



# DIY: Updating Your Website

March 20, 2023

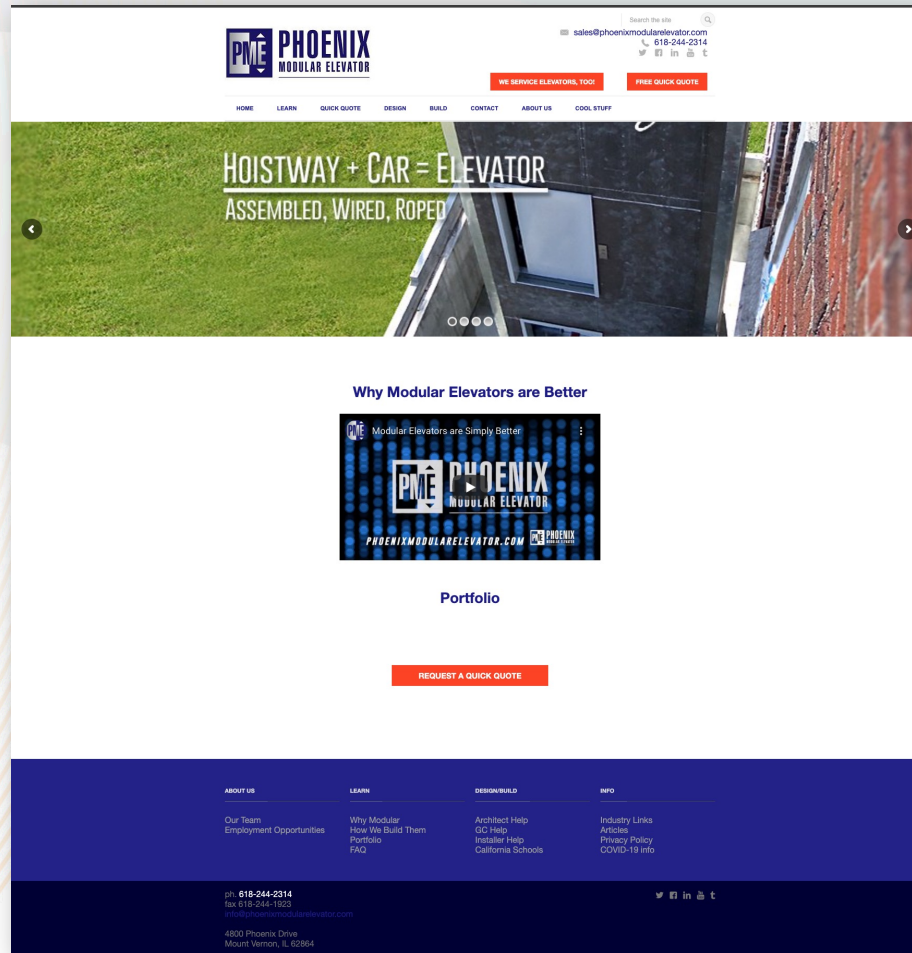
# What We Are Covering Today

- The Curb Appeal of Your Homepage
- Navigation Which Engages Your Visitors
- The Biggest Secret to Website Traffic: CONTENT
- When to Get Help

# The Curb Appeal of Your Homepage

- One chance to make great first impression – make it count!
- Your logo must be clearly visible
- What you do should be easy to read at the top of the page
- “Above the fold” is key real estate so use it to promote your products or services
- This isn't the place for quick moving videos or carousels of many pictures – keep your visitors focused on your core competency

# Before



# After

<https://phoenixmodularelevator.com/>

The screenshot shows the homepage of the Phoenix Modular Elevator website. At the top left, there is a phone number (619-244-2314) and an email address (sales@phoenixmodularelevator.com). The Phoenix Modular Elevator logo is prominently displayed. A navigation menu includes links for LEARN, DESIGN, PROFESSIONALS, PRODUCTS, RESOURCES, ABOUT, CONTACT, and a QUOTE button. The main banner features a photograph of a modern building with a glass-enclosed elevator shaft. To the right of the photo, the headline reads "We Make Elevators Easy", followed by a descriptive paragraph and the equation "Hoistway + Car = Modular Elevator". Below this, four benefit cards are presented: "Shorter Lead Time" (with a clock icon), "Higher Quality" (with a certificate icon), "Faster Install" (with a crane icon), and "Safer Construction" (with a hard hat icon). A vertical 3D rendering of a modular elevator shaft is positioned on the right side of the page.

