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Experts in the science of search

# Developing your Business websites

by Ann Stanley
(Managing Director)

# Anicca Group

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Experts in the science of search

Conversations
let's talk about it...

anicca academy
training for marketing professionals

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**

Google Partner

# Some of our clients

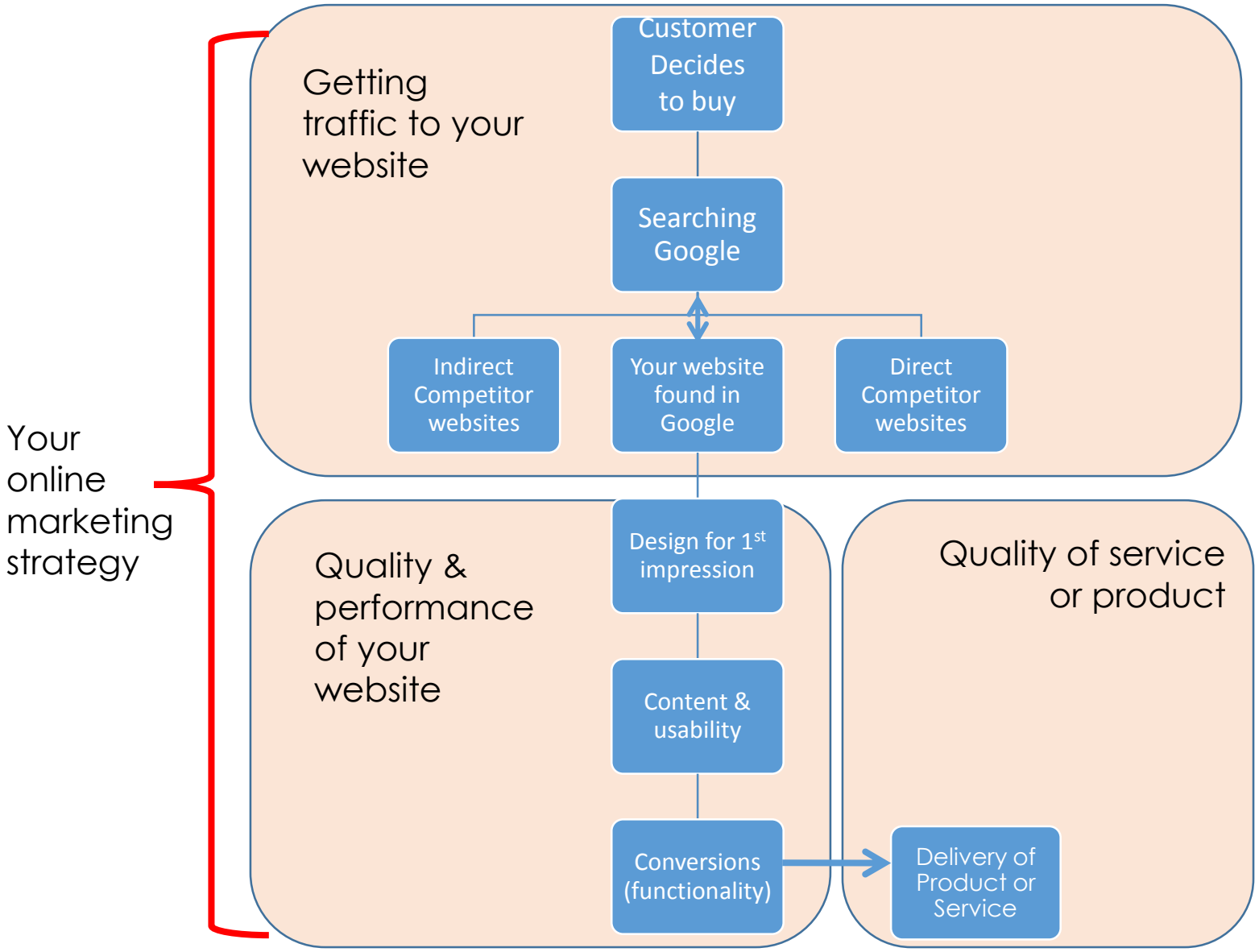
# Content

- Introduction to developing or improving your website
- Is your current site performing
- Creating a website scope
- Tine 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

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# Factors that effect your conversion rate of your website

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- **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

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# Visitors intent when arriving at your site?

| Are they ready to buy? | Do they trust you? Yes | Do they trust you? 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 |

# 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

# 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)

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# Is your current site performing?

# Search for yourself (Knowledge or Local panel)

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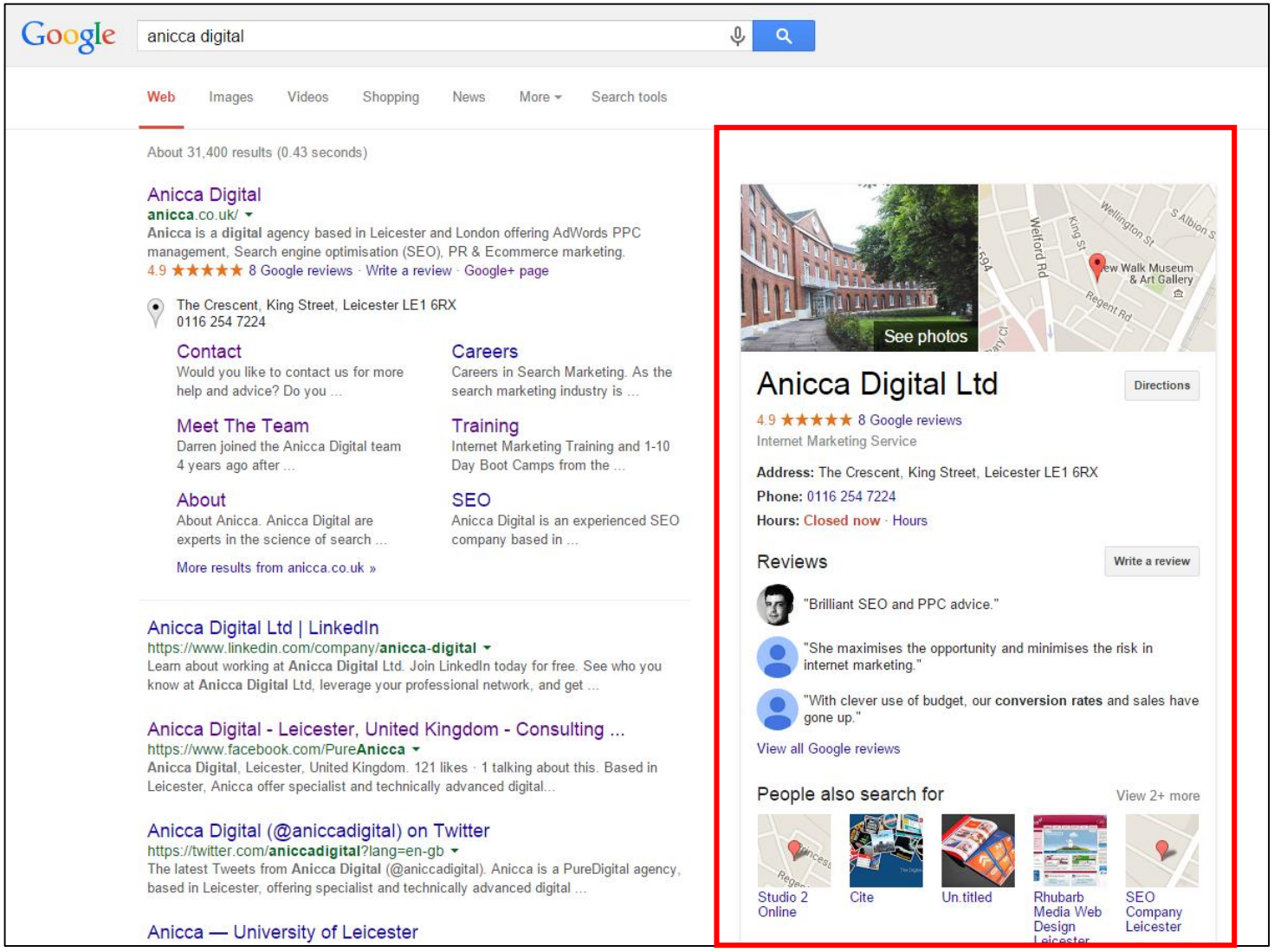


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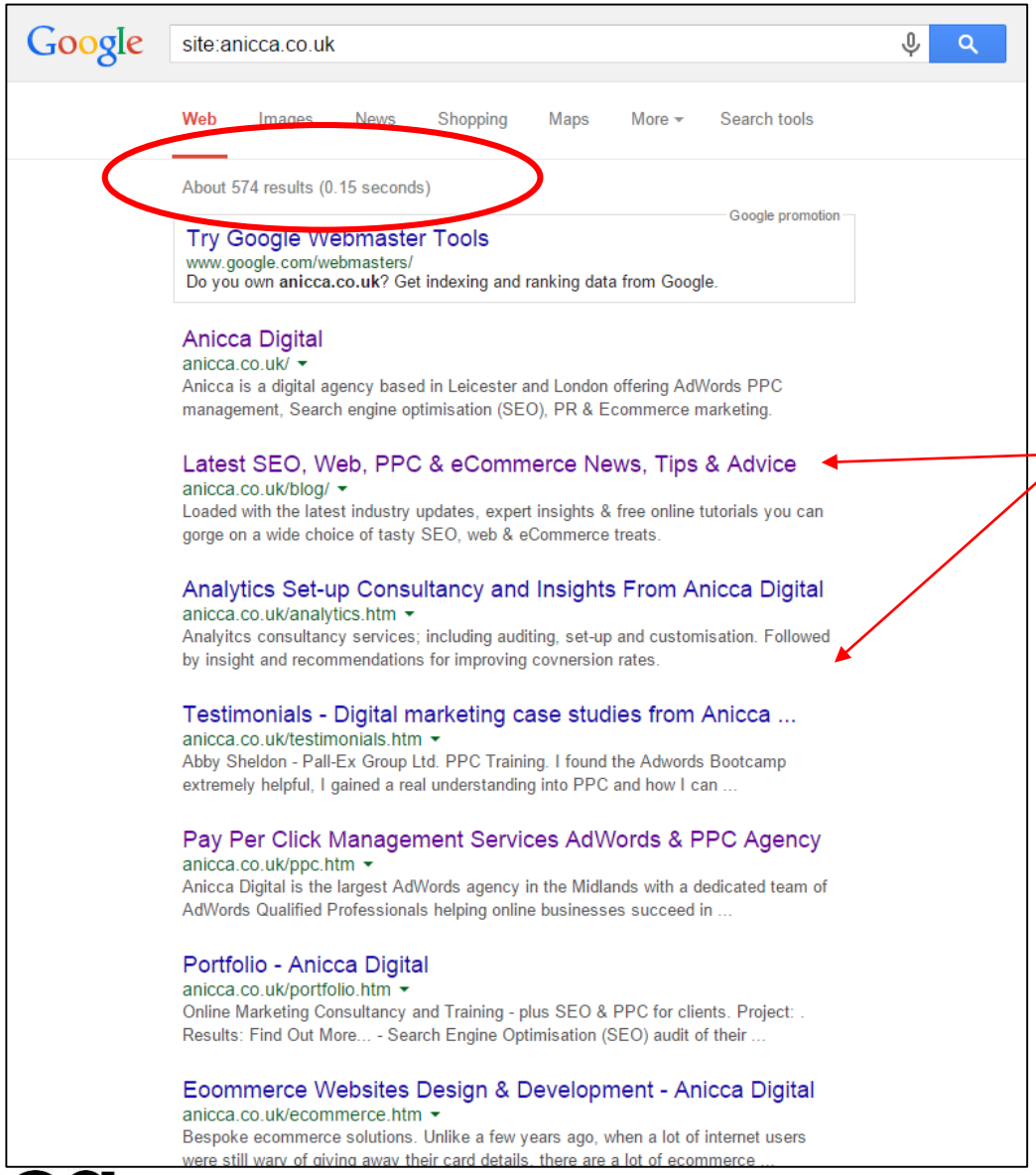
# How much of my content is listed in Google?




