

# Making the most of your website

Tips to ensure that your website adds value to your business

Prepared for the University of Oxford Begbroke Transfer

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# Planning a successful website

# Know your audience

- Who is your target audience?
- What are their goals?
- What motivates them?
- Are they skilled internet users?
- What do they want to achieve by visiting the site?
- What information do they need from the site?



Create personas in order to profile them...

- Personas describes the goals, skills, attitudes, motivations and environment of a specific user group.
- Examples include “scientists”, “investors” and “researchers”



# Solid strategy

## Reach

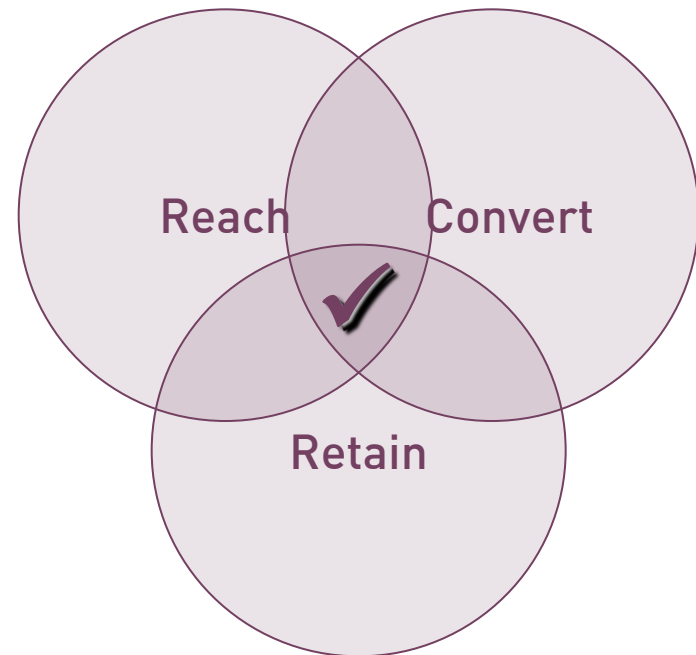
Make it easy for your target audience to **find** your business and **engage** with **you** online

## Convert

When people visit your website – recognise that they are **looking for an answer** to a need and the website must facilitate this **quickly** and **easily**

