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Integrated Marketing Solutions

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

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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

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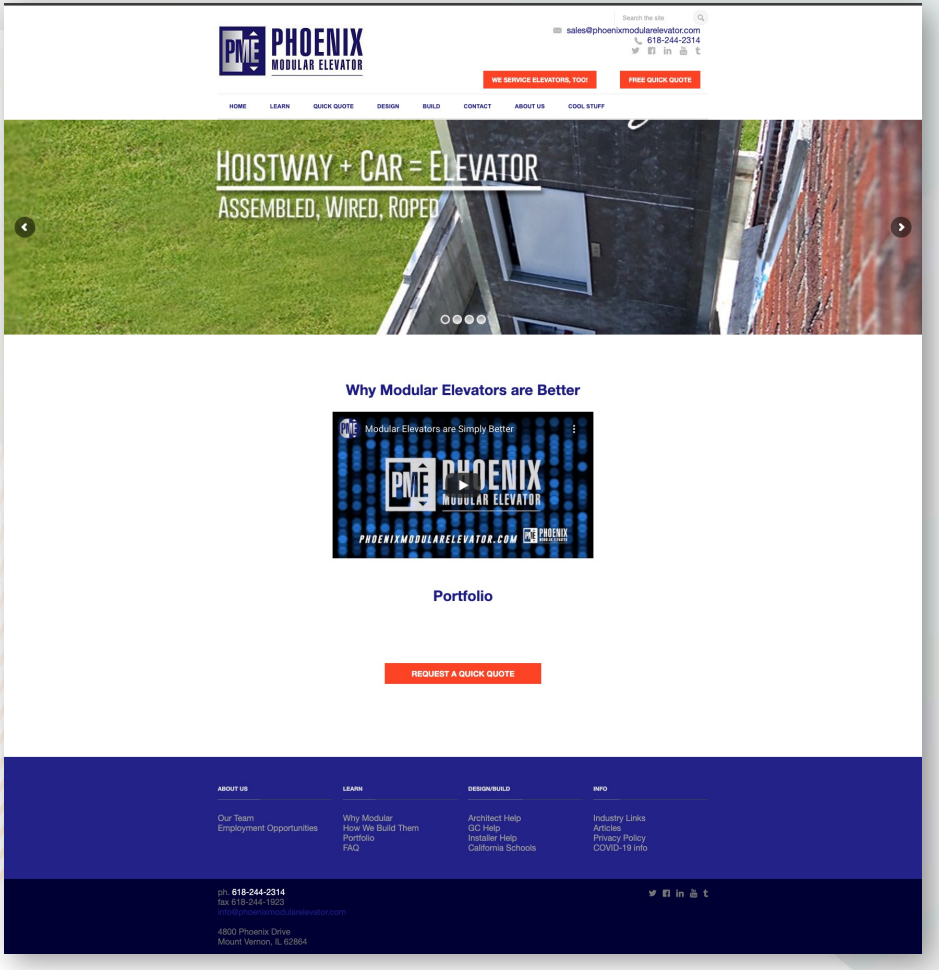
Before