- 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)

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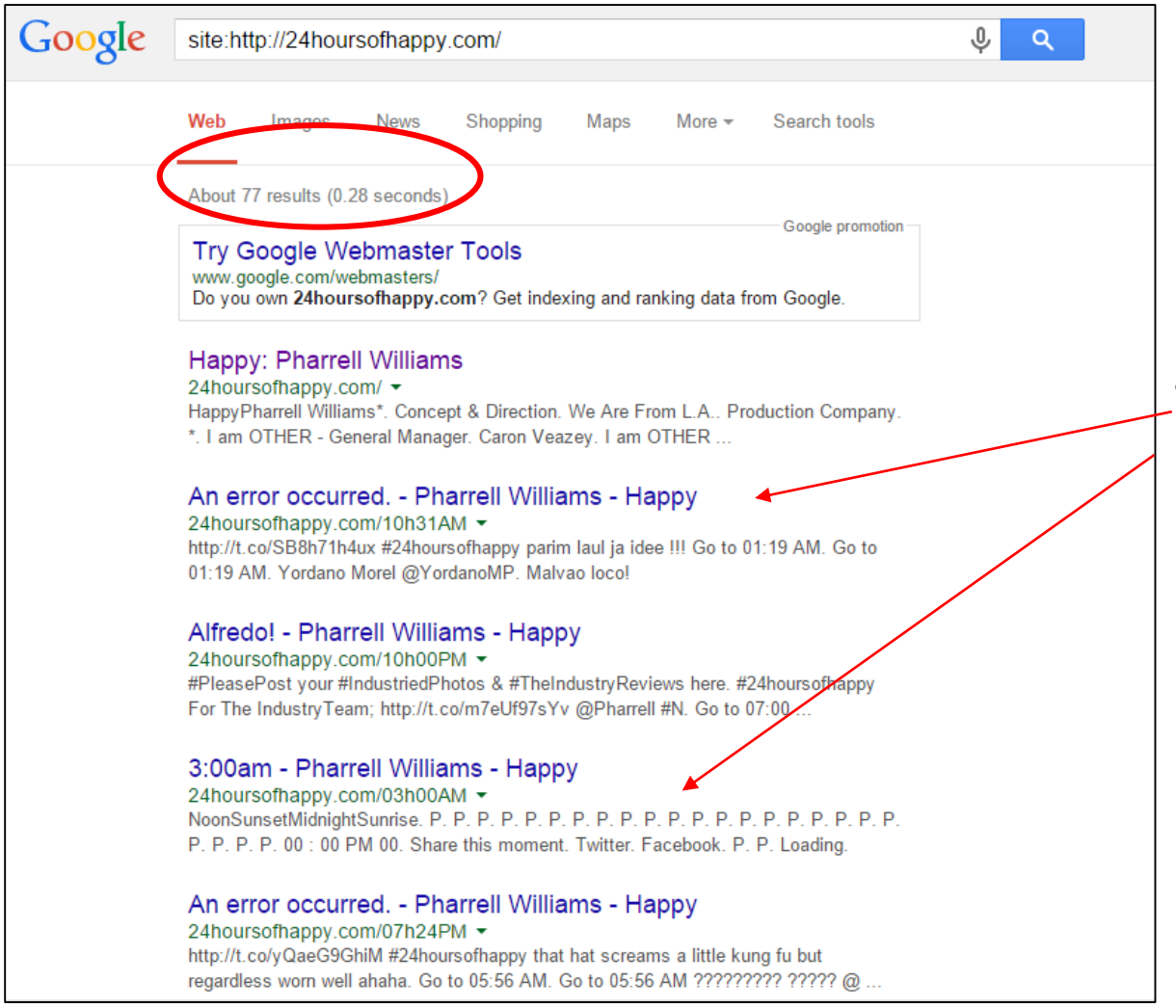
# Example of site built with technology that is not search engine friendly




- 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?

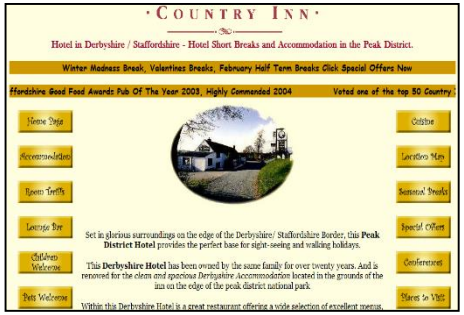
**Score your site as compared to your competitors**

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

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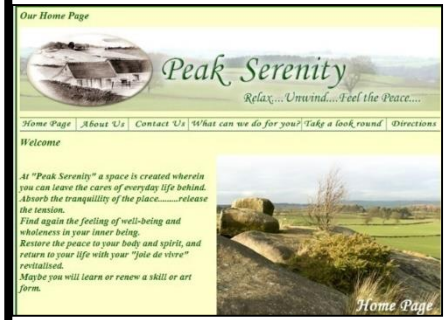


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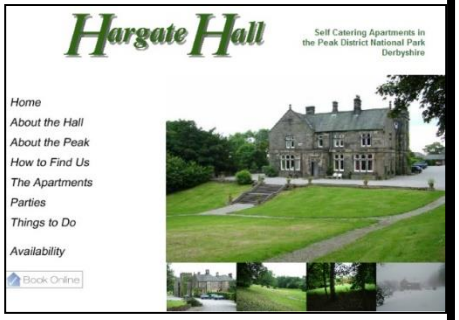


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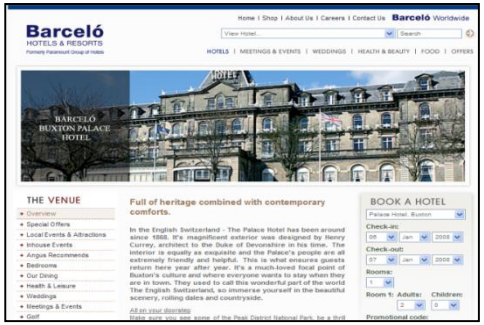


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# Importance of your website vs how your website performs

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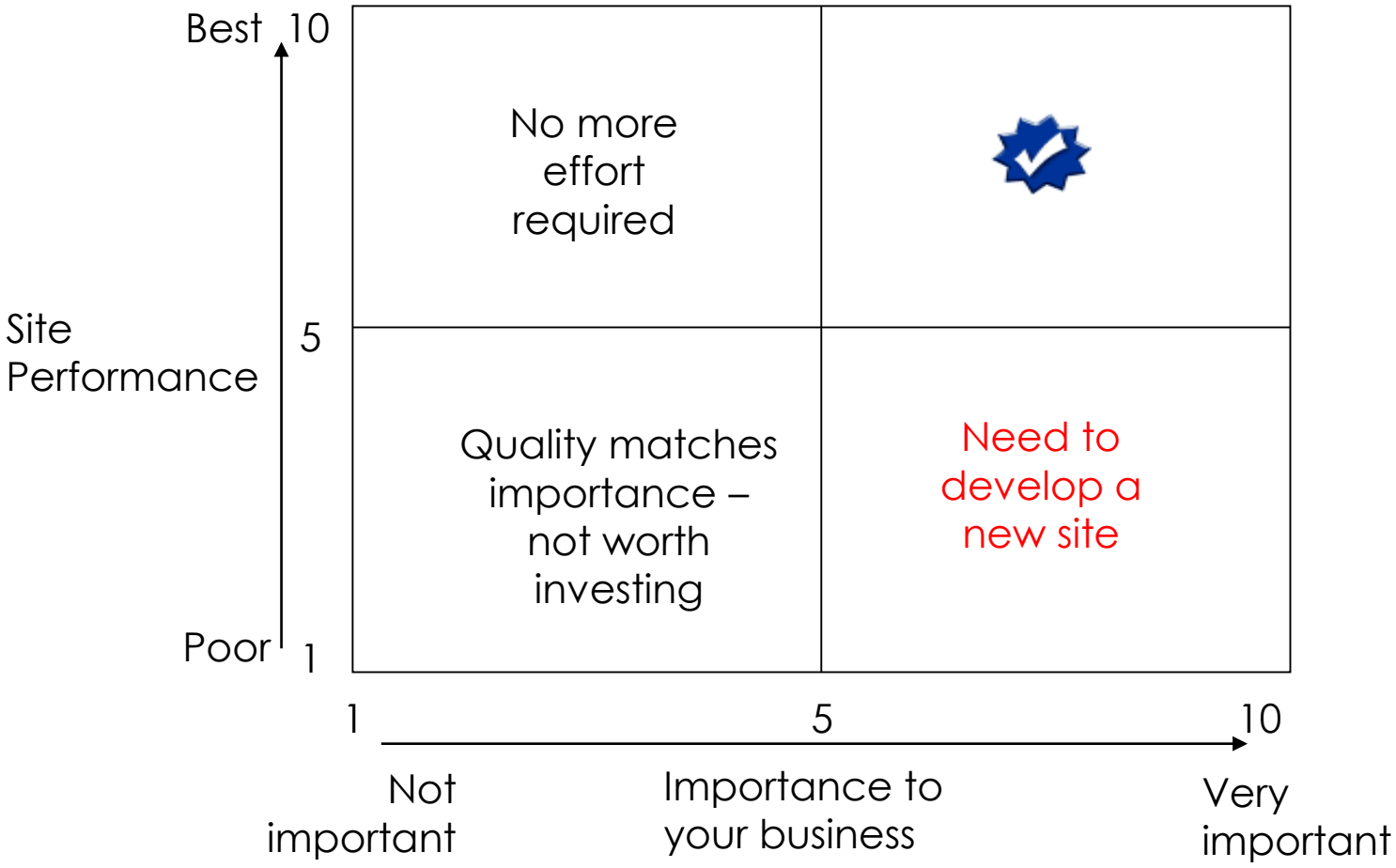
Plot the importance of your site to your business vs. your performance score

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# 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<br>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<br>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

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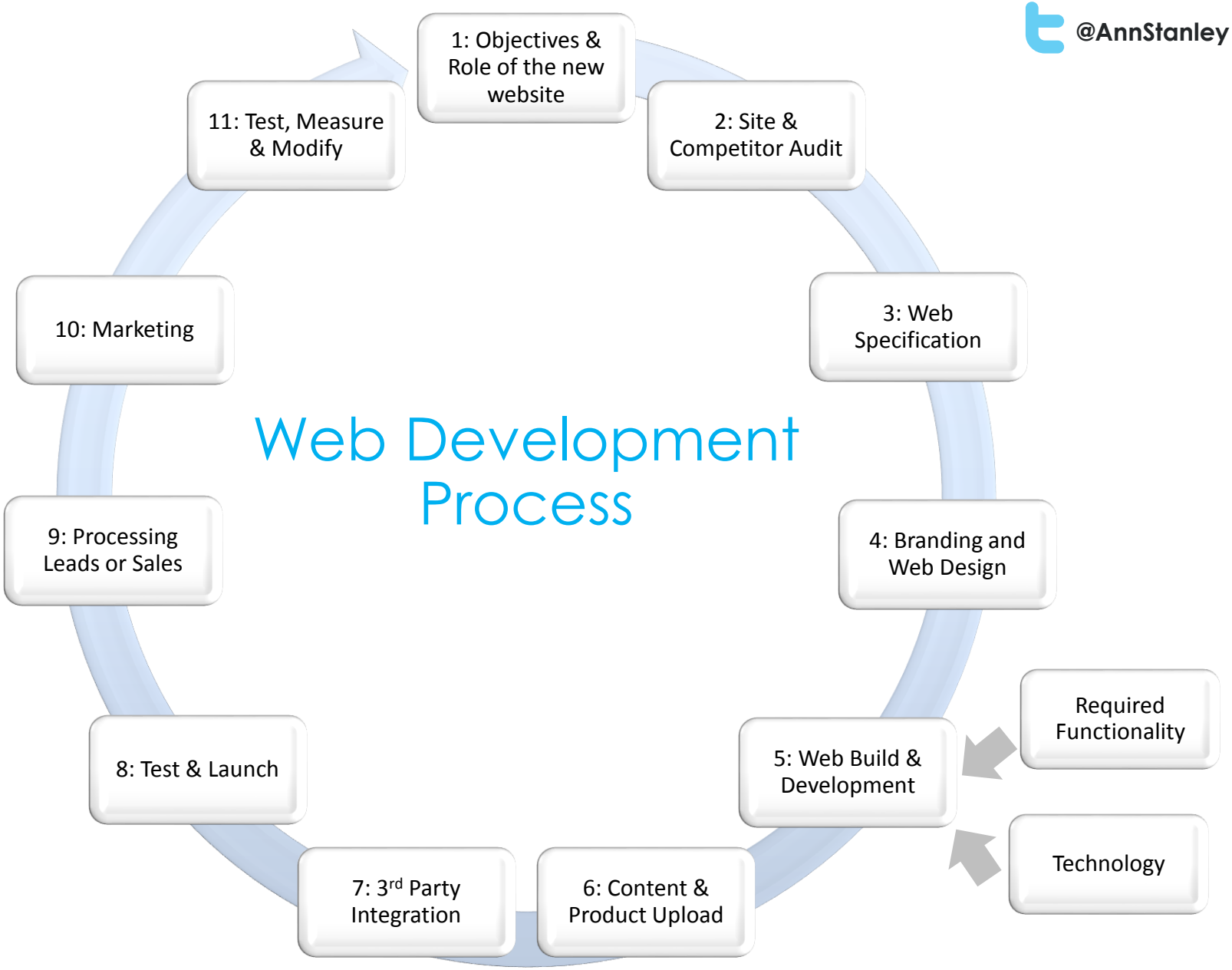
# Web Development Process

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# 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

