





Websites that convert

There are **Four Steps** to creating a website that will attract visitors and convert them into paying customers



Back in the day...

Up until the 1990's, a Yellow Pages listing was an absolute must-have for business owners.

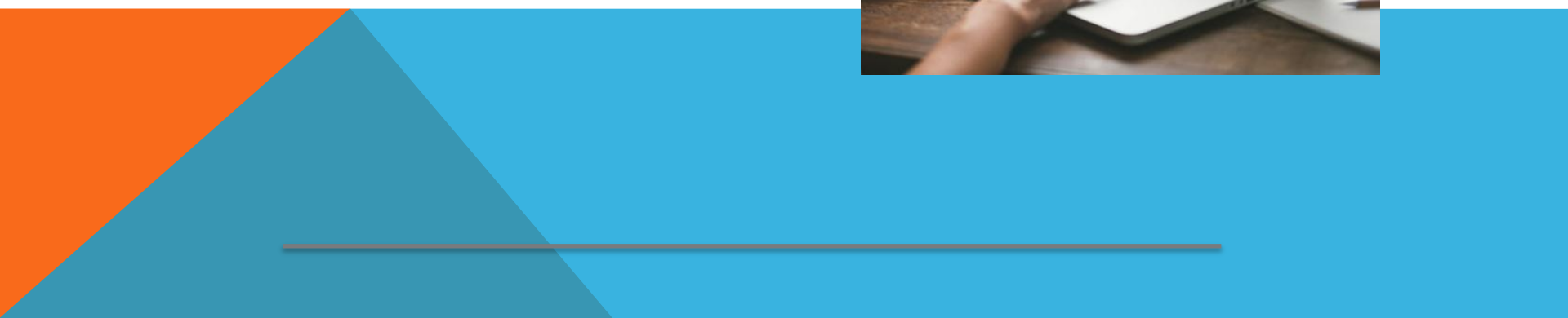
How things have changed.



Google is the new Yellow Pages

Unlike the static Yellow Pages, however, search engines are dynamic, they mold and adapt to trends and deliver near instant results.

Google



Search engines

Search engines are how most consumers conduct research online, before making a purchase decision. Search engines are evolving with the Internet so they will continue to be around for many years to come in one form or another.



Your online presence is important

“Today’s consumers are increasingly likely to first encounter your brand online than off, and even those who get their first impression of your brand in print often follow up with a Google search.”

- Business News Daily



Fact.

Nearly 75% of Internet users make judgments about a company's credibility based on its website design.

- Stanford University Research



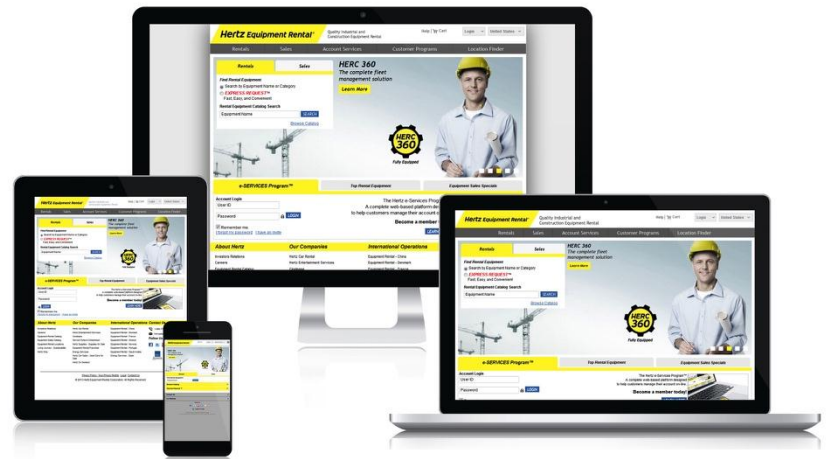
Looks aren't everything

Consumers also demand a great deal of functionality from a company website.



Content is king

A good business website provides the means to create relevant content.