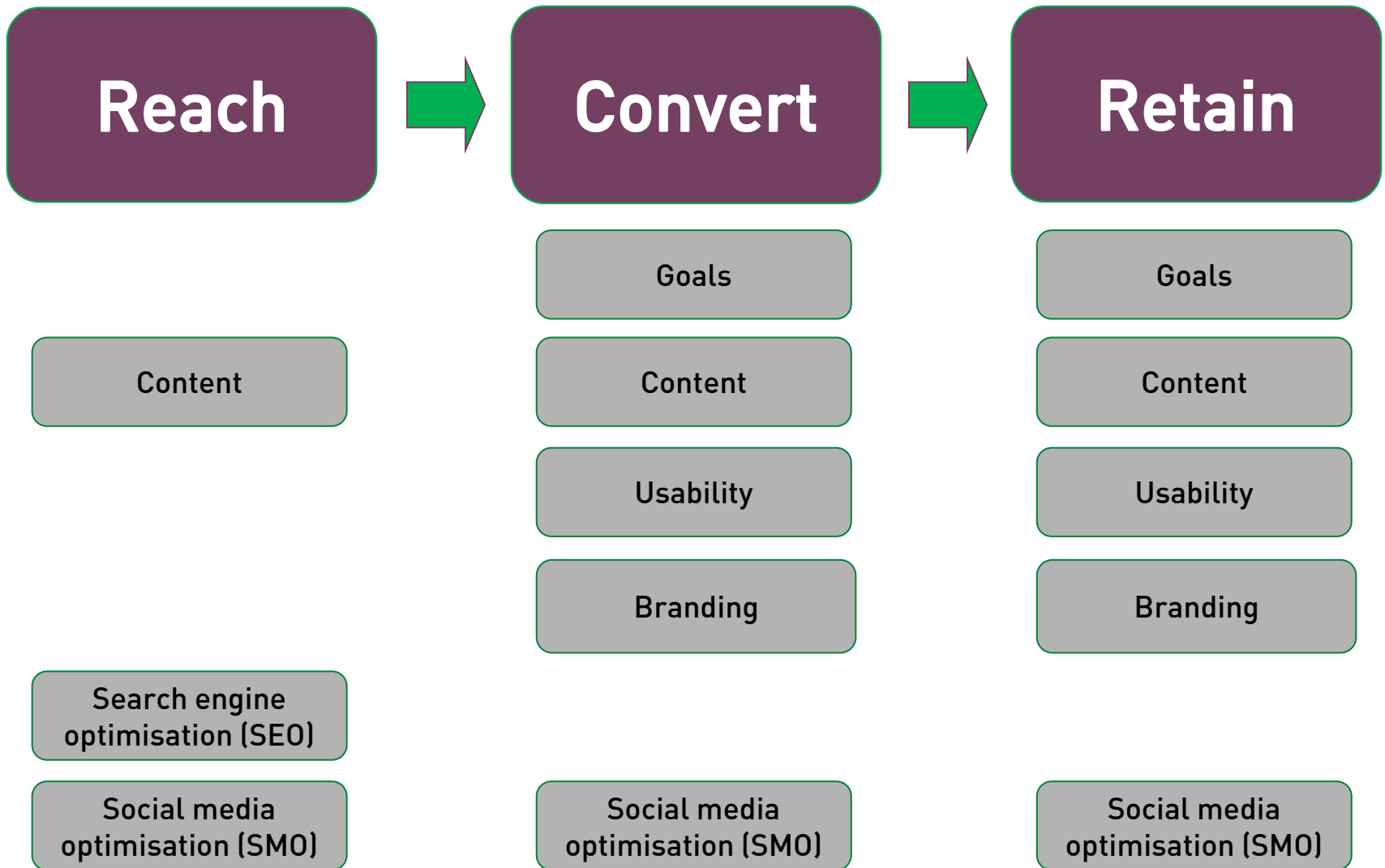
## Retain

**Empathise** with your customers and **respond** to their needs to ensure that long term satisfying relationships are formed



What are the tactical areas do you need to consider?

# Comprehensive tactics



# Goals

Goal tactics

Reach

Content

Search engine  
optimisation (SEO)

Social media  
optimisation (SMO)

Convert

Goals

Content

Usability

Branding

Social media  
optimisation (SMO)