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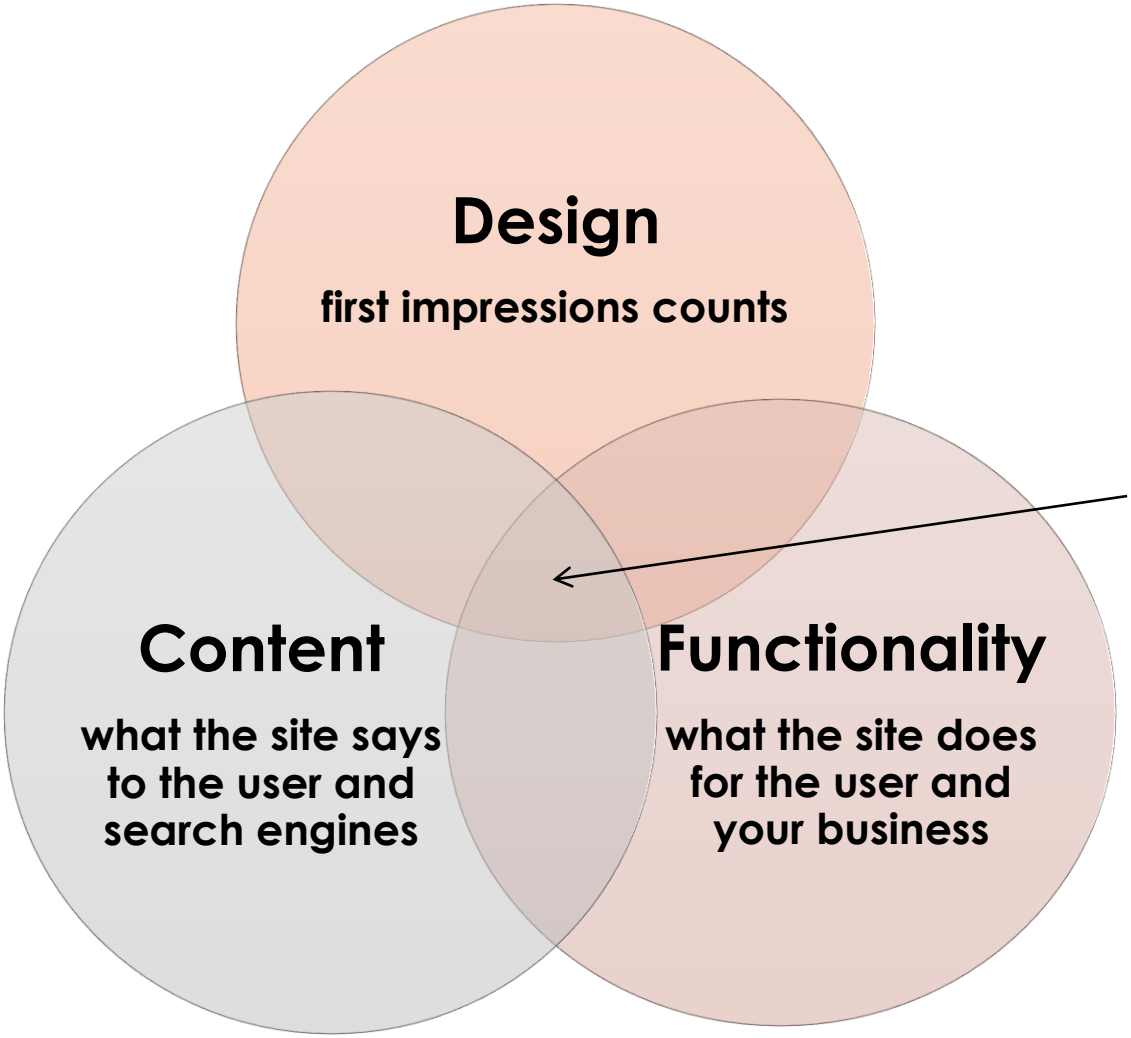


We need to get a balance between these elements

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# 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

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# Ecommerce site aimed at techies

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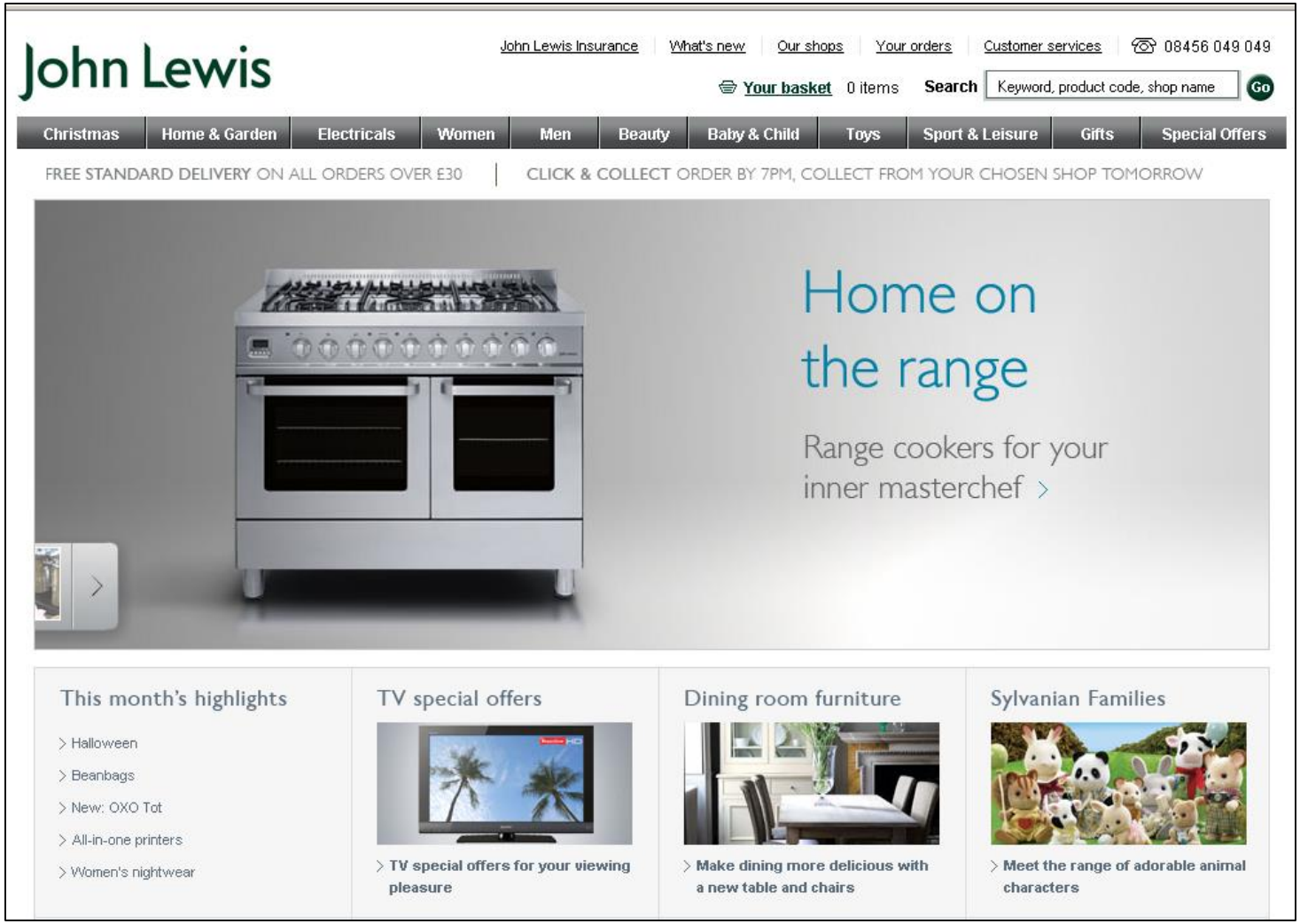
# John Lewis – 2-3 years ago

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# John Lewis – May 2015

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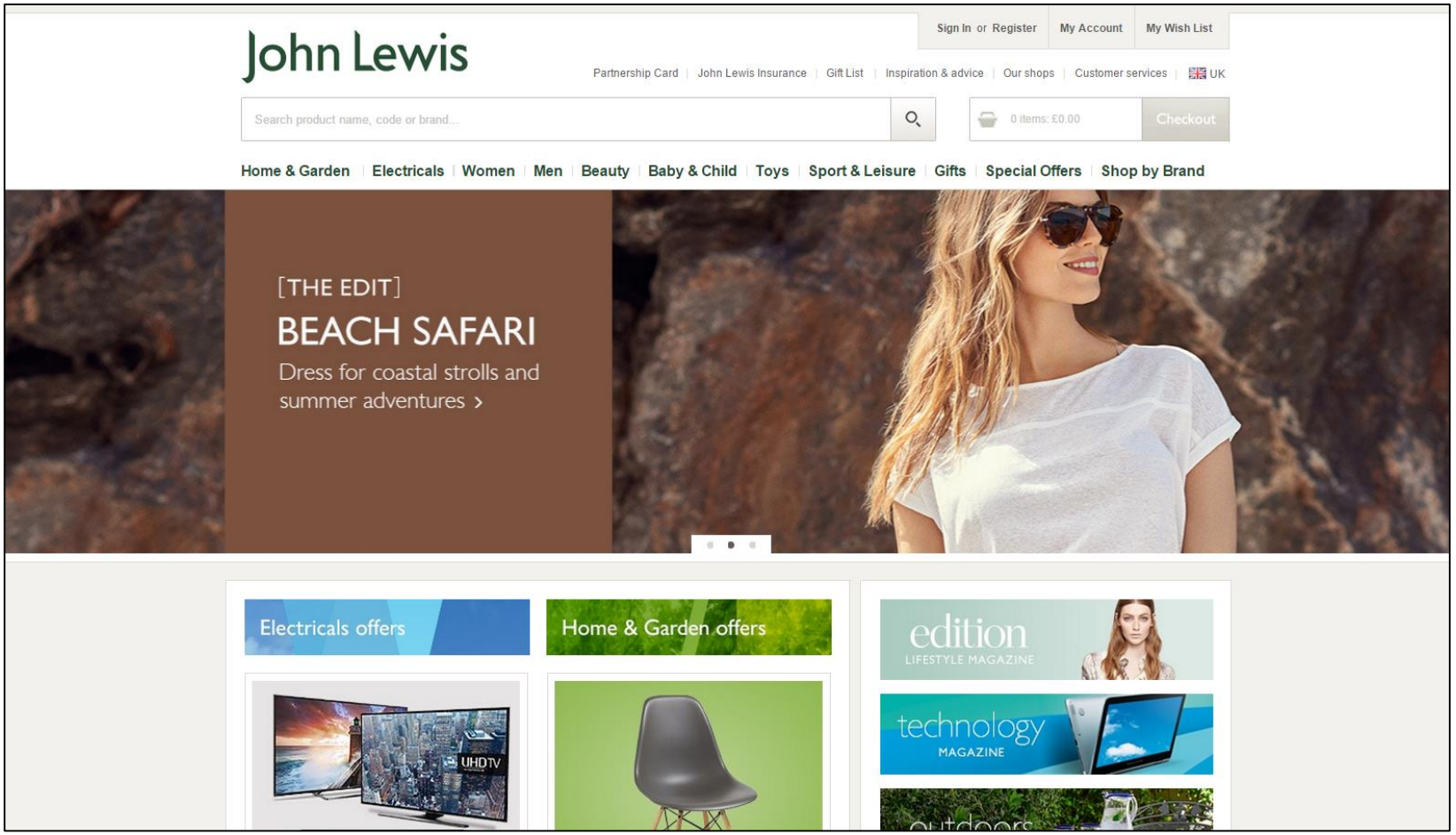


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# Different Elements of the design

Branding

Search on every page

Featured store

Contact details & text search

Main navigation

Rotating images (branding)

"Calls for action"

