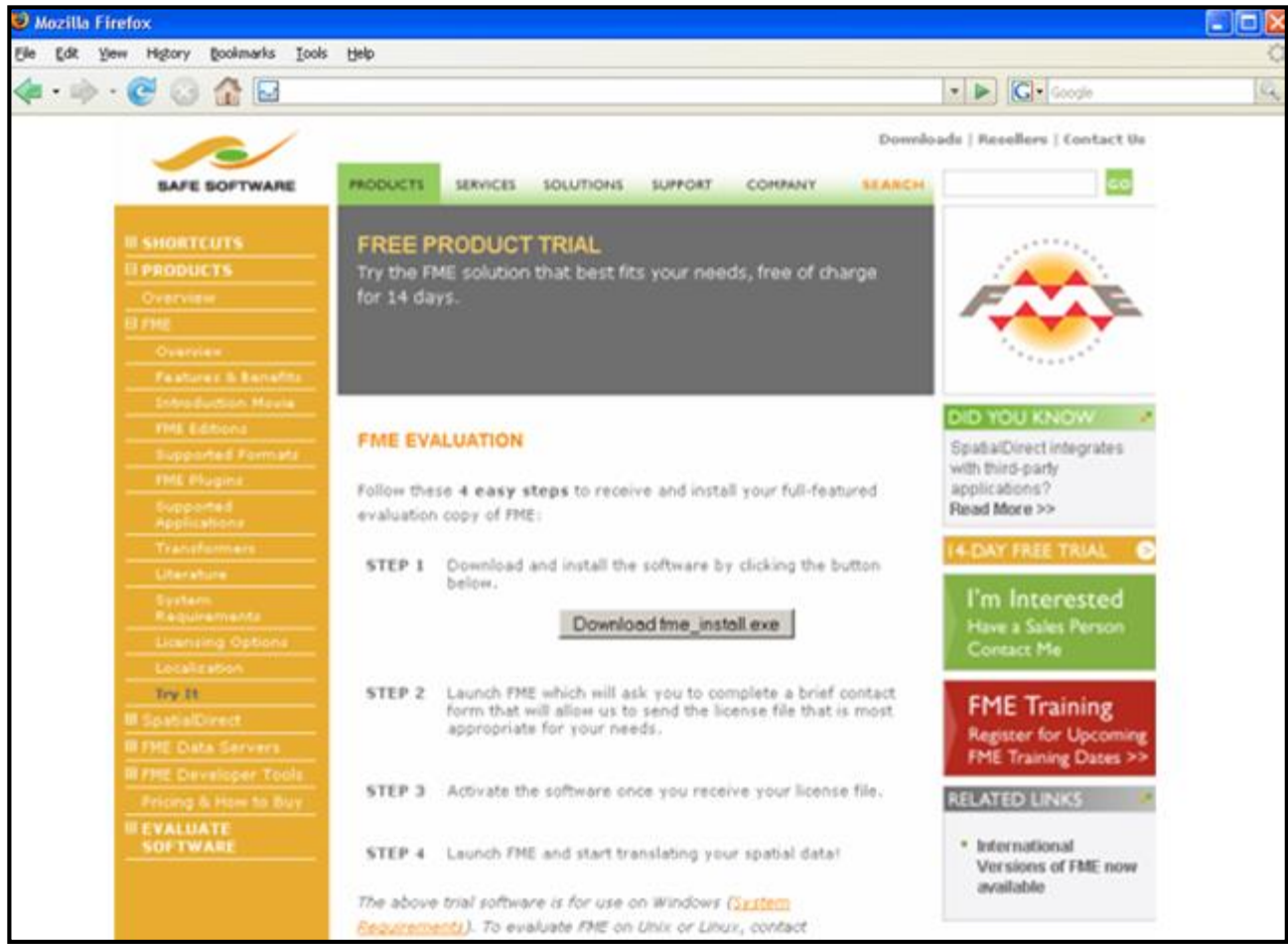


4.10% Total Goal Conversion Rate

Testing you designs – Why you must test?