Retain

Goals

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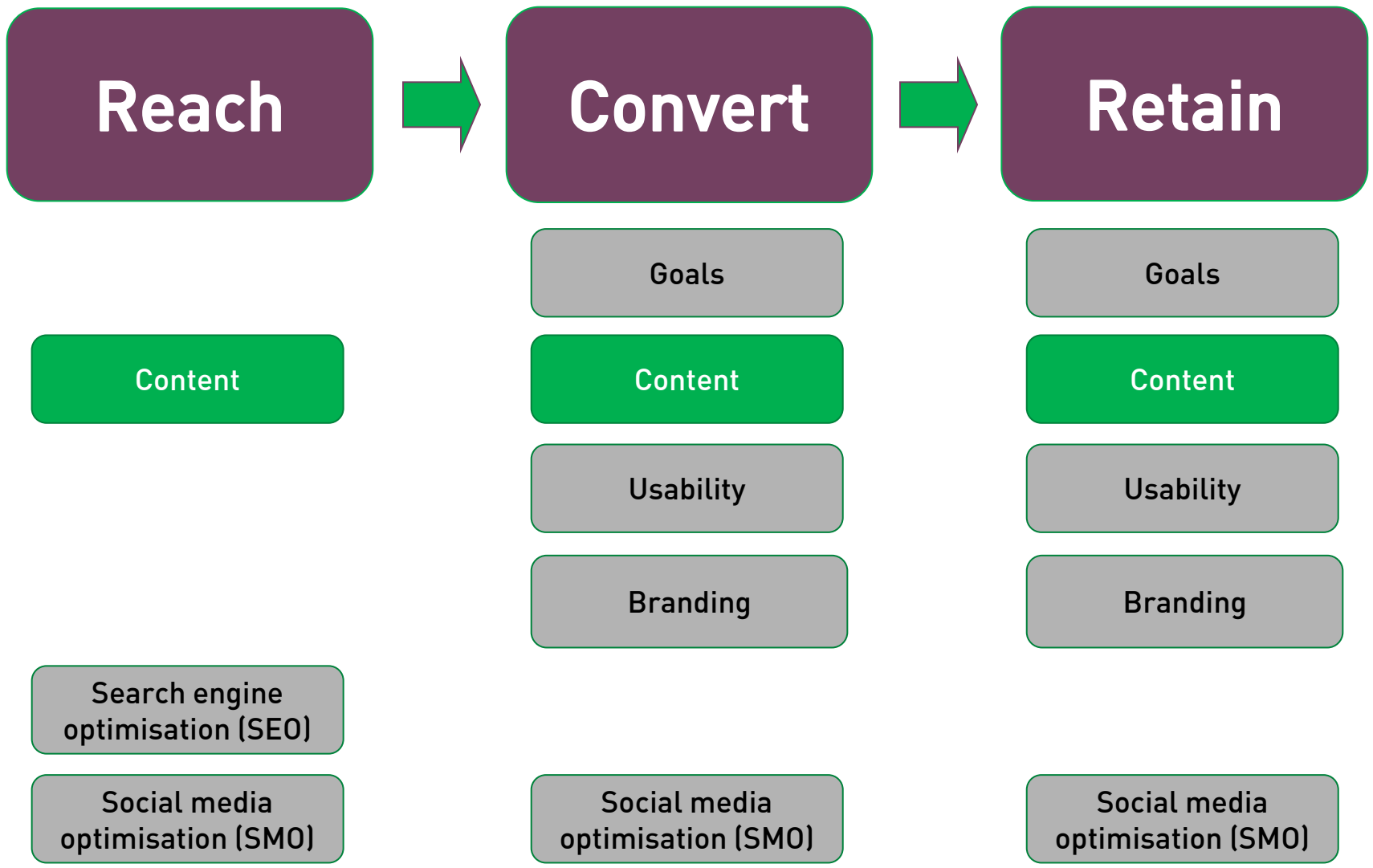
Social media  
optimisation (SMO)

Your website needs to **achieve business goals** such as investor enquiries, membership, sales and data collection