Text for SEO and user

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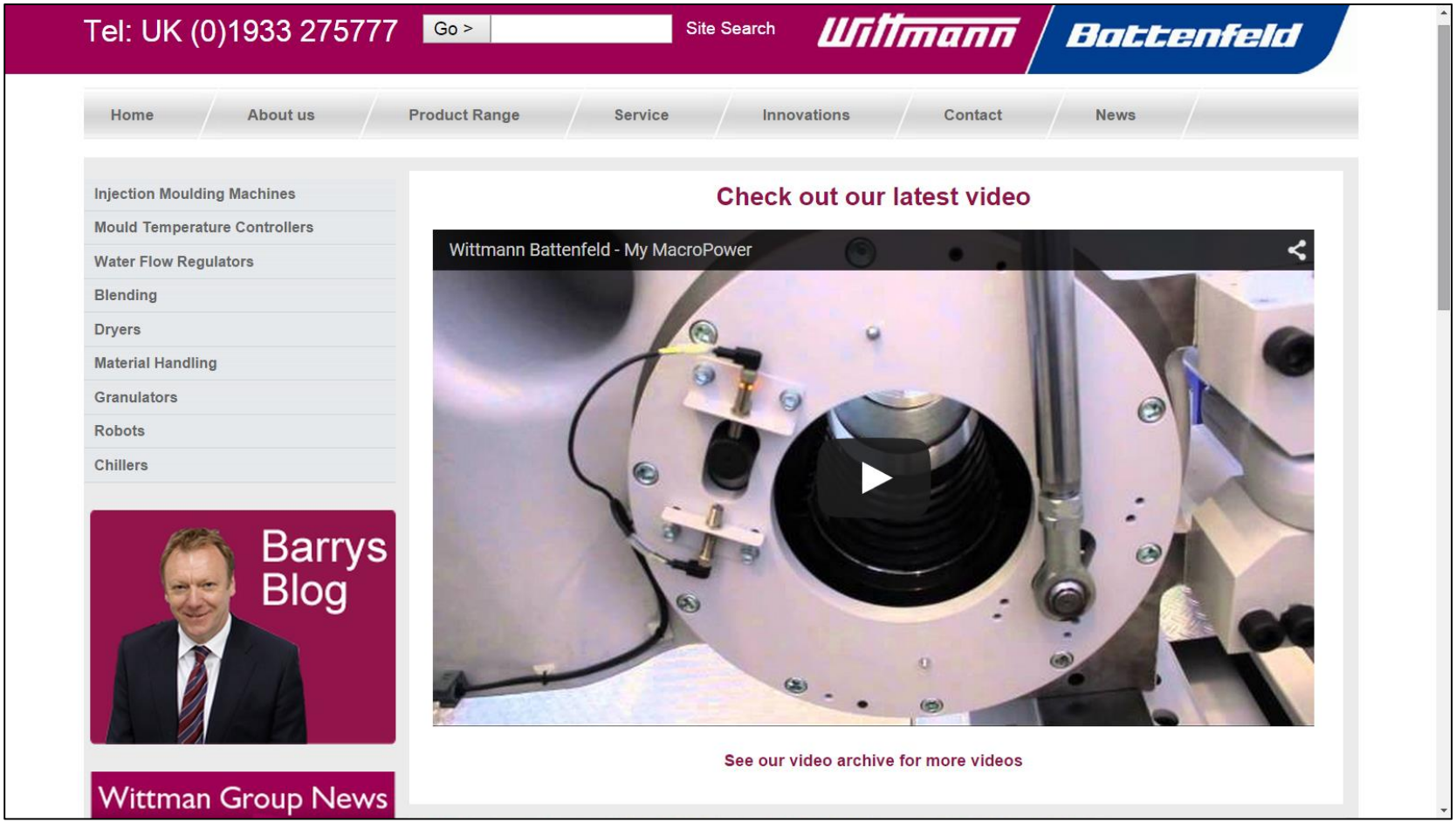
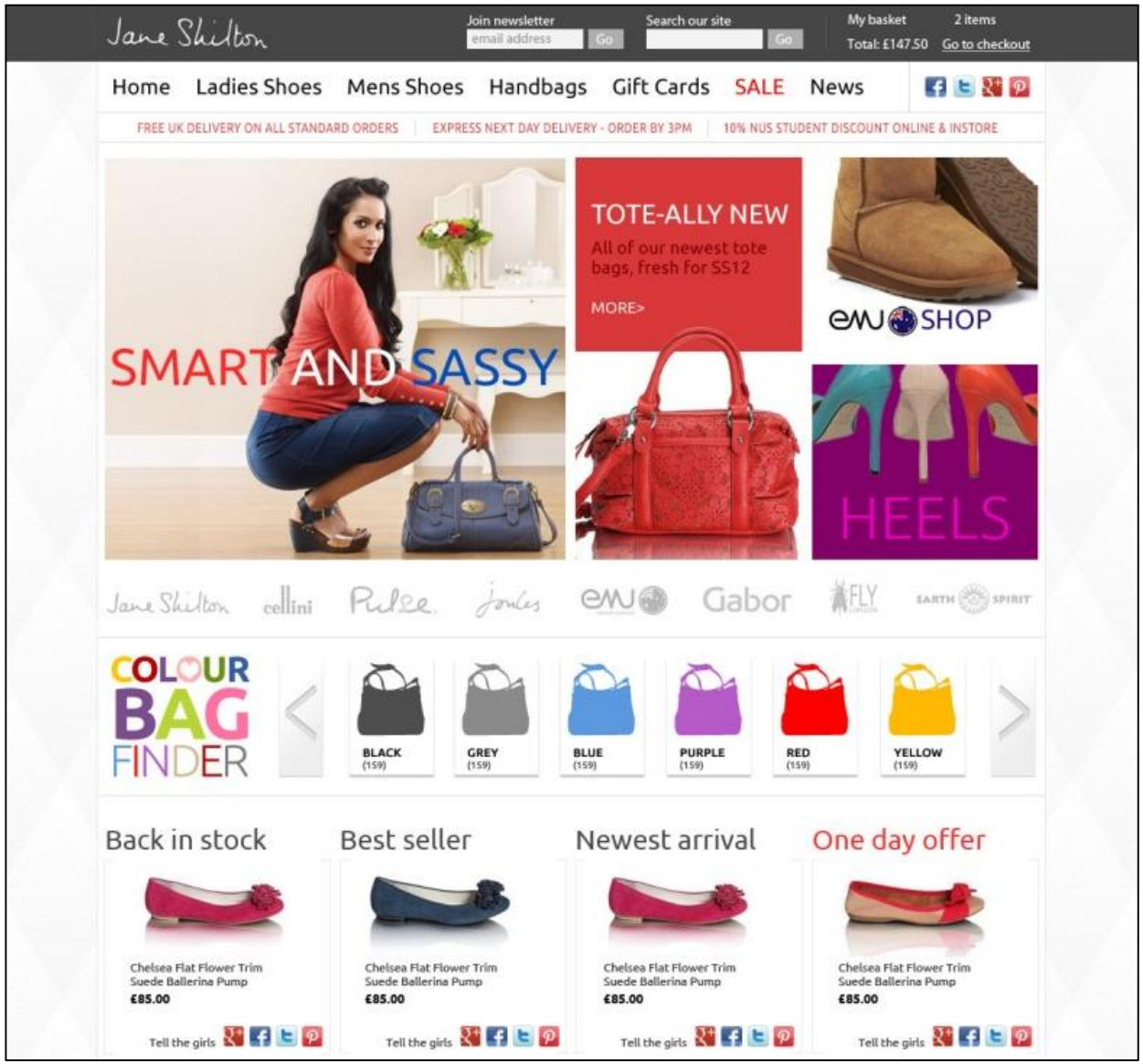
# B2B sites can still have similar elements



# Case Studies

# Case study – Jane Shilton project

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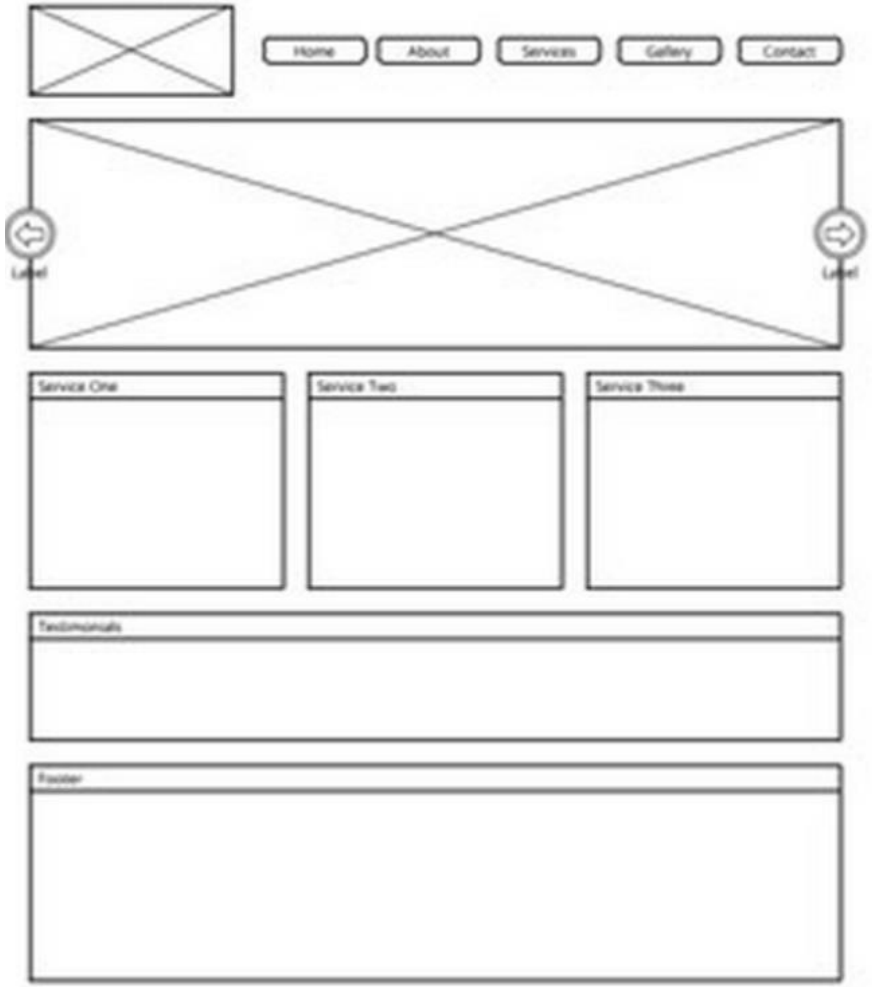
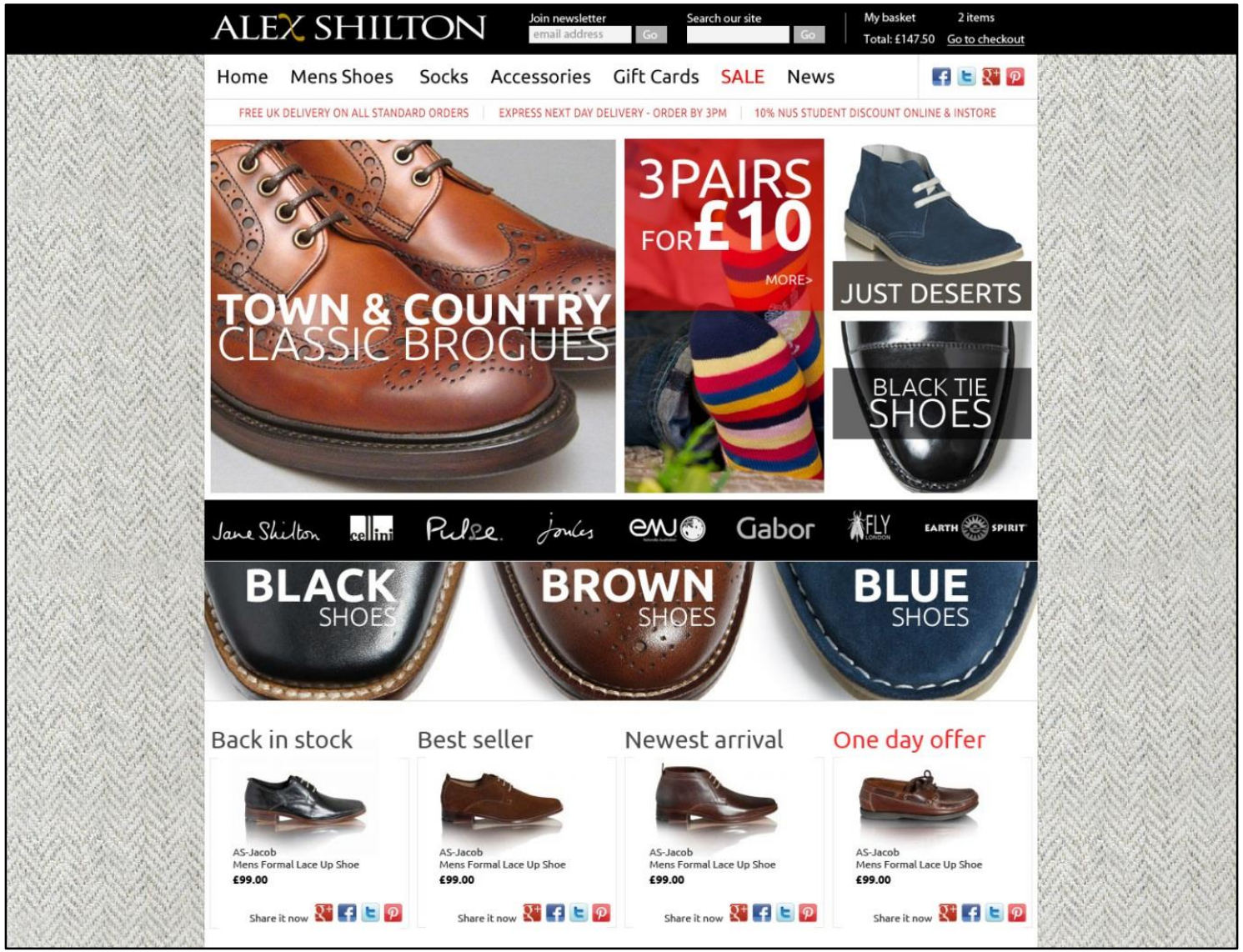
# Web design process

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

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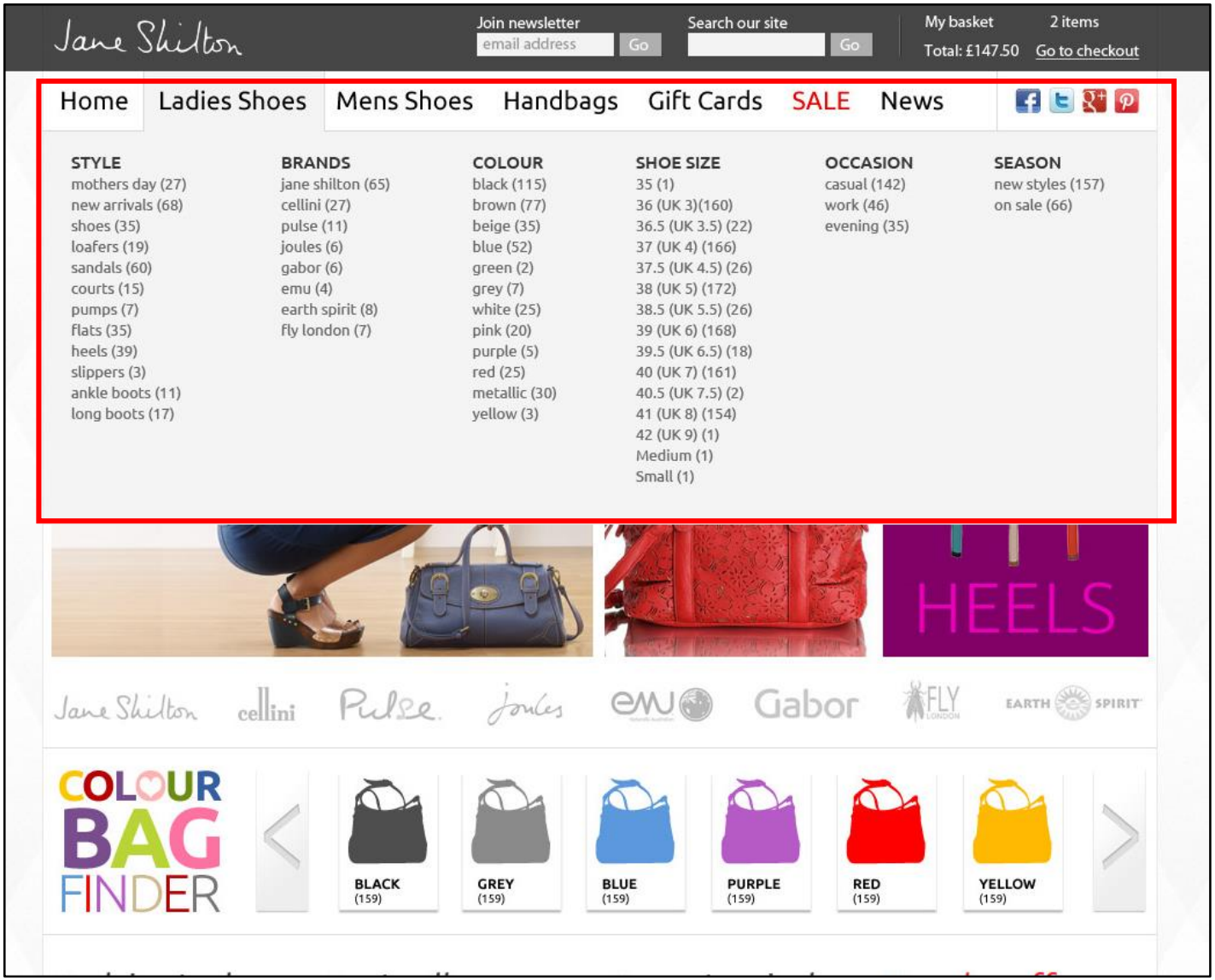
# Mega-menus