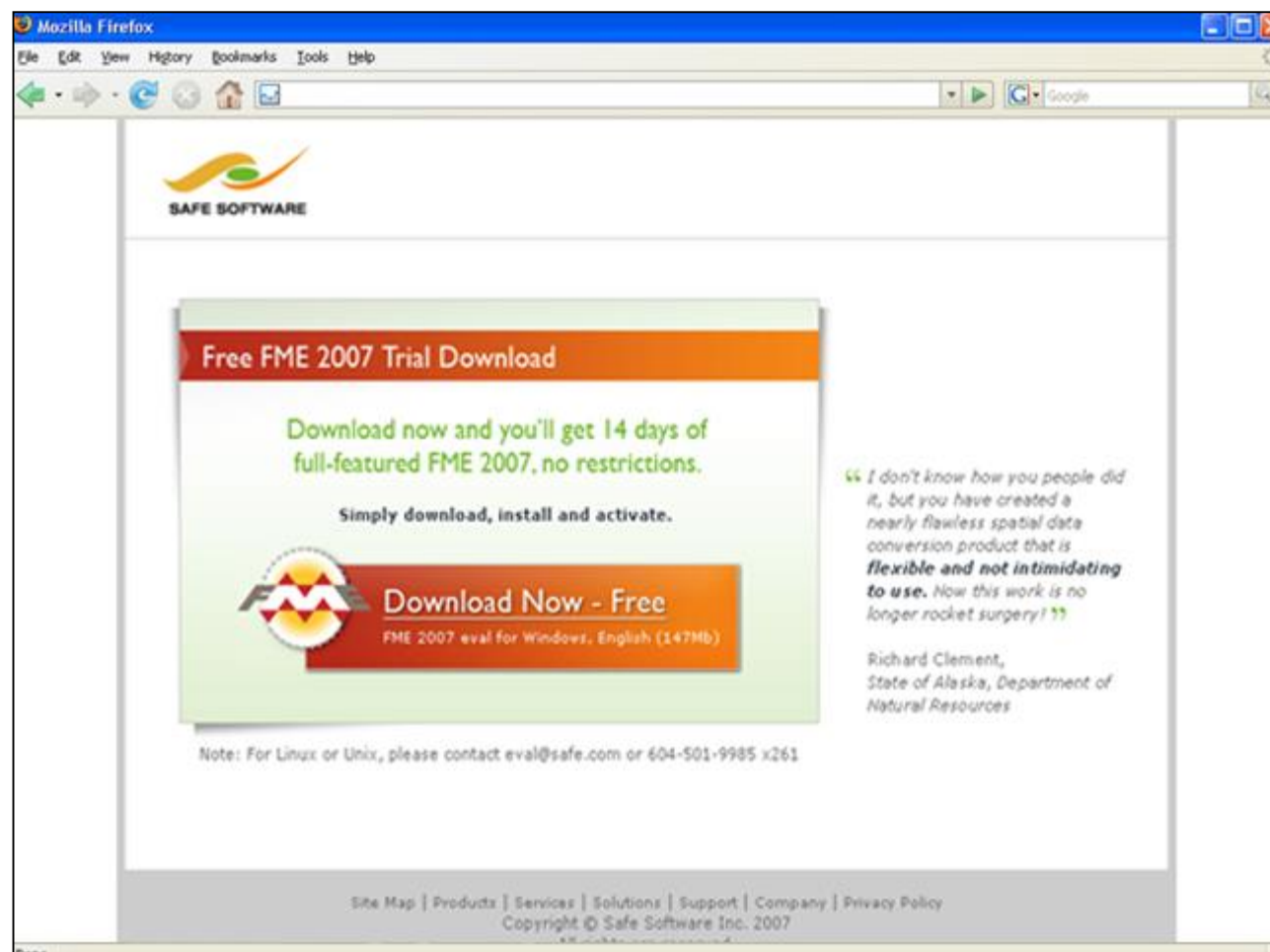
Why You Must Test!

Google Website Optimizer Blog: Original



Why You Must Test!

Google Website Optimizer Blog: Alternate Version 1



Why You Must Test!

Google Website Optimizer Blog: Alternate Version 2

SAFE SOFTWARE

Free FME 2007 Trial Download

Download now and you'll get 14 days of full-featured FME 2007, no restrictions.

Simply download, install and activate.

Download Now - Free
FME 2007 eval for Windows, English (147MB)

Note: For Linux or Unix, please contact eval@safe.com or 404-501-9985 x261

"I don't know how you people did it, but you have created a nearly flawless spatial data conversion product that is flexible and not intimidating to use. Now this work is no longer rocket surgery!"

Richard Clement,
State of Alaska, Department of
Natural Resources

- ✓ **Easily translate spatial data to and from different formats.**
FME supports hundreds of data formats, including Shape, AutoCAD, MapInfo, KML, GML, GeoTIFF, ECW and more.
- ✓ **Transform and restructure spatial data to meet your needs.**
Use point and click to easily load data into any destination system.
- ✓ **Now with raster data support!**
Over 50 new transformers, 20 specifically for raster data. Plus, more than 1800 enhancements.