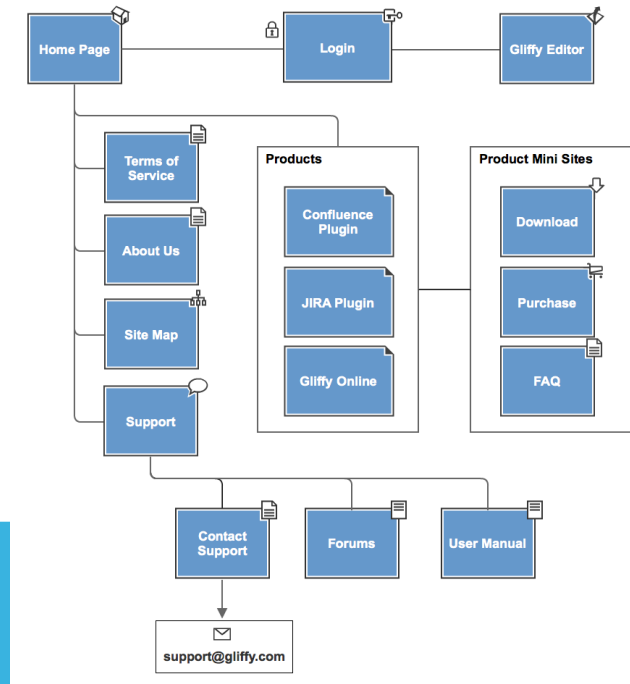
A powerful opportunity

Websites play a significant role in building and strengthening brands.



You need a plan

It's a serious undertaking to design, build and launch a site. If you want killer results, you need a solid plan.



The four steps

Follow these four steps to capture potential customers' attention and encourage them to become fans of your brand.

1. Create pages that engage readers quickly
2. Use a mobile-responsive design
3. Engage visitors directly on your website
4. Create and execute a detailed quality assurance plan

Use these strategies to attract and retain readers.



Step 1

Create pages that engage readers quickly

Average first-time visitors make judgments about a website after only two-tenths of a second. - Entrepreneur.com.

After another 2.6 seconds, they will concentrate enough to reinforce that initial judgment.

If your website doesn't resonate with readers immediately, you'll lose them in the blink of an eye.



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Step 1 Create pages that engage readers quickly

Reinforce the site's main goal

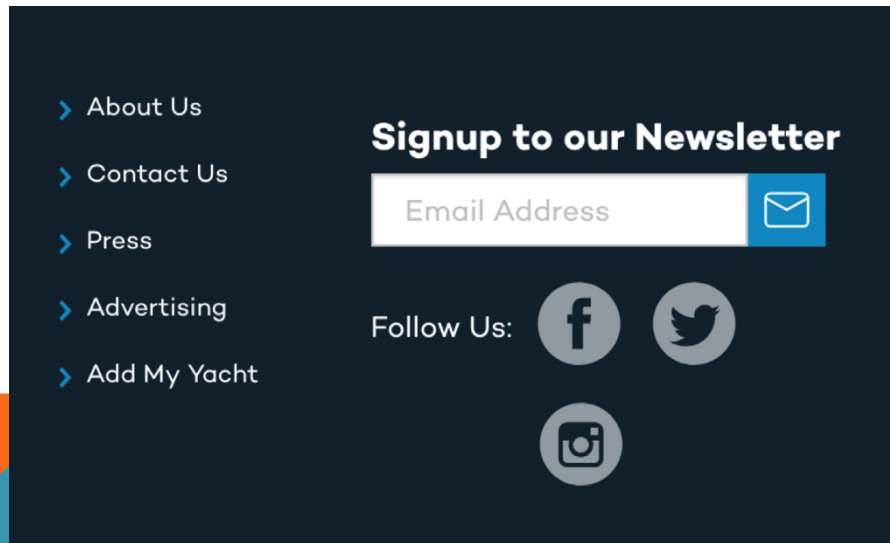
Your website can achieve many things, but it should still have one primary goal, whether it's selling products and services, educating customers, establishing the company's credentials or generating leads.



