



6 Simple Tips to Get Improved Results From Your Website

What advantages in having a website:

- Reduces costs, ie from print (I downloaded a claim form- brochures, once printed, but website can be changed)
- Always available 24 x 7 x 365
- Geographical wider reach-more people can find your services(not 9-5!)
- Provides convenience- helps potential customer to research your product/service without having to visit you.
- Improves your credibility

So what does your website do for you? (should do for you?)

- Promotes brand?
- Show cases products/services
- Generates enquiries
- Generates sales
- Provides information , ie ; location, opening times?

Apply the following points and improve your conversion rate!

1. Add Video

Whether a video greeting or a full-blown video sales letter, I don't know of a better way to update a tired old site than with video..

Unless you're going for a full video sales letter, the rule is "Keep it short." Videos, at the top of the page, should be no more than 120 seconds in length. Ideally less than 60 seconds.

Short videos are great for:

- welcoming potential buyers to your site,
- building credibility,
- communicating your passion,

and improving SEO, by increasing length of time spent on site.

Our you can create a video to encourage them to sign up for something:

Get your **FREE REPORT** " 10 questions to ask before hiring Your caravan valeting company.

Get your **FREE REPORT** "how to pick a reliable SEO company-6 must ask questions"

Get your **FREE REPORT : '5 Secrets of Choosing the Best Web Designer'- Read this before you order a website!**

The longer a visitor stays on your website the more likely they are to take action! So a 1 minute video can double time spent on site!

HOW MANY HAVE VIDEO ON THEIR WEBSITE?

2. Add (or change) Colour

Colour is a tricky thing to get right. I don't pretend to understand it all, but there are styles and trends in advertising colours that change from time to time.

It's not as simple as it once was where headlines were navy blue or black and lines you wanted to draw attention to were crimson red. A good book on colour is: *The Big Book of Color in Design*. In it they explore colour in a way that breaks it down into a feeling or feelings.

Colour psychology: <http://www.2createawebsite.com/design/color-psychology.html>

For example:

Blue: trustworthiness, success, professionalism

Orange: creativity, affordability, fun, youth

QUESTION: can you think of a website that you have visited recently that was pleasing to your eye? what Did you like about it?

WEBSITE BACKGROUND AND TEXT. White background and black text may be boring, but it's the least strain on the eye. Black background with white text, can hard work!

3. Add some pictures

If you don't have any graphics or photos to help your page "sell," then look to the royalty-free websites. There are a ton of these sites that will sell you professional photos and graphics for what amounts to a dollar or two per piece.

The little known secret is that some of these sites have thousands of graphics you can not only use royalty free, but ones you can download and use "free" free!

That means your site can take a giant leap towards looking more attractive and professional for less than 10 pounds... or in some cases nothing!

www.istockphoto.com

www.gettyimages.com

Better still ask a professional like & 4Networking member [Stephen Saville](#) to produce 'the image' for your site.

4. Avoid the need to Scroll --Be mindful of the fold

We all invest in some form of SEO or marketing to send visitors to your website. So when they arrive there, few or large, you want them to be captured, engaged and drawn to your offer

It is suggested that you have between 10-20 secs, to convince them to enter your shop or respond to a call to action. So your home **page design is crucial.**

Consider how valuable different parts of your page are to your bottom line. "Above the fold" is the part of your main page that readers see without having to scroll. This is your '**high street window**'... the most valuable spot you own. Make sure it contains something that will bring you the **best response** & **the most return.**

A video, or **strong image**, with a caption.

* Use below the fold for SEO content

5. Always think about load time

So if you have say **10 secs to capture** someone, and **3-4 secs are wasted** in downloading , your on a loser!

You have only a few seconds to capture someone's attention.

You cant afford to annoy them, as a result of the slow downloading images/banners.

You'll never get anywhere if your **page takes forever** to load. Therefore...

a)make sure you **only use images** when you need them,(to make the sale),

b)and always **compress them** to make the page load much faster.

c) make sure to use an outside host like **You Tube** for all videos you have on your pages.

Google now uses page loading speed as a ranking factor

Article: <http://www.reelseo.com/site-speed-rank-google/>

Download speed tester: http://www.selfseo.com/website_speed_test.php

#	Domain name	Size	Load Time	Average Speed per KB
1	www.missioncriticalservices.co.uk/	38.98 KB	0.79 seconds	0.02 seconds
2	www.completecateringservice.co.uk/	9.56 KB	1.06 seconds	0.11 seconds
3	www.activwebdesign.com/dn1	27.26 KB	0.9 seconds	0.03 seconds

FIND OUT WHY YOUR WEBSITE IS SLOW:

<http://www.velvetblues.com/web-development-blog/8-reasons-your-website-is-slow/>

If you do that and still have slow loading pages, consider firing your web host and finding someone who can deliver the speed you need to convert browsers into buyers.

6. Change to buttons!

use buttons instead of things like 'click here'

The correct colour, text and positioning can improve the conversion rate substantially.

Successfully instilling a sense of urgency can be incredibly nuanced as well: membership portal site [Kajabi](#) observed a **2% lift** when they changed their button text to read "Get instant access now," but a **252% increase** in conversions when this was changed to read "Get started today."





For ecommerce sites, instructions such as **"buy now"** and **"add to cart"** or **'add to basket'** can be changed into hyperlinks into graphic buttons.

HOUSE OF Fraser: **'ADD TO BAG'**

There are many ways to go with your button choices... but in my opinion, there's none better than **"The Belcher Button."**

This is a button developed by marketer Perry Belcher. It is "the most tested buy button in Internet history..." You can download it (and use it FREE) from [BelcherButton.com](#).

SHOW SAMPLE.....

<p>Regular Price \$297 Today \$97</p> <p>Add To Cart</p> <p>Add to Cart</p> <p>   </p>	<p>★★★★★ 1 Review Write a review Questions & Answers</p> <p>COLOUR: GOLD</p> <p>Quantity <input type="text" value="1"/> IN STOCK, ONLY 14 LEFT</p> <p>130426724 ADD TO BAG</p>
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<p><i>Enjoy food the Italian way</i> Book a table</p>	<p>Sign up for your FREE trial Start sending files within minutes...</p>
<p>Contact us</p>	<p>Click here</p>

Perry claims to have increased sales up to **320%** just by switching to this button

Regular Price ~~\$297~~ Today \$97



Add to Cart



SO CHECK OUT YOUR COMMANDS AND 'CALL TO ACTIONS, GET THEM 'BUTTONED UP', AND GET AN IMPROVED RESPONSE FROM YOUR VISITORS.

BEST PRACTISES WEBSITE:

www.hongkiat.com/blog/call-to-action-buttons-guidelines-best-practices-and-examples/

So there you have it – 6 ways for your website to stand out from the crowd.

Like Copy of my notes(AND THE TOP TIP). CARD IN ENVELOPE!

AN Extra Tip !!!!!!!!!!!!!!!!!!!!!!!!!!!!!

ANY QUESTIONS!

Bobs Top Tip

7. Make sure that each page of your webswite has a 'call to action'!

USEFUL Website tools:

List of Website Tools: www.websitetestingtools.com/

Comment from Karl Hunsley:

“our website may look different depending on which browser(Windows Explorer,Firefox, Google Chrome etc) So this is a way of viewing it on various browsers.

“The web site for testing against multiple browsers is at <https://browserlab.adobe.com/en-us/index.html>. You will have to register to get a free Adobe ID, but once you have that you can login and test as many sites as you like against multiple browsers and operating systems.

This save having to install multiple browsers on multiple operating systems and is something I use almost every day.”

Thanks for your interest,

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