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# Text for SEO – below the fold

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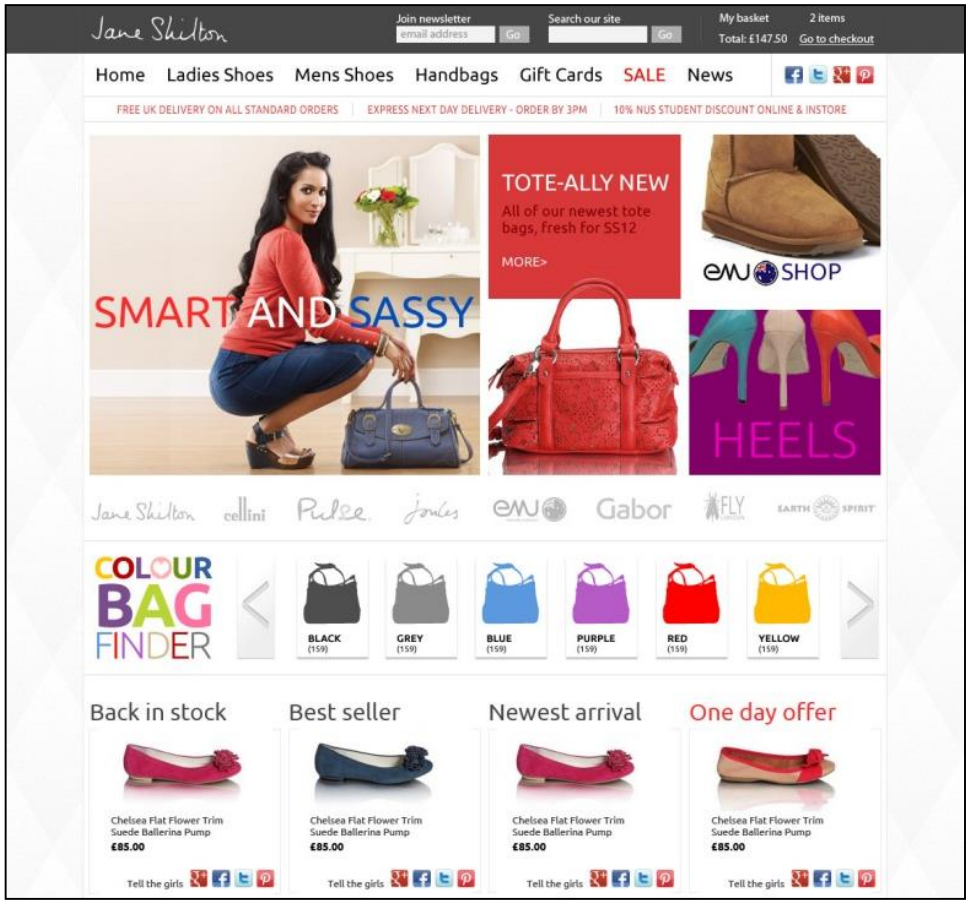

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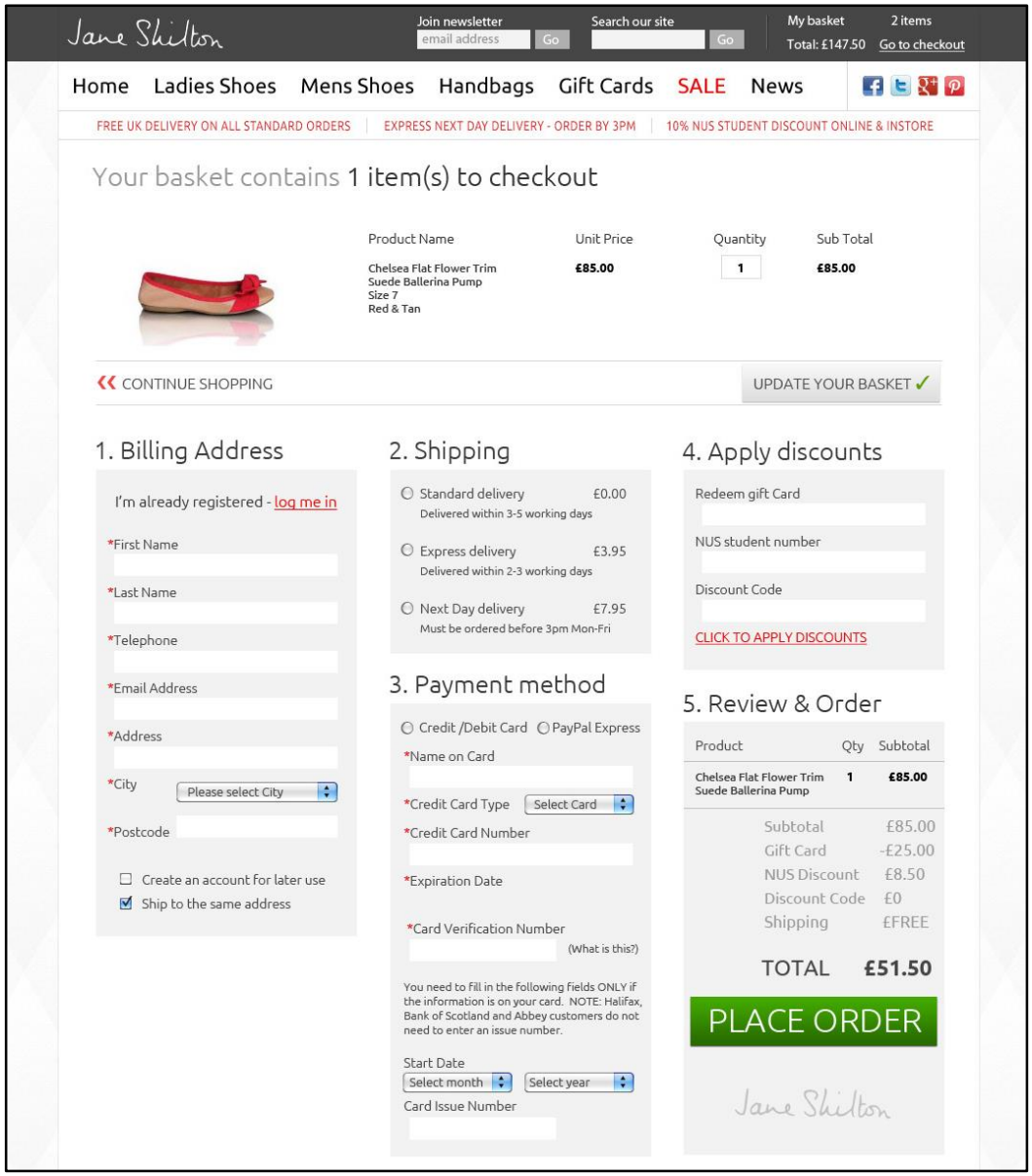
# One page checkout

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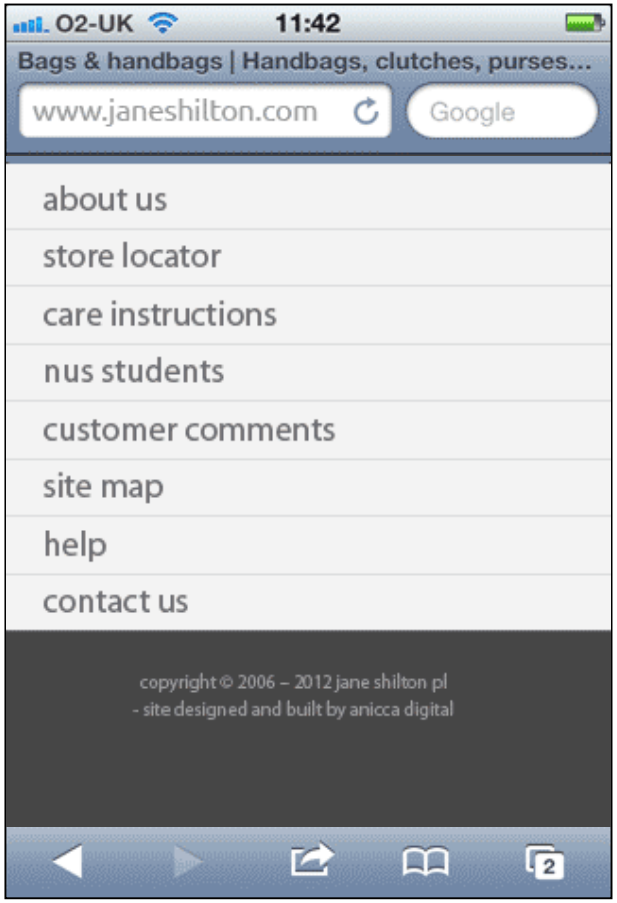
# Mobile responsive design

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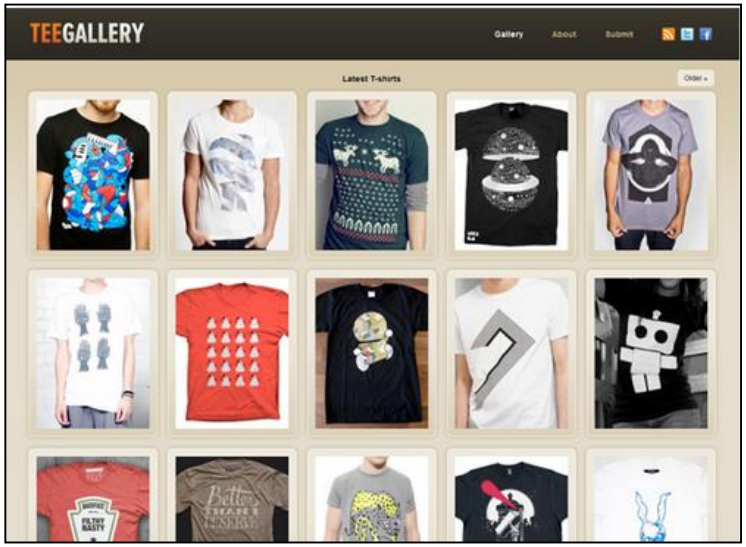
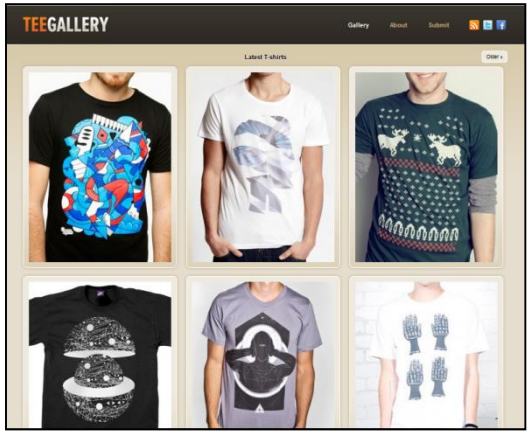
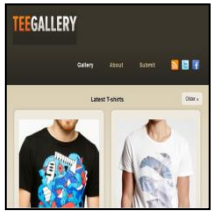
# What is mobile responsive design?