# Content tactics

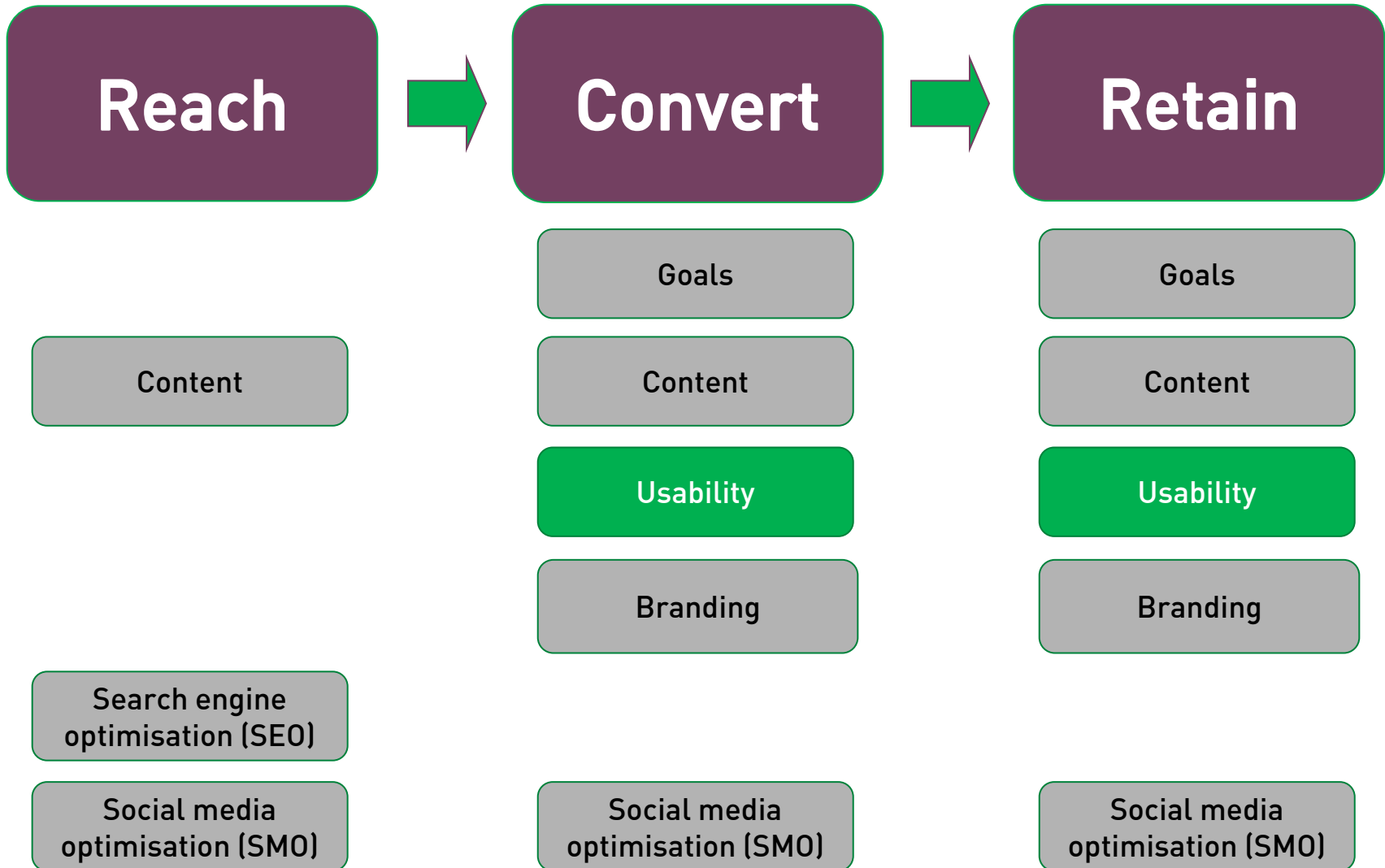
Content tactics



The best content is **relevant, clear** and **useful** and available in different **media formats**