Done







Why You Must Test!

Combinations

Analysis for: Oct 16, 2007 1:39:57 PM PT - Oct 30, 2007 10:16:10 AM PT

View: Best 2 Combinations Worst 2 Combinations

Download: [T](#) [PDF](#) [Excel](#) | [Print](#) | [Preview](#)

Combination	Estimated Conversion Rate Range ?	Chance to Beat Orig. ?	Chance to Beat All ?	Observed Improvement ?	Conversions / Visitors ?
Original	± 2.9% 	—	1.20%	—	229 / 
Combination 1 - Variation 1	± 2.9% 	98.8%	98.8%	15.5%	263 / 
Combination 2 - Variation 2	± 2.6% 	14.0%	0.02%	-7.08%	255 / 

Content

Navigational elements

- Homepage signposting
- “Breadcrumb” trail
- Search function
- Navigation with top and sub-levels
- Structured category and sub-category pages for ecommerce sites

Site content and navigation

- Create a navigation structure
- Carry out keyphrase research
- Determine a page plan for categories, sub-categories and static pages
- Amalgamate results to create a new page plan
- Agree page plan
- Create new content and optimise for search engines (SEO)
- Use your blog for creating additional pages

Content management system (CMS)

- Content management system
 - Create new pages with the ability to name the url's for all pages eg for Terms and Conditions or About us
 - Upload and modify the page text and images using a Word-like WYSIWYG editor (ie icons for bold, underline, adding images and links etc)
 - Edit page titles, metatags and descriptions for search engine optimisation
 - Menu manager to change the menus, including the order displayed and any sub-menus
- Upload of pdf's and other files
- Integrated WordPress blog for news and views

Integrated blog using WordPress with social share buttons



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SMX LONDON – GOOGLE SHOPPING ADS: TOP TIPS & WHAT'S NEW!

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SMX LONDON

SMX London took place 20-21st May and this year Ann Stanley presented in the session on **Google Shopping Ads – Top Tips, avoiding disapprovals and what's new**. You can link through to the SlideShare of the workshop, or download the presentation from this blog.

The presentation included practical tips on:

1) Top tips and methods to improve your results


- Enhance your ads with promotions, product reviews and Certified Shopping
- Bid management and other strategies to ensure your ads get seen (but without cannibalisation)
- Strategies for dealing with poor performance on mobiles

You like SMX London - Google Shopping Ads: ...