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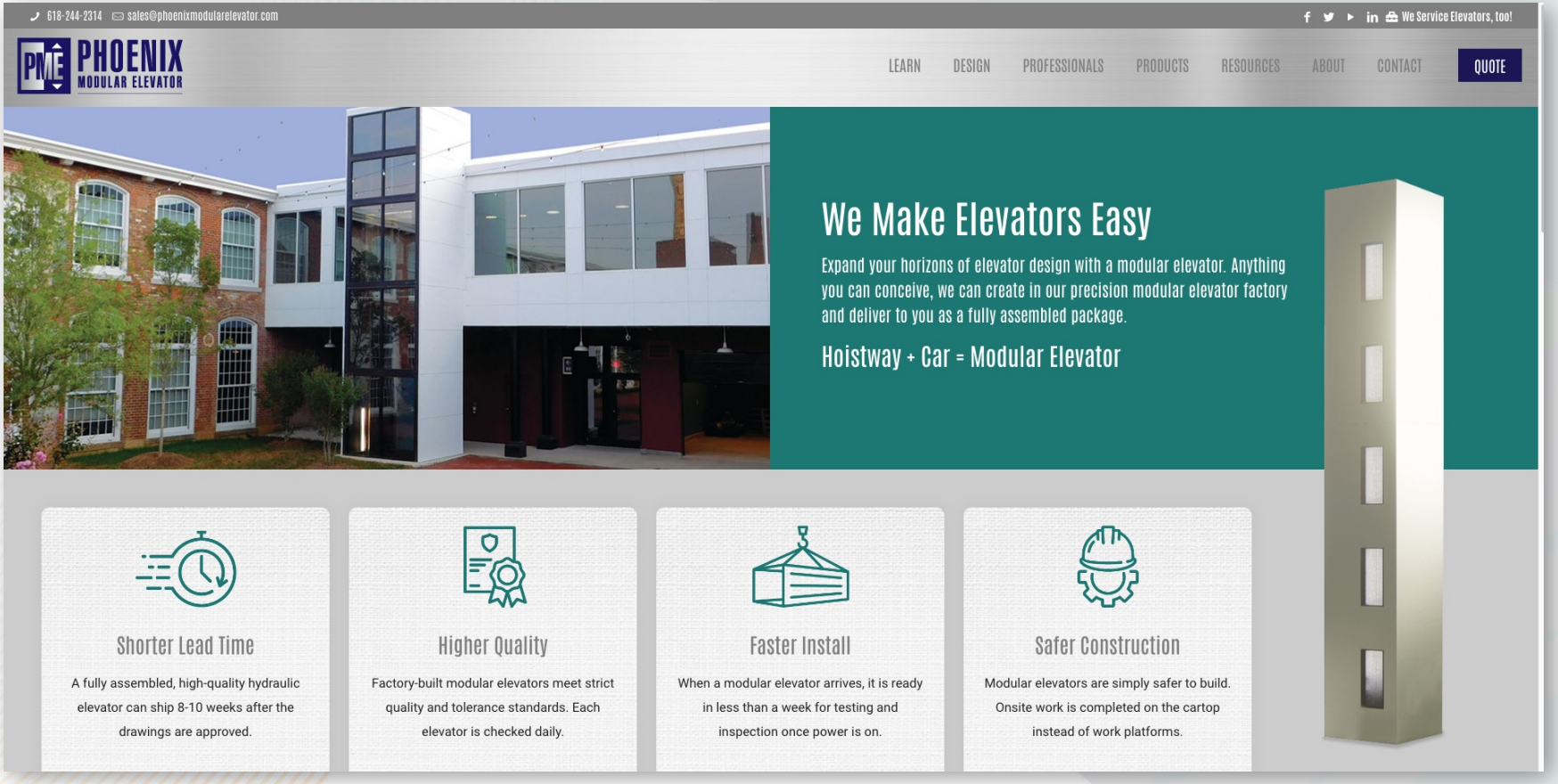
After