# Usability tactics

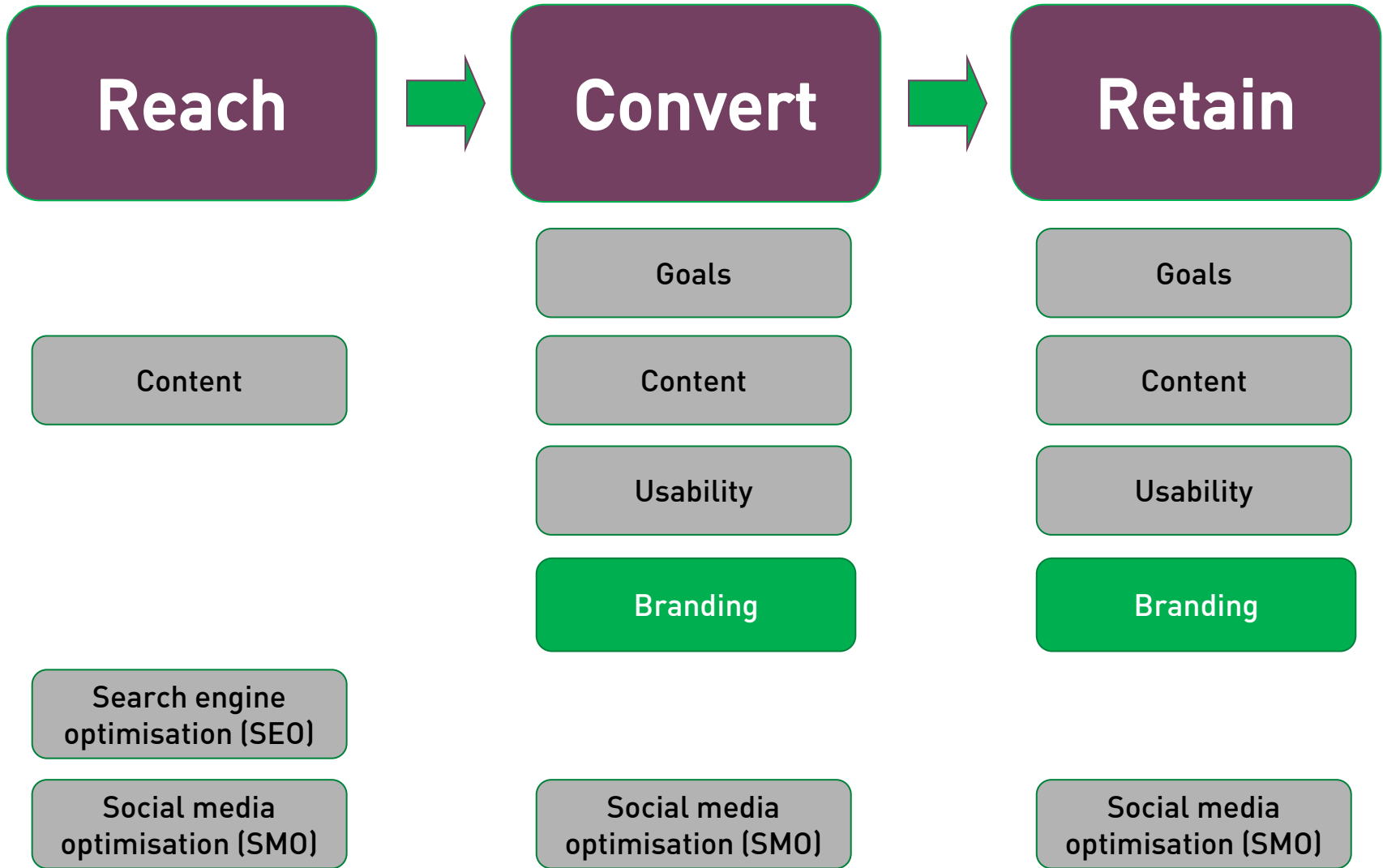
Usability  
tactics



Make it **easy** for visitors **navigate** the website, **locate** the **information** they need and **perform** the **tasks** required