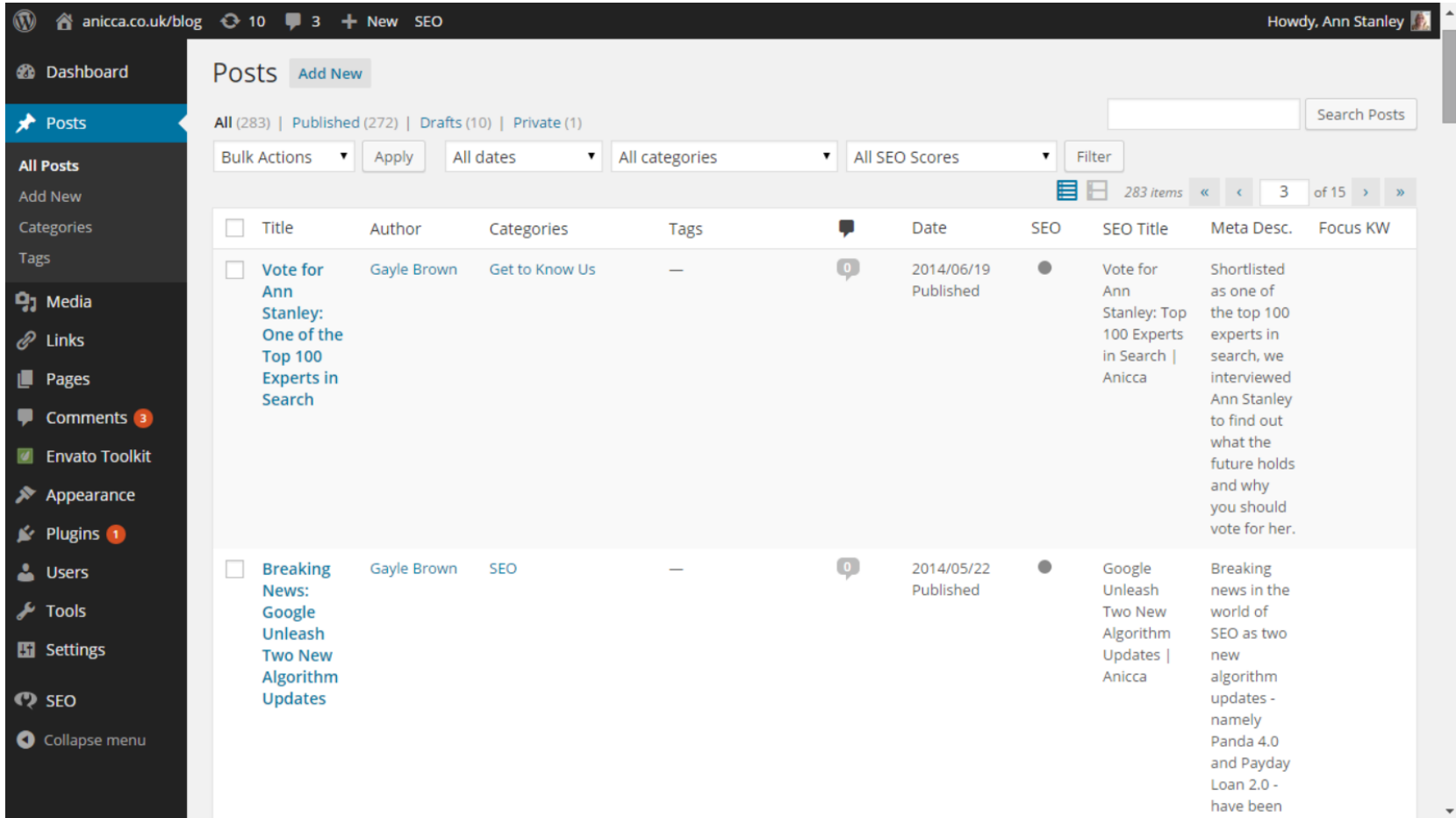
If you are selling online then you need to read all about using Shopping ads in Google AdWords and the new Google Buy Button - which means Google is trying to be more like Amazon!

SMX LONDON SMX London - Google Shopping Ads: top tips & what's new! - Ann Stanley presented at SMX London 2015 on Google Shopping Ads - Top Tips, avoiding account disapproval and what's new; including the new Google Buy Button