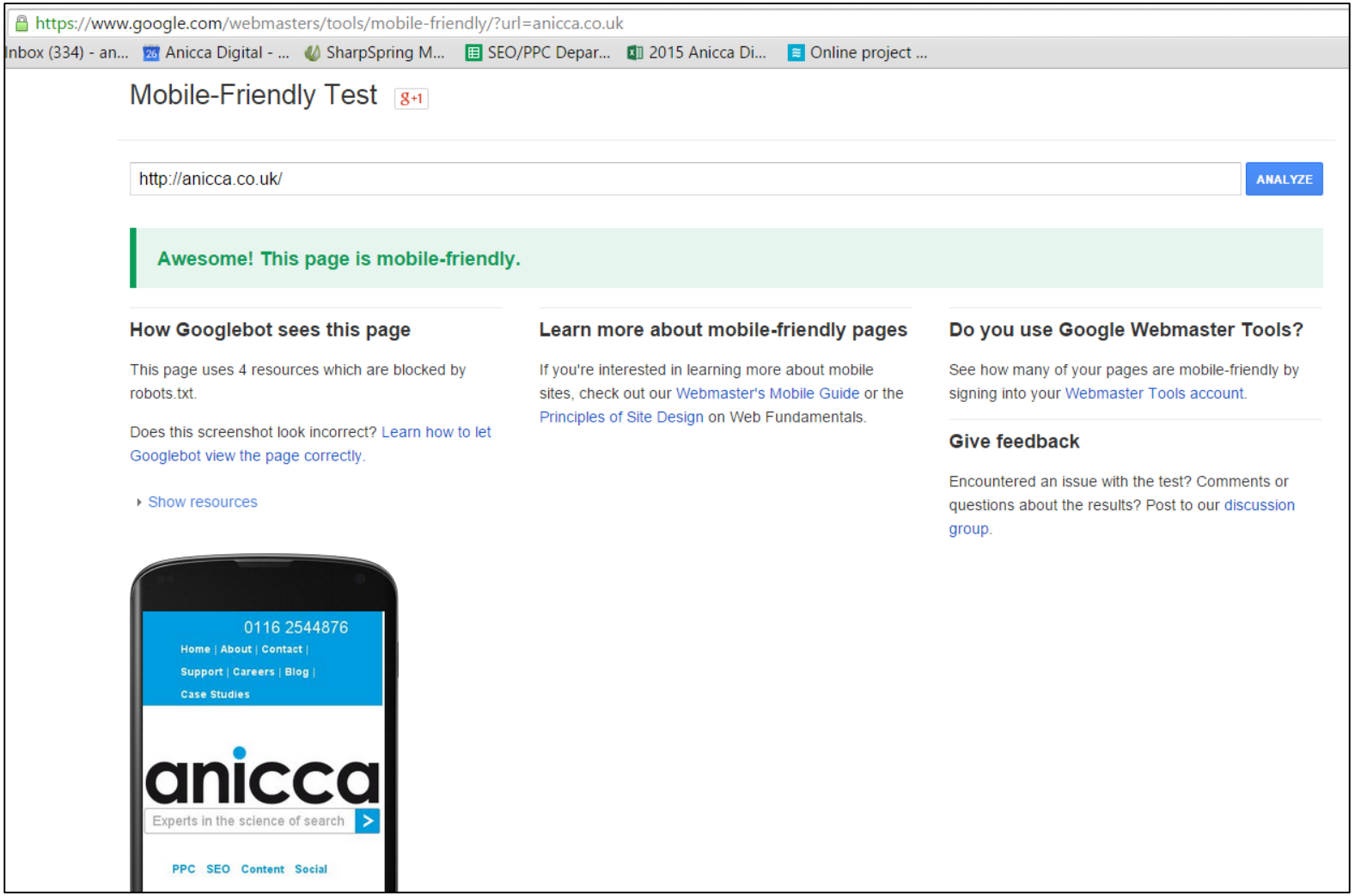



- Same url for all devices rather than a separate mobile site or sub-domain
- User detection agent (distinguishes device)
- Liquid or responsive design suitable for each size device/operating system/browser
- Mobile design often has a single column with most important content/features moved to the top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

# Google mobile friendly test

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# Komodo – old design 2008

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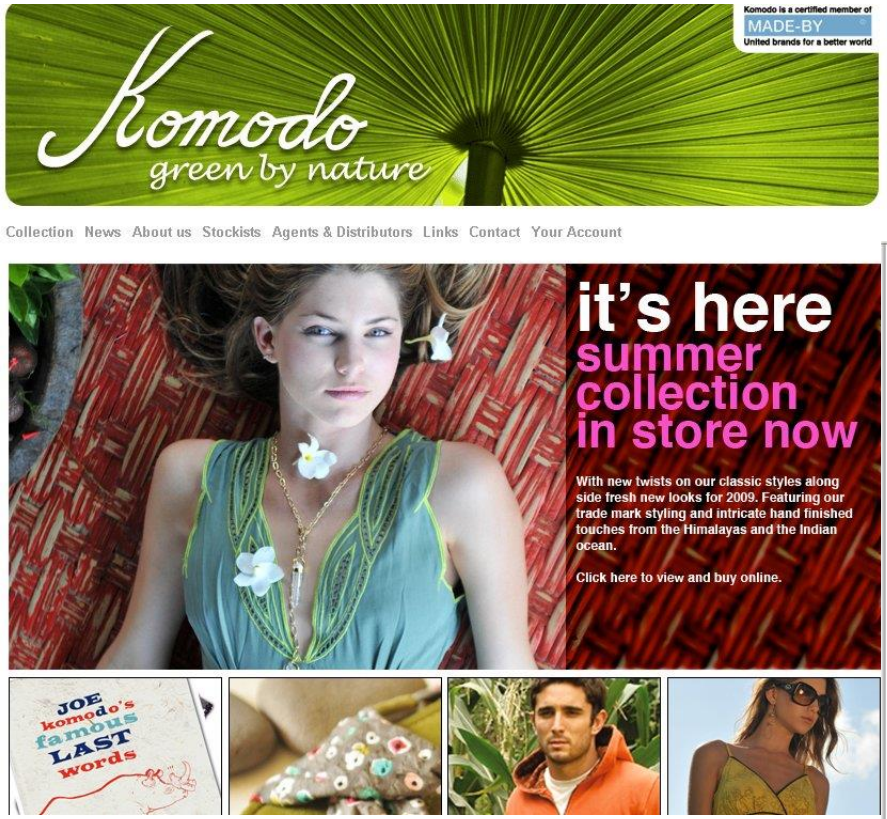
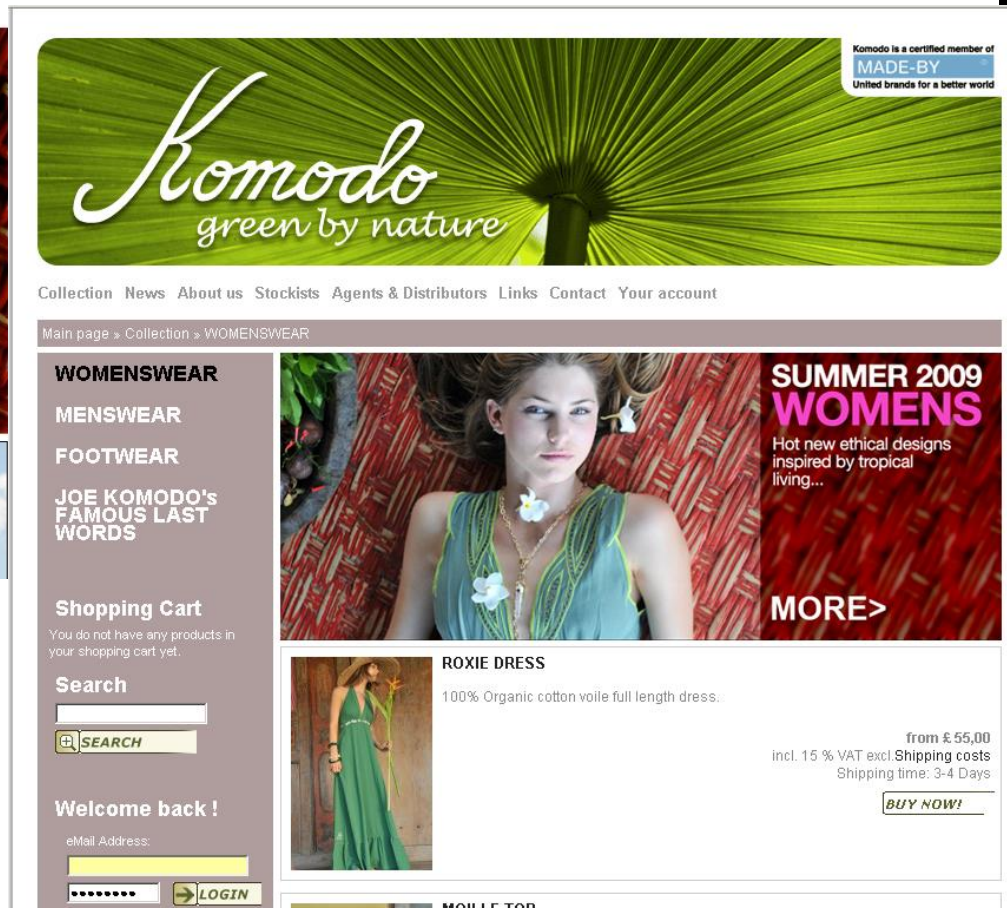
# After re-design (2009)

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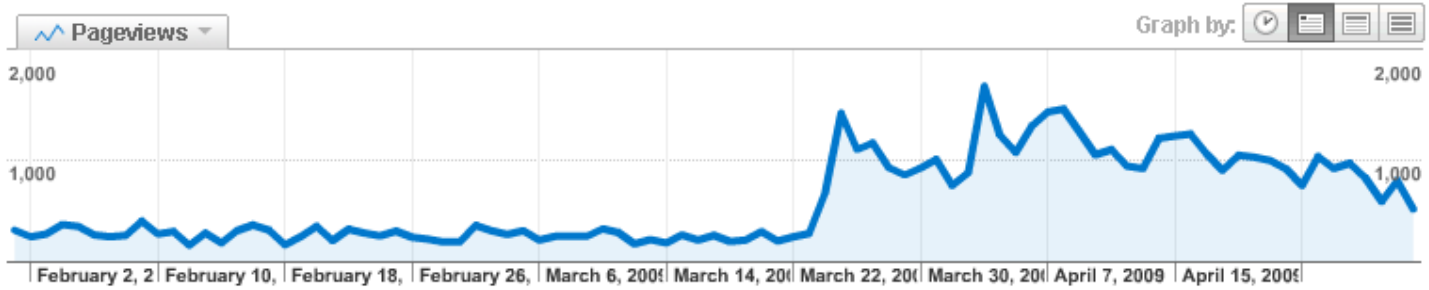
# Analytics results

## Bounce Rate for all visitors

Feb 1, 2009 - Apr 30, 2009

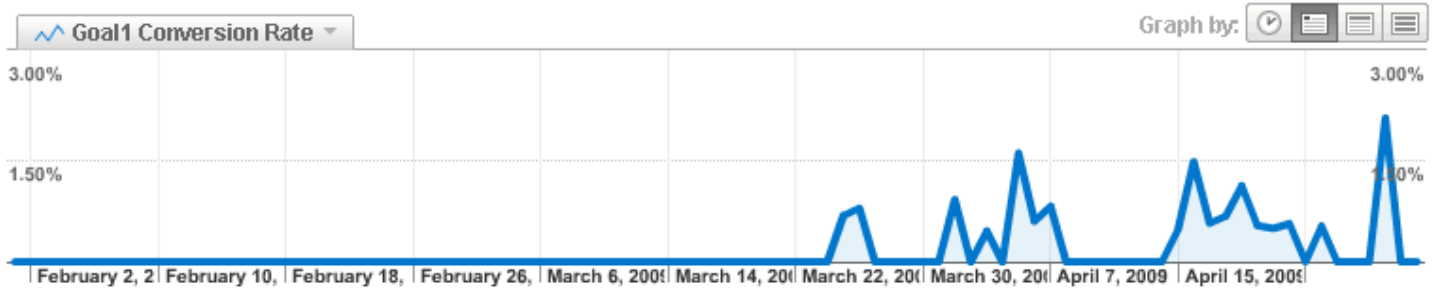
## Pageviews for all visitors

Feb 1, 2009 - Apr 30, 2009




## Goal Conversion Rate

Feb 1, 2009 - Apr 30, 2009

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# RF Training (before and after redesign)

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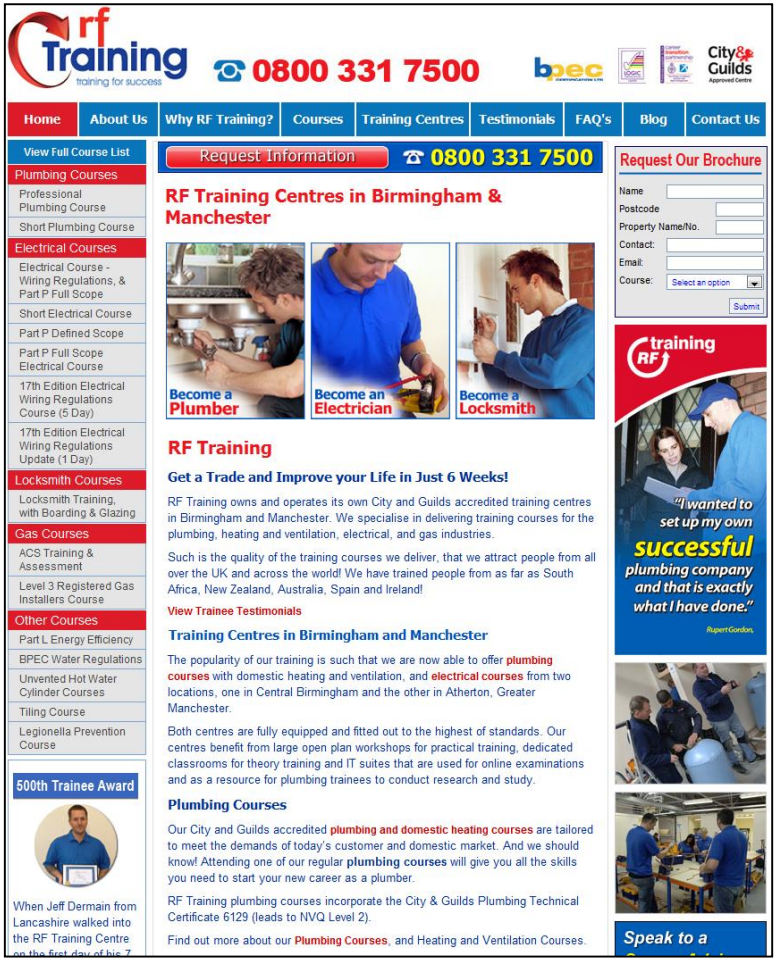