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Step 1 Create pages that engage readers quickly

Every picture, every bit of text, every link and every button should all support the primary goal. If your site's mission is to capture leads, then each page should include devices to gather visitor information, whether it's a "Contact Us" call to action or a sign-up form for an e-newsletter.



1

Step 1 Create pages that engage readers quickly

Keep text short and to the point

You have less than three seconds to capture a visitor's attention and compel them to explore further.

- Don't discourage them with long paragraphs.
- Use clear, concise text that states what you offer, and make clear what you want the visitor to do – make a purchase, sign up for a demo, subscribe to a newsletter.
- Make calls to action visible, placing buttons such as “Request a Quote” near the top of the page.



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1

Step 1 Create pages that engage readers quickly

Capture attention with large images

A large image can grab attention and quickly communicate the purpose of the site.



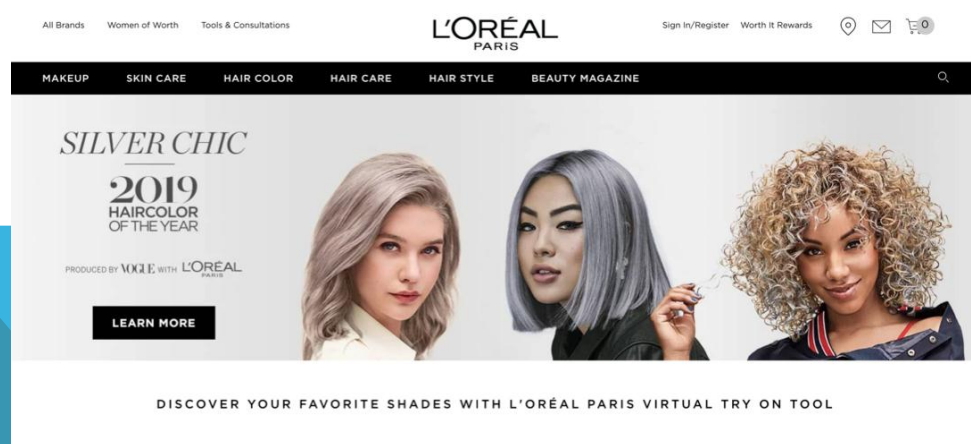
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Step 1 Create pages that engage readers quickly

Reinforce your brand with color

Studies show that color can increase brand recognition by up to 80%. Use a color palette that appeals to the target audience and also aligns with the character of the company.

L'Oreal avoids using gray, orange and brown on its website, because women don't respond well to them, reports KISSmetrics. Instead, it combines black and white with a purple overlay.



Step 1 Create pages that engage readers quickly

Make you re-launch site familiar

“A re-launched website should deliver fresh ideas, it should also include design elements from the previous site,”

- Mike Santos, Marketing Director, G3 Communications

If customers are familiar with a brand but the company’s new site appears completely unfamiliar, they might feel disoriented. Santos advises that you include a color that ties back to the old site or preserve a previous interface, such as a sidebar with product information and a call to action.

The image shows the classic multi-colored Google logo (blue, red, yellow, green, blue) in a serif font, set against a white background. This represents the 'Before' state of the logo.

Before

The image shows the Google logo in a bold, sans-serif font, with the same multi-colored scheme (blue, red, yellow, green, blue) as the previous version. This represents the 'After' state of the logo.

After

1

Step 2

Use a mobile-responsive design

In 2014, mobile Internet usage finally overtook desktop usage. In 2017 mobile phone users reached 4.77 billion.