619-244-2314 sales@phoenixmodularelevator.com

PHOENIX MODULAR ELEVATOR

LEARN DESIGN PROFESSIONALS PRODUCTS RESOURCES ABOUT CONTACT QUOTE

## We Make Elevators Easy

Expand your horizons of elevator design with a modular elevator. Anything you can conceive, we can create in our precision modular elevator factory and deliver to you as a fully assembled package.

Hoistway + Car = Modular Elevator

### Shorter Lead Time

A fully assembled, high-quality hydraulic elevator can ship 8-10 weeks after the drawings are approved.

### Higher Quality

Factory-built modular elevators meet strict quality and tolerance standards. Each elevator is checked daily.

### Faster Install

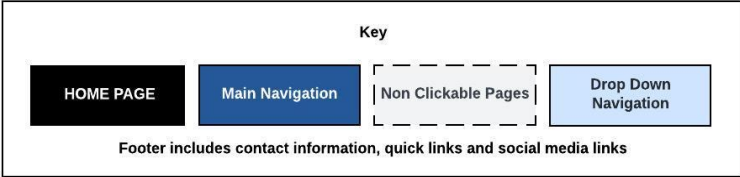
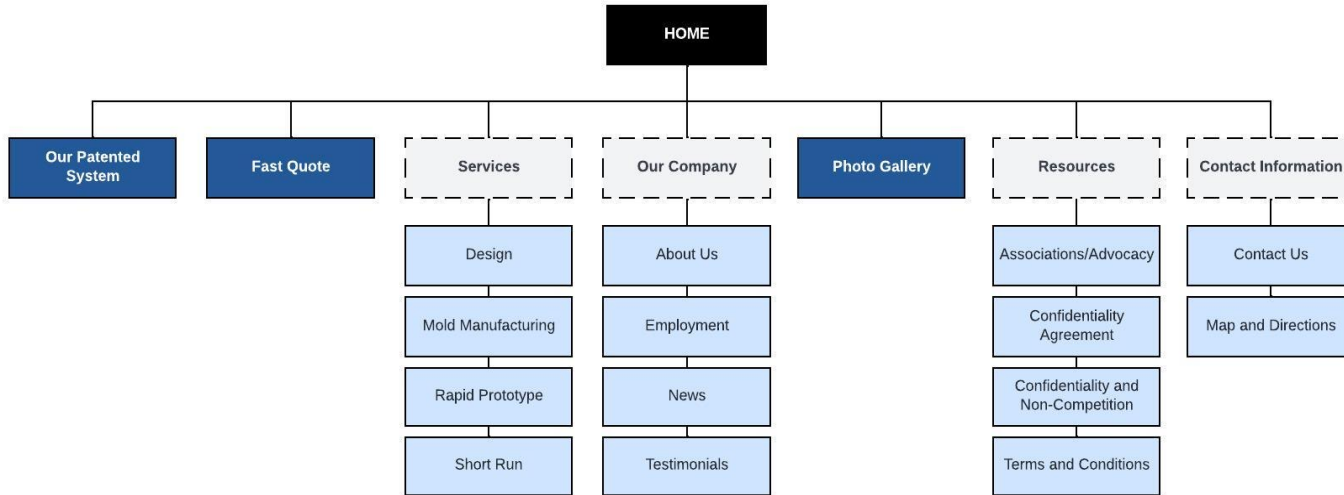
When a modular elevator arrives, it is ready in less than a week for testing and inspection once power is on.