# Branding tactics

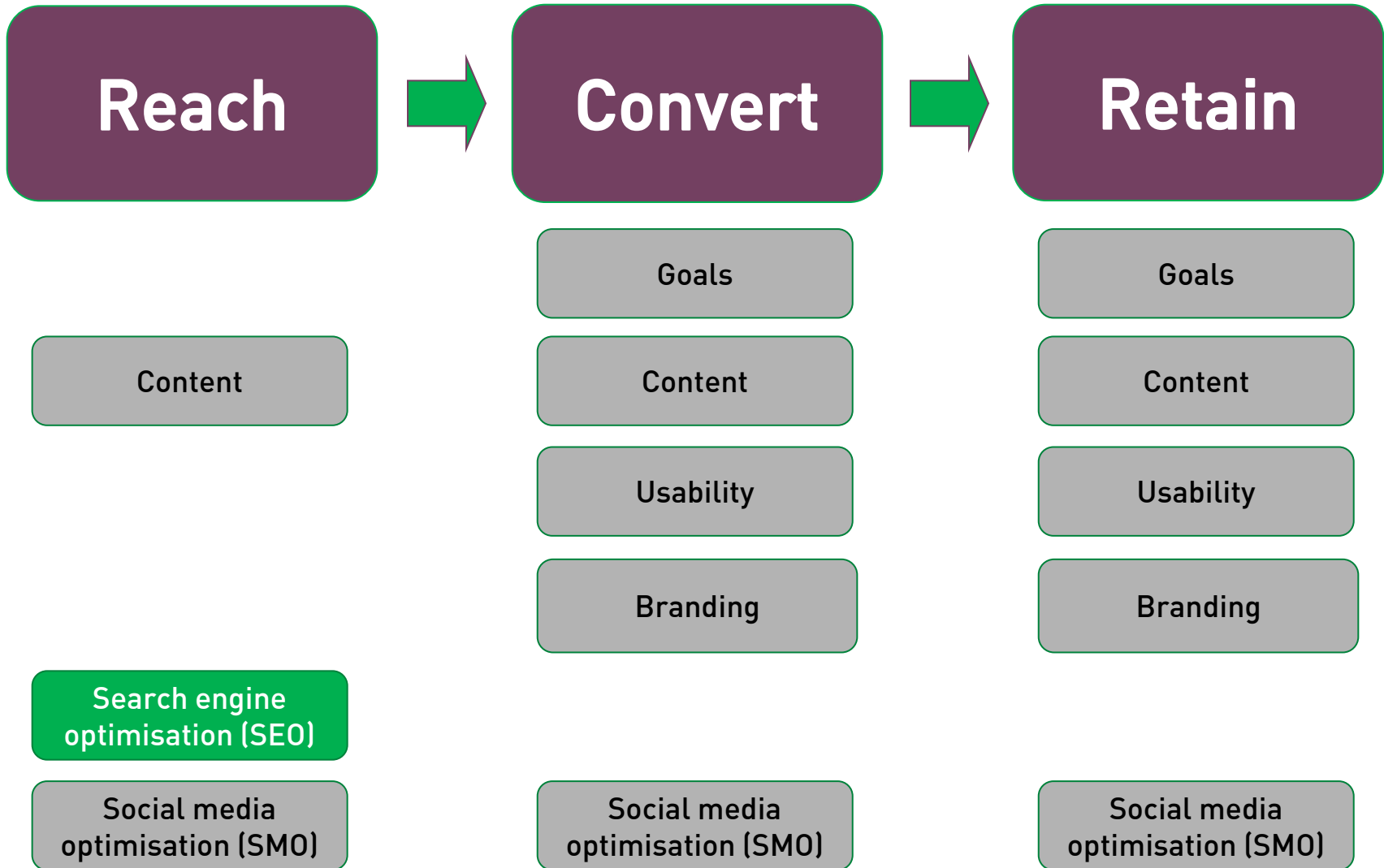
Branding tactics



Your website needs a **recognisable** design with the content to invoke an **emotional** response that **reinforces** the **brand identity**

# SEO tactics

SEO tactics



**Build** your site for **easy indexing**

Keep your **content fresh** and **relevant**

Maximise **diversity** and volume of **quality backlinks**



# Why is SEO important?

SEO tactics

- Over 85% of prospective customers use the internet to find what they are looking for
- Seven out of ten users click a search result within the first page of results
- Only 8% of users venture beyond the third page of search results