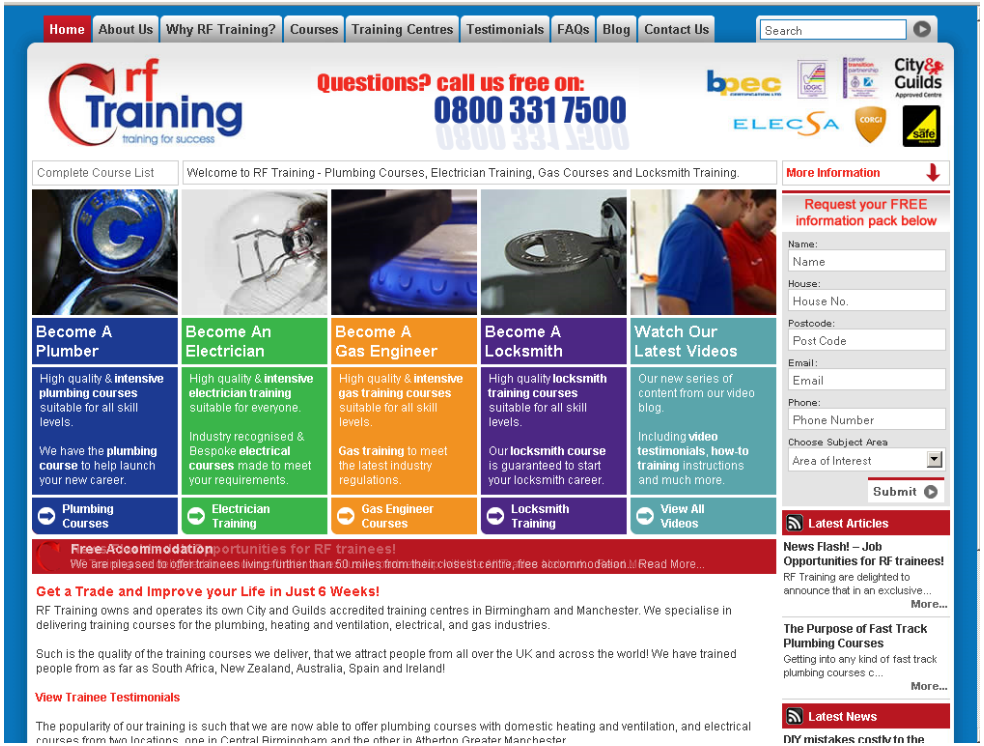


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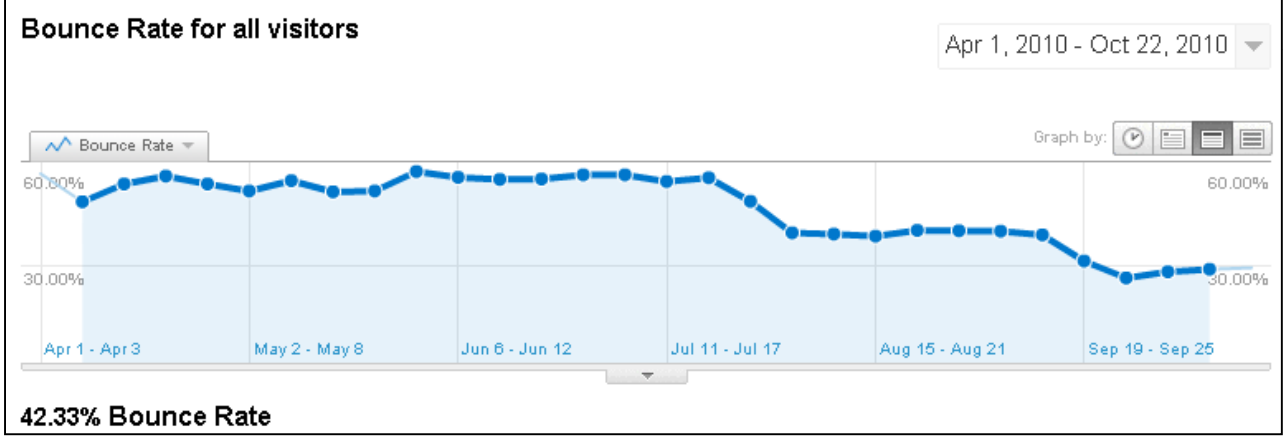
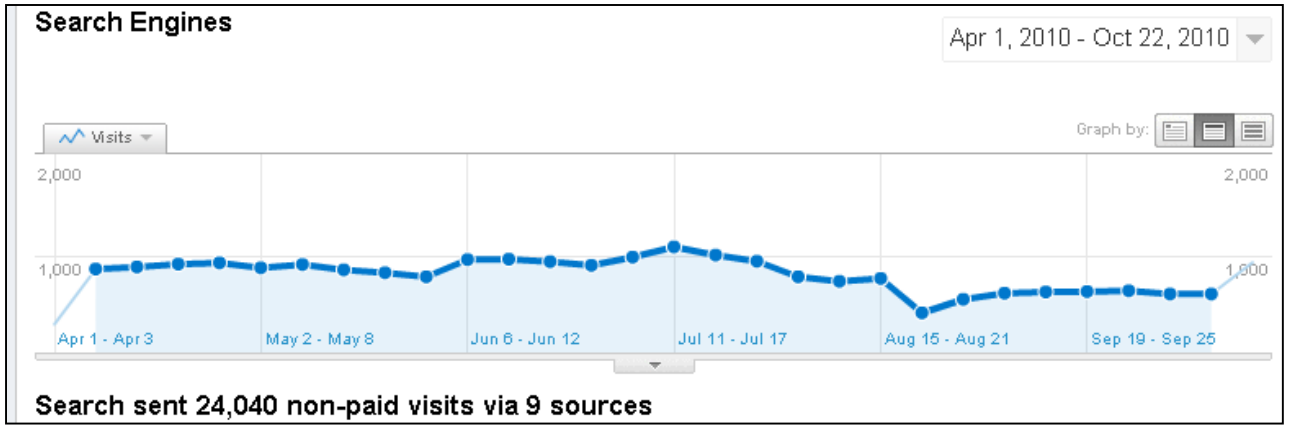
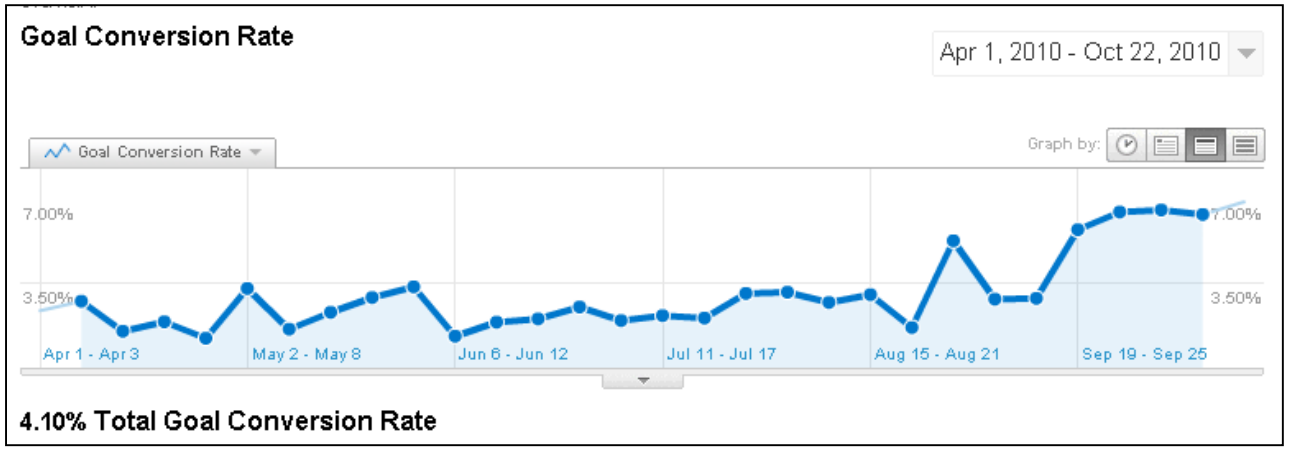
# Effects of New RF Training Website

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# Testing you designs – Why you must test?

# Why You Must Test!

## *Google Website Optimizer Blog: Original*

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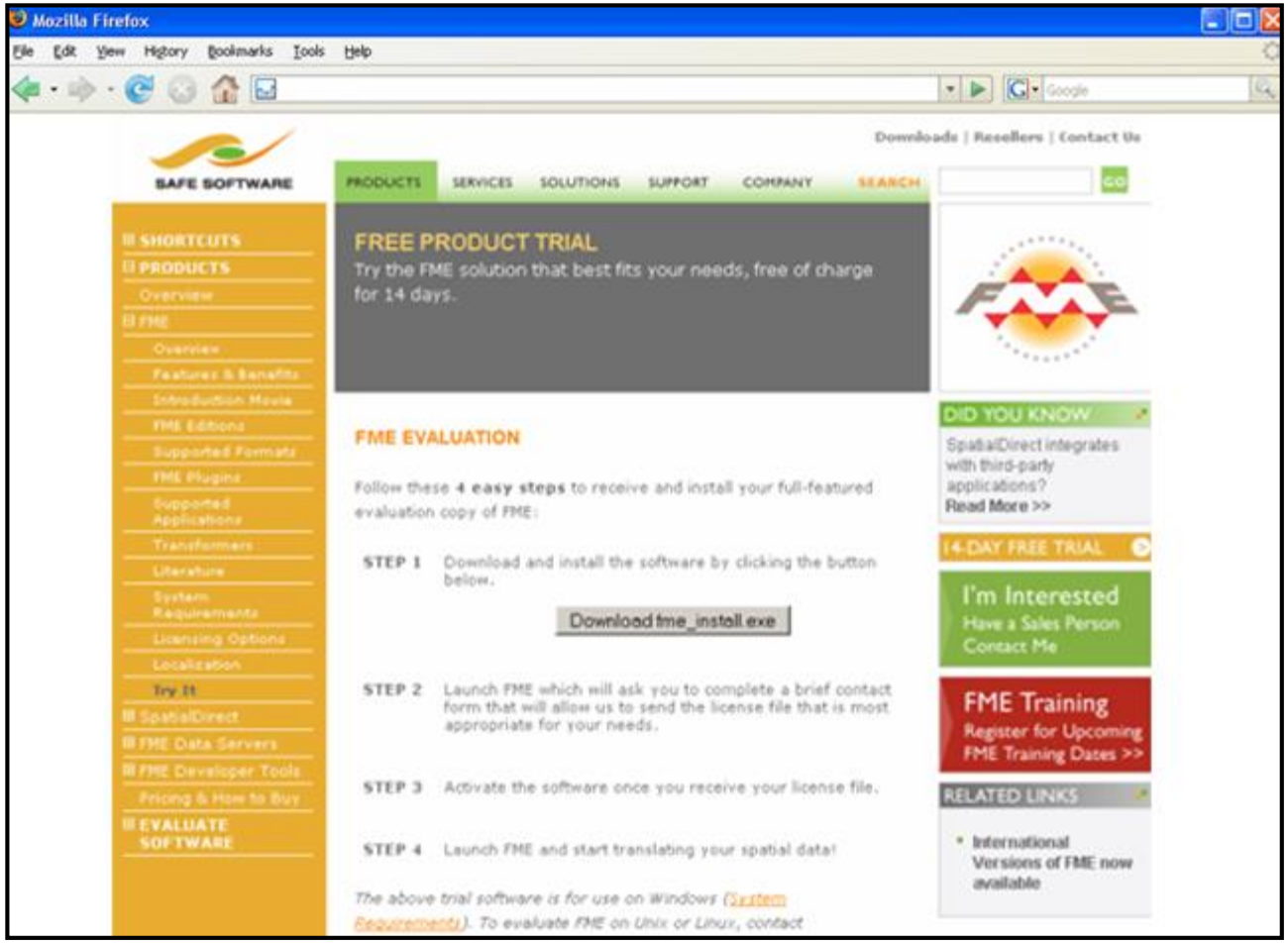