https://phoenixmodularelevator.com/



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

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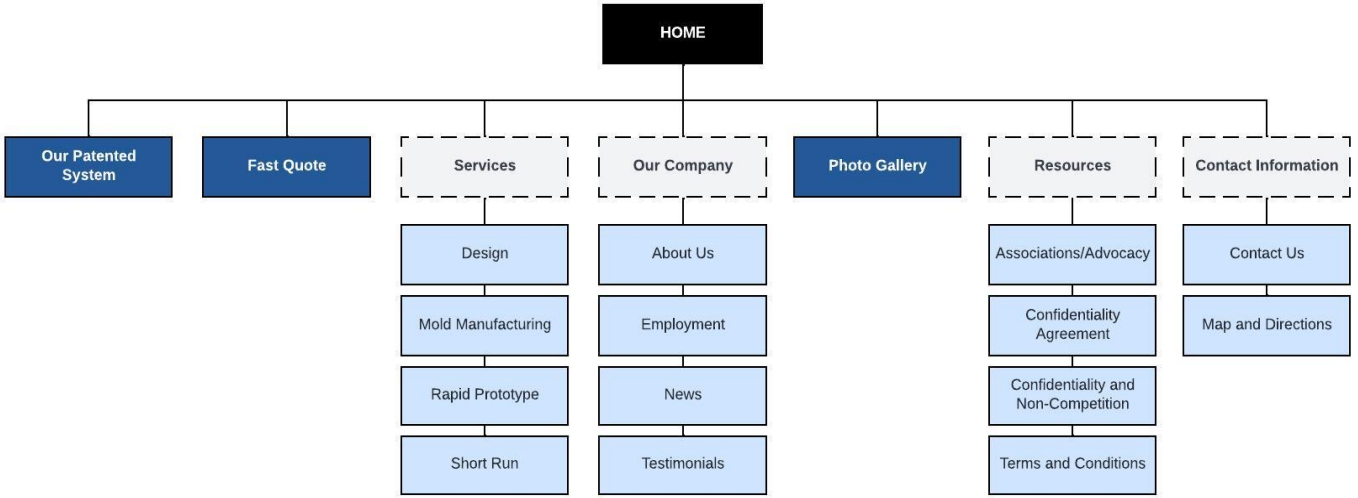
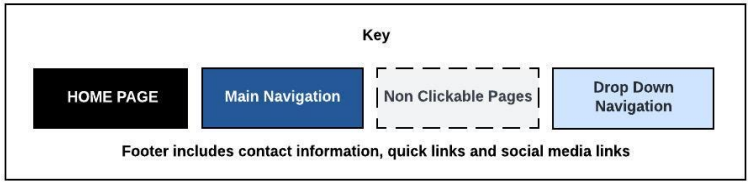
CURRENT SITEMAP





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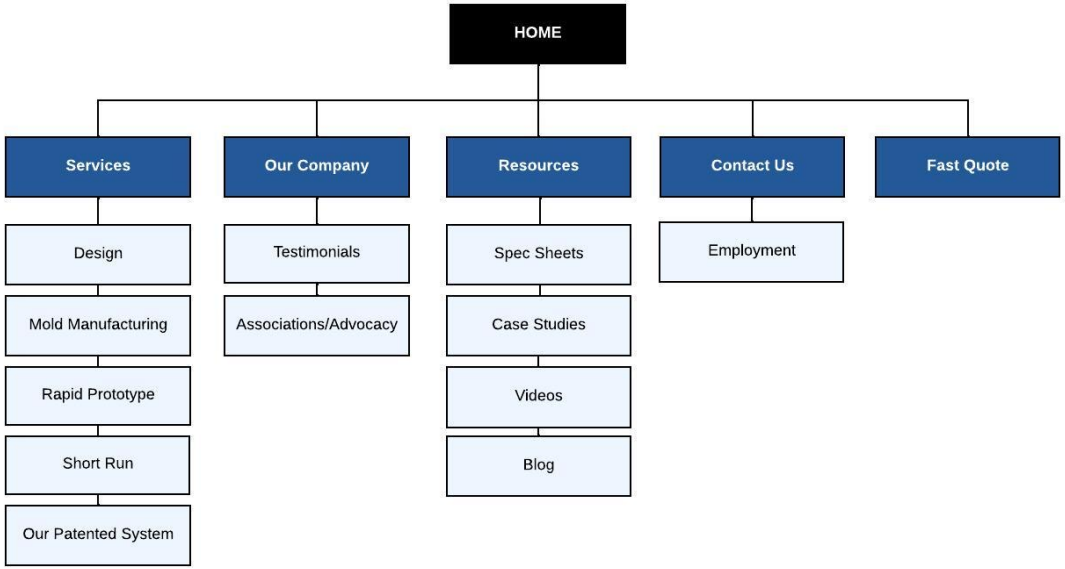
PROPOSED SITEMAP



Key

HOME PAGE | **Main Navigation** | **Drop Down Navigation**

Footer includes copyright, contact information, quick links, confidentiality agreement, confidentiality & non-compete agreement, terms & conditions and social media links

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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.

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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

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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!

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