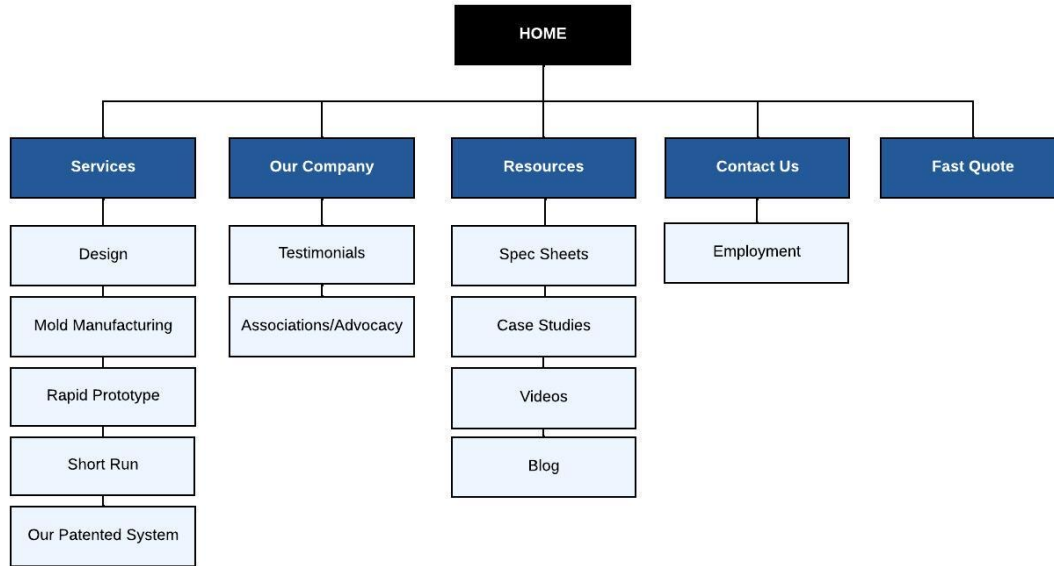
### Safer Construction

Modular elevators are simply safer to build. Onsite work is completed on the cartop instead of work platforms.

# Navigation Which Engages

- UX is #1 reason visitors stay, or leave a website, usually within the first 2 seconds
- Your navigation leads visitors across your website, an ideal sitemap:
  - Products/Services
  - Resources
  - About
  - Contact





**Key**

HOME PAGE	Main Navigation	Drop Down Navigation
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Footer includes copyright, contact information, quick links, confidentiality agreement, confidentiality & non-compete agreement, terms & conditions and social media links



# The Biggest Secret to Website Traffic: CONTENT

- Google looks for a minimum of 500 words per page
  - Exceptions:
    - Product pages
    - Contact Us page
- Images sized incorrectly slows page load times and frustrates visitors, causing them to leave – you get hit twice as hard because Google is keeping track of both measurements.

# DIY Website Checklist

- Logo
  - Proportionally sized
  - Clean, easy to read
- Capability statement
  - Straightforward explanation of your core competency
- Navigation
  - Follows best practices at a minimum(left to right)
    - Product/Services
    - Resources
    - About
    - Contact
  - Simple hierarchy, avoiding orphan pages
- Content
  - Images
    - Sized Correctly
    - Tagged
  - Copy
    - Goal: 500 words per page (except Product and Contact pages)
    - Check quarterly for accuracy

# When Should I Get Help?

- If your site is built in HTML and you do not have a resource in-house who knows how to update content
- Your website is not screen-responsive, meaning it is not mobile or tablet friendly
- The navigation and/or content updates are significant – what is your time worth?
- You want to move in the direction of an eCommerce site

# THANK YOU!



Integrated Marketing Solutions

For questions  
regarding the content  
of this presentation  
contact Nancy O'Leary at:

[oleary@customdirect.com](mailto:oleary@customdirect.com)

phone: 630.529.6063

[customdirect.com](http://customdirect.com)