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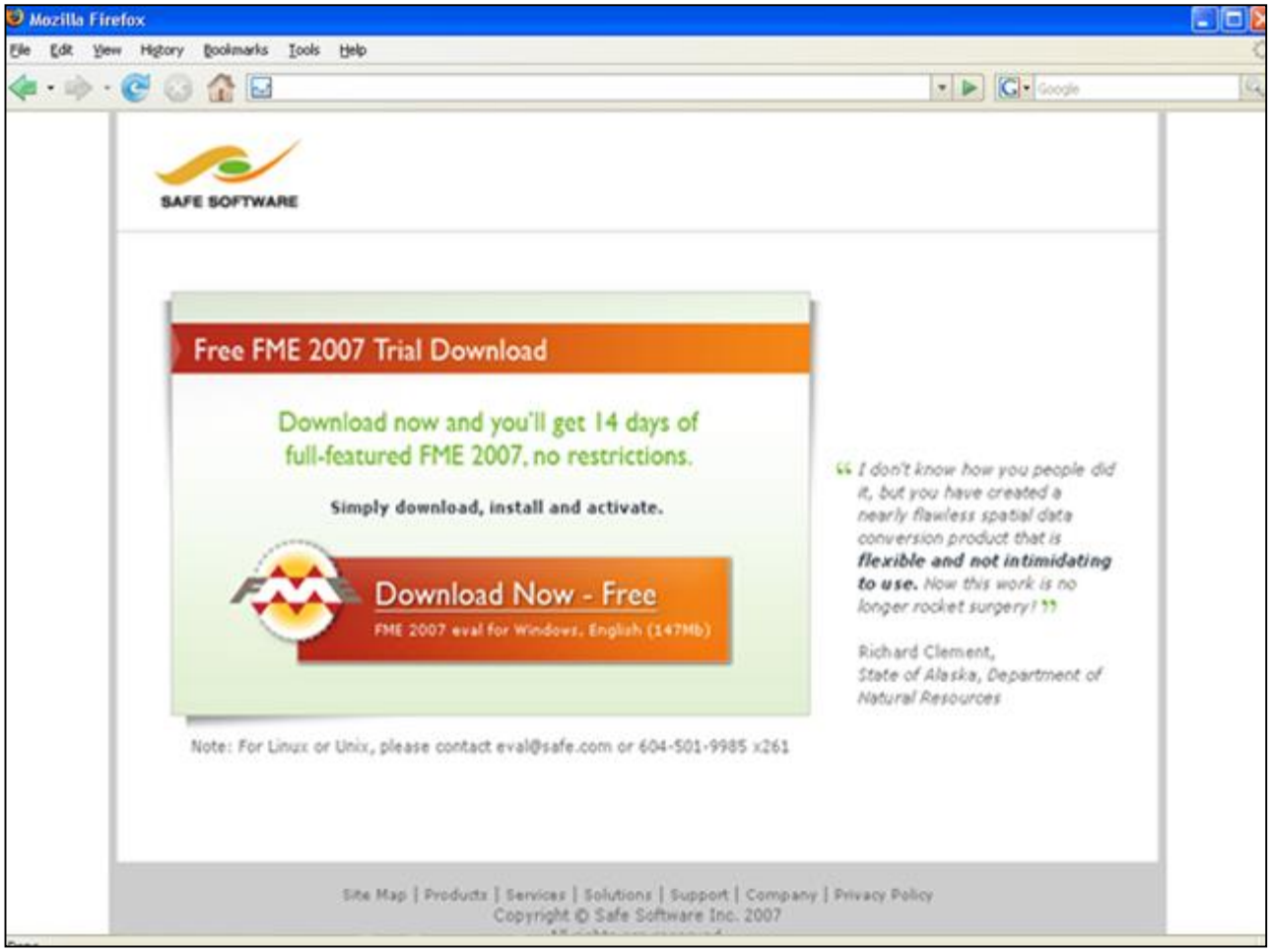
# Why You Must Test!

## *Google Website Optimizer Blog: Alternate Version 1*

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# Why You Must Test!

## *Google Website Optimizer Blog: Alternate Version 2*

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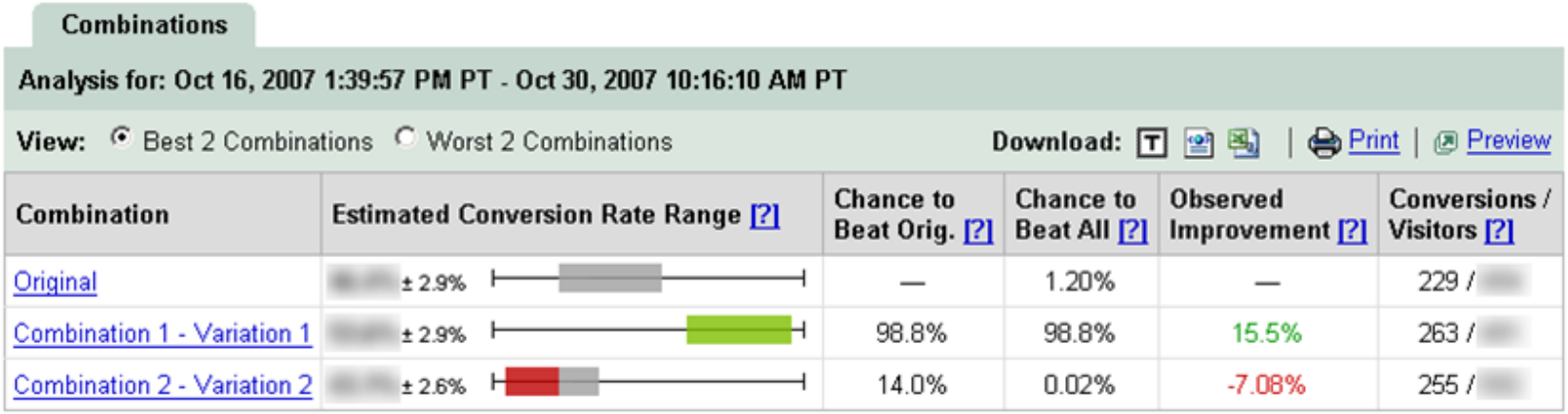
# Why You Must Test!



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: 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 / |

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# 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

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# Integrated blog using WordPress with social share buttons

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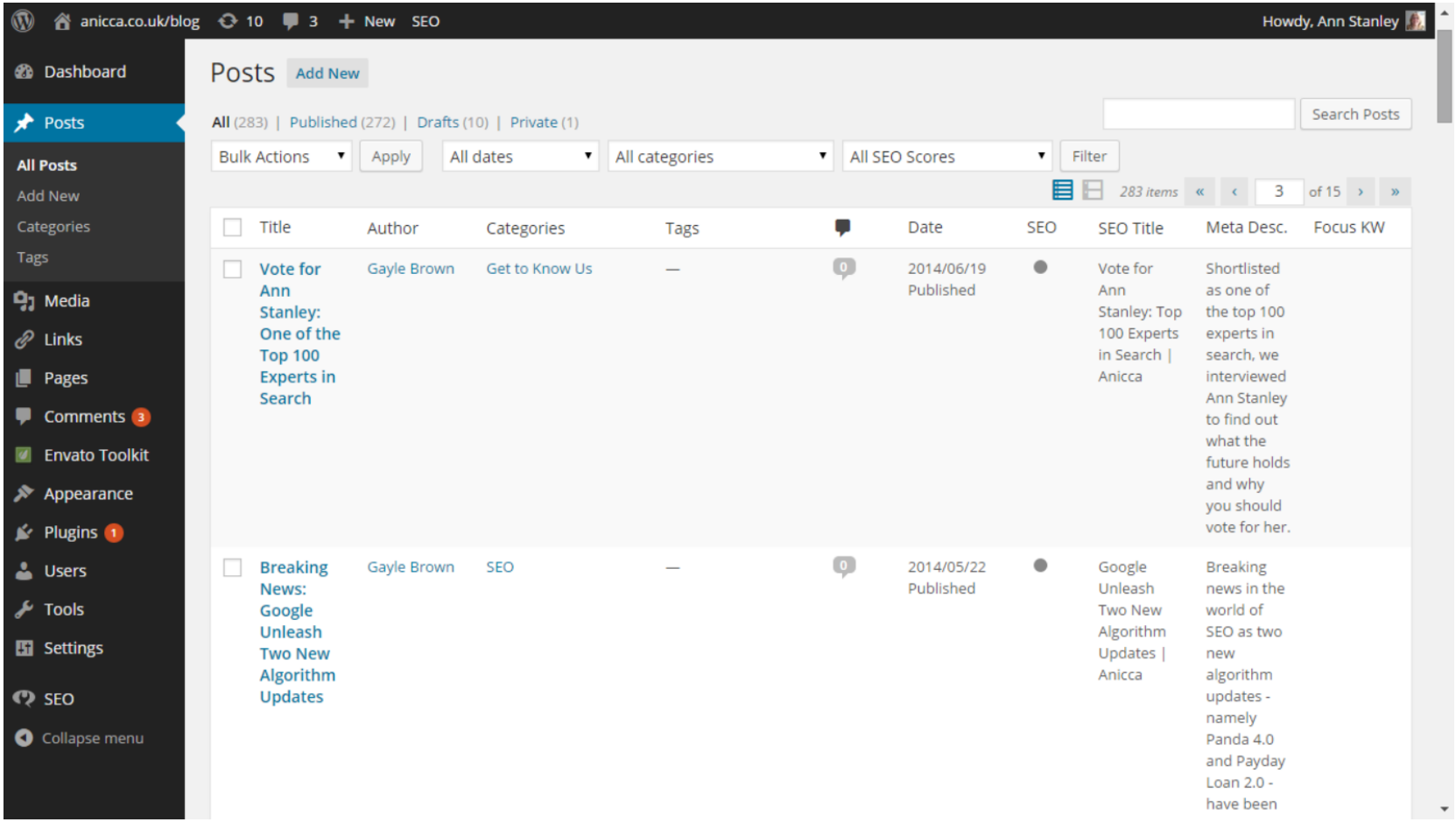
# WordPress admin interface

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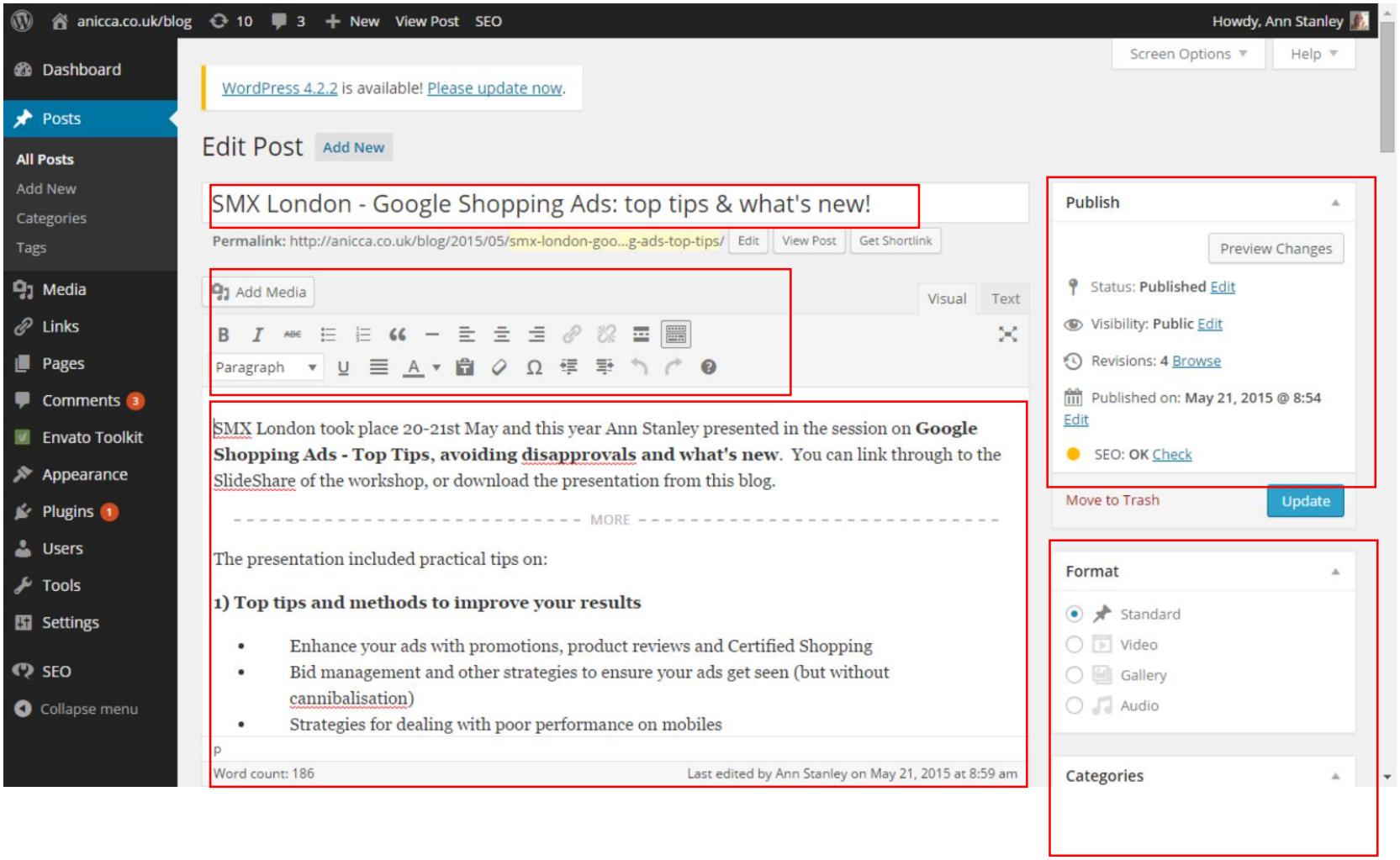
# Creating a blog post

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# Functionality

# Type of website and choice of technology

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| Type | Suitable for | Popular Features | Technology used | Required |
|---|---|---|---|---|
| Standard brochure site | First website<br>Small businesses | Bespoke design<br>10-20 pages<br>Form with details emailed to you | WordPress | No |
| Premium brochure site | Replacement website<br>Professional services | Bespoke design<br>20+ pages<br>Integrated blog<br>Forms and stored customer details<br>Optional features such as gallery or library | integrated WordPress | Yes |
| Database driven website | Property website<br>Recruitment website<br>B2B products<br>Training websites (no online sales) | As above, plus relevant databases<br>Search facility<br>Members login<br>(and bespoke features as required) | Drupal/WordPress | No |
| Database driven website with Ecommerce | Product sales<br>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 |

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# Thank You

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