**A good ranking on a major search engine  
can make the difference between  
commercial success and failure**

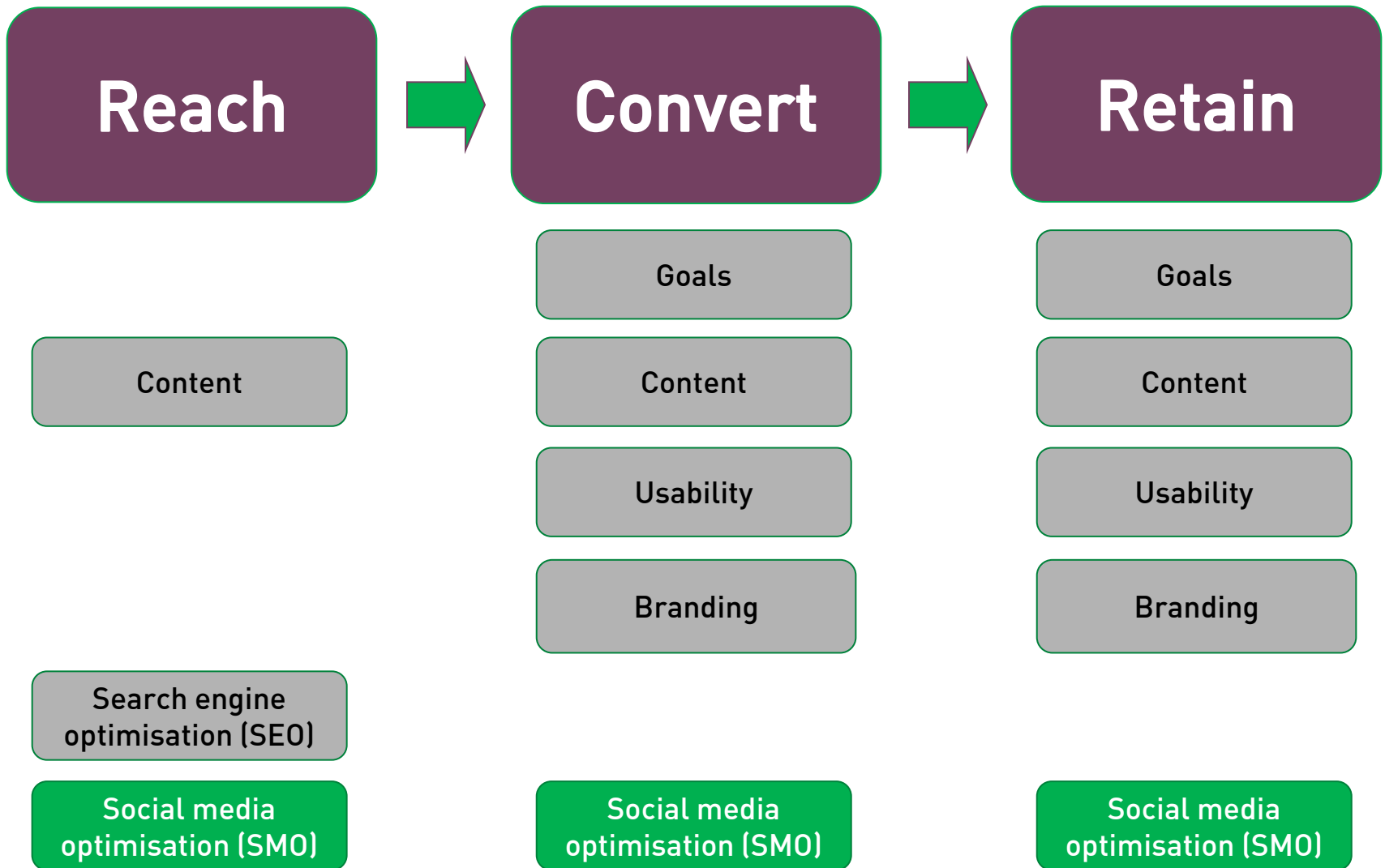
# SEO top tips

SEO tactics

1. Search engine results are ads
2. Be consistent and relevant
3. Localise your content
4. Link text must work out-of-context
5. Keep your content fresh
6. Quality backlink diversity
7. Outbound links matter
8. Be social
9. Get listed locally
10. Make sure your site is fast

# Social media optimisation tactics

SMO tactics



Be **active** in social media, **push** and **pull content** to/from social media channels and encourage **user generated content**

# Takeaways

# Goal tactics

- **Review your website goals** and ask yourself if there are missed opportunities for the website to help your business
- Display **contact information** on all website pages
- **Measure website performance** and user interactions – Google Analytics is highly effective and a great free tool
- **Capture email addresses** for email marketing at every data capture touchpoint
- Include a **privacy policy** on website that explains clearly what data is captured by the website, who it is used and how the user can be removed from any marketing database
- Make **call-to-actions** for investor enquiries, membership, events and contact requests **clearly visible** across the website

# Content tactics

- Use **photography** and **video** to promote your products, services and events
- **Align** page content with **photography** used
- Ensure that **content** can be **printed, downloaded** as a PDF and also **available online**
- Include **third party certifications**
- **Promote new** and **updated content** and **remove old content** as soon as it lacks relevancy
- **Spell check** and **proof read** your content before publication
- Create **content** for your **target audiences** eg., “conferences” and “demonstrations”
- **Cross-sell content** across the site

