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Website Advice Guide

Your website is perhaps the most influential selling tool at your disposal, so it pays to make it the best it can be. From how it looks and how you capture your customers' details, to the all-important sales conversion.

We have compiled a short guide to the most important aspects you need to consider to optimise your website and make it a powerful weapon in your selling arsenal.

www.moreinstore.co.uk

Top 5 website tips

1. Usability. There are many websites designed by businesses, but not for users. Reviewing the user experience on your website can pay dividends. Is the design a good, modern interpretation of your company? Does the look and feel instill confidence in the visitor? How do you compare with competitors? Would you buy from you? Images play such a big part in the experience of using a website; are they well shot and of good quality? If not, invest in some professional photography, or use the lifestyle images provided at moreinstore.co.uk.

There are many good Content Management Systems, such as Wordpress, where you can have full control of your website and allow you to make changes on an ongoing basis.

2. Simplicity. Remove any content that isn't needed. How many clicks do your visitors need to complete before they are where they want to be? Users on average will spend three minutes on your website, viewing around four pages of content. That isn't a lot of time. Make sure they can navigate to product and services as quickly as possible. Keep paragraphs short and to the point. Remove content and pages that aren't needed.

3. Data capture. Make sure all your key pages include a way for customers to get in touch. Ensure phone numbers, emails or a contact form is visible. If you use a contact form, make sure you include options to make the sales process more efficient for you and your customers, offering options on areas of interest such as sinks, taps or hoods. This allows you to create a profile or a warm lead. Make a promise - "we will call you back the same day" - and keep to that promise. Consider your call to action. Is it sending an email, a phone call or downloading a brochure?

4. Above the fold. 80% of visitor interaction takes place 'above the fold' - this is the area clearly visible on the screen without scrolling. Make sure your most important content appears here by including succinct headlines, a good strong opening paragraph, strong directions and bullet points to convey multiple information points.

5. Analytics. The most important part of your whole website. Evaluate your website analytics regularly. Review daily and compare weekly, monthly, quarterly and annually. This way, you can monitor performance, spot any trends and correct any problems. For example, if a page is suffering from a high percentage of bounce (when someone clicks on a page and exits immediately) there is a need to reconsider the page content, especially above the fold. Importantly, analytics allows us to consider the user journey by seeing which pages are used the most and those pages that have the best interaction.

You could do all this for free by setting up a Google Analytics account. You will need a Google account to do this, which you can setup at <http://accounts.google.com>, if you haven't got one already. To set up Google Analytics visit www.google.com/analytics and follow the simple step-by-step instructions. This will simply be a case of telling Google your website domain name and in return Google will give you a code to install on your website. You may need some assistance from your website developer to install this small piece of code onto your website, if you are having trouble you can visit www.google.com/analytics/learn/index.html which offers guide and assistance. Once installed, within 24 hours you will be able to track visitor behaviour on your website by simply visiting the Google Analytics website.

Submitting your website to Google webmaster tools is also useful as it shows whether Google is actually tracking your site, along with highlighting any errors. To setup a Google webmaster tools account visit www.google.com/webmasters/tools and again follow the instructions. You will need your Google account details from above and if you need any help visit <http://support.google.com>. Again you may need some assistance from your website developer to install a file on your web space to confirm you are the webmaster.