Close Add a Comment



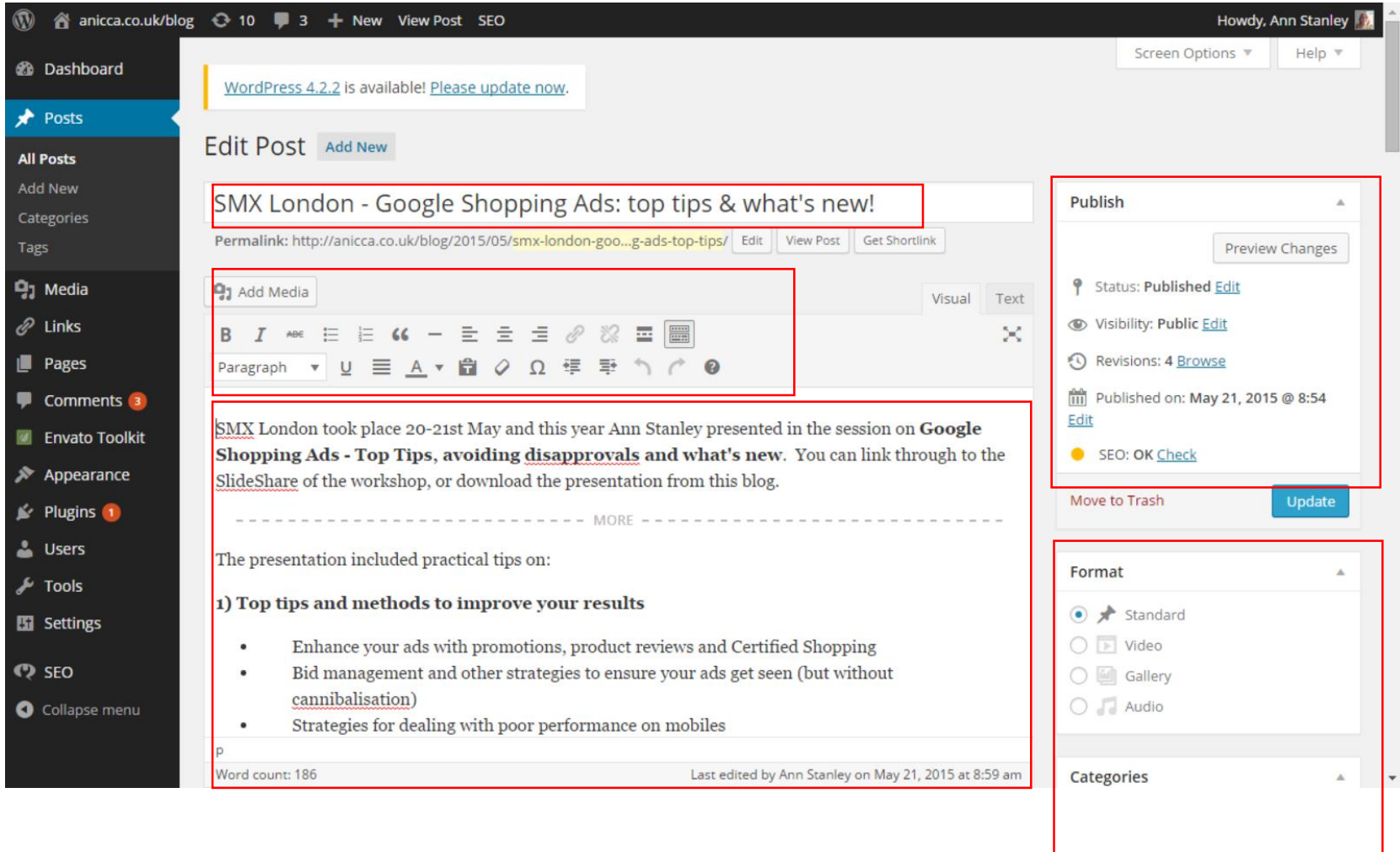
WordPress admin interface



The screenshot shows the WordPress admin dashboard for the site 'anicca.co.uk/blog'. The user is logged in as 'Ann Stanley'. The main content area displays the 'Posts' list table with the following data:

<input type="checkbox"/>	Title	Author	Categories	Tags		Date	SEO	SEO Title	Meta Desc.	Focus KW
<input type="checkbox"/>	Vote for Ann Stanley: One of the Top 100 Experts in Search	Gayle Brown	Get to Know Us	—	 0	2014/06/19 Published	●	Vote for Ann Stanley: Top 100 Experts in Search Anicca	Shortlisted as one of the top 100 experts in search, we interviewed Ann Stanley to find out what the future holds and why you should vote for her.	
<input type="checkbox"/>	Breaking News: Google Unleash Two New Algorithm Updates	Gayle Brown	SEO	—	 0	2014/05/22 Published	●	Google Unleash Two New Algorithm Updates Anicca	Breaking news in the world of SEO as two new algorithm updates - namely Panda 4.0 and Payday Loan 2.0 - have been	

Creating a blog post



The screenshot shows the WordPress admin interface for editing a blog post. The page title is "SMX London - Google Shopping Ads: top tips & what's new!". The post content includes a paragraph about the SMX London event and a list of tips for improving Google Shopping Ads results. The interface also shows the "Publish" and "Format" sidebars.

Post Title: SMX London - Google Shopping Ads: top tips & what's new!

Permalink: <http://anicca.co.uk/blog/2015/05/smx-london-goo...g-ads-top-tips/>

Post Content:

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----- MORE -----

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Word count: 186

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Visibility: Public

Format: Standard

Functionality

Type of website and choice of technology

Type	Suitable for	Popular Features	Technology used	Required
Standard brochure site	First website Small businesses	Bespoke design 10-20 pages Form with details emailed to you	WordPress	No
Premium brochure site	Replacement website Professional services	Bespoke design 20+ pages Integrated blog Forms and stored customer details Optional features such as gallery or library	integrated WordPress	Yes
Database driven website	Property website Recruitment website B2B products Training websites (no online sales)	As above, plus relevant databases Search facility Members login (and bespoke features as required)	Drupal/WordPress	No
Database driven website with Ecommerce	Product sales Training or workshops sales	As above with shopping cart and online payments (and bespoke ecommerce features as required)	Magento/ PrestaShop	Yes
Multi-country and multi-lingual websites	International companies with separate county domains	Brochure or ecommerce site in multiple languages and countries, fed from central admin interface	Global Management System	No

Thank You

Ann Stanley

ann@anicca-solutions.com