# Usability tactics

- **Navigation** controls should use **different colours** and **styles** indicate when **selected** or **activated**
- For sites that include sub-pages, always have a **breadcrumbs trail**
- All **call-to-actions** (secondary, primary and tertiary) should use **clear language** and **styling**
- Utilise **link descriptions** to provide **tool tips** that **aid the user journey** and **set user expectations**
- On **data capture forms**, ensure that **mandatory fields** are **clearly indicated** and that any field that **fails error validation** is **highlighted**
- When linking to **external sites** and/or **PDF files** ensure that they launch in a **new browser window**
- Use **imagery** (eg., embedded maps on contact pages) to help provide **context** and **clarity** to **content**
- On **large sites** provide a site wide **free text search**



# Branding tactics

- Implement your **brand** so that it **reflects** the **credibility** and **reputation** of your business
- Your **website design** should consider **fonts, styles** and **colour palletes** holistically and should not be limited to the logo
- Your **social media channel branding** needs to reflect your website design and branding
- **Brand** both your 404 “**missing page**” and browser tab/bookmark **favicons**
- Use the **same tone of voice** for your **website copy** as you do for **social media channel** communications
- Use **photography** that shows off your products, philosophy and innovation in situ ie., with **real examples**
- **Reward your customers** for their custom with useful **content** and **initiatives** that encourage **repeat visits [JA]**

# Search engine optimisation tactics (1 of 2)

- **Google listings are ads** - all your pages need **unique page titles** and **descriptions** with the **page description** expanding upon and **substantiating** the **page title**
- **Relevancy** - our **page title** and **primary page header** need to be **tightly aligned** and use the same **keywords**
- **Link text** - ensure that all your internal links are **verbose** and **make sense out of-context**
- **Quality backlink diversity** - get your business talked about within a **range of industry blogs, societies, universities** and **local/national press** with **backlinks** to your site
- **Outbound links** - be generous with your links and **link out to other sites** within your content
- **Content freshness** - create content on a **regular basis** that people will find useful, discuss and link to

# Search engine optimisation tactics (2 of 2)

- **Social signals** - engage with people on **social media channels** and **publish links to your content** on these channels
- **Get local** – register your business with Google Places, Bing for Business and Yahoo Local and include **local keywords** in your content
- **Speed matters** – make sure your site loads quickly

# Social media optimisation tactics (1 of 2)

- **Start with Twitter and LinkedIn** – then consider other channels such as Facebook and Youtube
- **Brand** your social media channels
- Use social media to **engage** with those **influential** in your industry eg., medical industry bloggers
- **Be active!** Engage with people every day
- Post information about your **products** and **services** on **LinkedIn**
- **Integrate Twitter feeds** on to your website
- Provide **content sharing facilities** on your website to allow sharing content via email & social media
- If you have a **blog** – allow this to be **syndicated** via RSS and encourage people to **comment** upon your posts

# Social media optimisation tactics (2 of 2)

- **Be generous** - give back to those who interact and share your content
- **You're human** - communicate like one and do not hide behind a brand name
- Post information about your **products** and **services** on **LinkedIn**
- Include **shortened links** (ie., <http://bit.ly>) whenever you can in your posts on Twitter
- **Link your Twitter** and **LinkedIn** social media channels - one tweet can then get published in 3 places if you have integrated a Twitter feed on your website!
- **Don't link Twitter to Facebook** – instead use Facebook's wall to post **different and longer updates** that offered by Twitter's 140 character limit
- Create **Facebook pages** and not groups and claim your **Facebook vanity URL** (ie., **web address**) such as <http://www.facebook.com/obergine.agency> by getting 25 followers ASAP – ask your friends, families, colleagues and staff!

Any questions?

# Thank you

If you have any questions or wish to discuss your digital or print marketing activities with OberGINE, please contact us using the details below.

Jeremy Anderson

Mob: +44 (0)7718 781189

Tel: +44 (0)1865 245777

Email: [info@oberGINE.com](mailto:info@oberGINE.com)

Web: <http://www.oberGINE.com>

Twitter: <http://twitter.com/oberGINE>

Facebook: <http://facebook.com/oberGINE.agency>

OberGINE

The Jam Factory

27 Park End Street

Oxford OX1 1HU

United Kingdom