Step 2 Use a mobile-responsive design

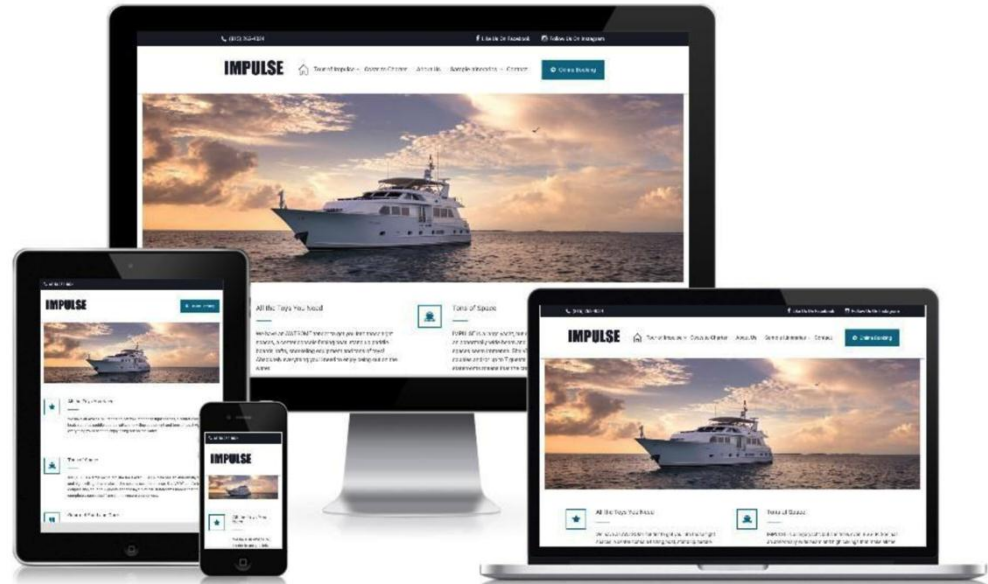
Potential customers will browse your company website on a smartphone or tablet. It's important to use a "mobile-responsive" design, where the website automatically adjusts to fit smaller screens.

When people encounter websites that aren't mobile-friendly, they sometimes struggle to access information, get frustrated and form a negative opinion of the company. They're likely to leave the site.



Step 2 Use a mobile-responsive design

Mobile-responsive design automatically configures the website to fit smaller screens and allows you to designate certain layouts for particular devices.



Step 2 Use a mobile-responsive design

If your site is not mobile responsive, readers are likely to leave the site quickly, which increases the “bounce rate” and harms the site’s ranking on search engines.

A web developer can code your site to make it mobile-responsive. If you’re using a web Content Managements System (CMS), look for platforms that ship with default themes that are responsive. Your web developers can customize the default themes or use them as reference examples for building new, mobile responsive themes.



Step 2 Use a mobile-responsive design

While a CMS will adapt your site to mobile devices automatically, it's still important to create pages that will be effective when they are smaller and being used by people who are on the go. You should really think about mobile design early in the process of creating a site.

You should also consider reducing the number of links that people must click to navigate the site. There's been a recent trend toward scrolling people have found that it's difficult to find a link, read it, click it and wait for a page to load on a mobile device.



Step 3

Engage visitors directly on your website

For years, companies have been pouring more resources into marketing through Facebook and other social media sites.

This should never be to the detriment of your own company website.



Step 3 Engage visitors directly on your website

Blogs and forums

Many businesses are launching blogs where they post news and share images and videos concerning products, their employees and community events. They're also building forums to host discussions with customers and get feedback on products and services.

Create a community

Consumers have gradually begun to view these communities as primary sources of information. The past three years have seen a 25% increase in the number of consumers who use company hosted communities for customer service.

Step 3 Engage visitors directly on your website

An online community can benefit you and your customers in several ways. Here are four of the top reasons a website should go social:

- Own the conversation
- Foster dialogue between customers
- Encourage visitors to spend more time on your site.
- Improve SEO



Step 3 Engage visitors directly on your website

Own the conversation

Customers are likely discussing your brand already on Twitter and Facebook. When you bring the conversation to your own forum, you can more immediately identify conversations and learn about customer concerns.

Foster dialogue between customers

Communicate with visitors through the comments section on your blog, it demonstrates your company's transparency and responsiveness.

Step 3 Engage visitors directly on your website

Foster dialogue between customers

Shoutly found that 82% of consumers favor personal recommendations when shopping online.

If you operate a forum, visitors will appreciate having a place where they can mingle with other customers to get opinions on your products and services. Communicate with visitors through the comments section on your blog, which strengthens customer relationships and demonstrates your company's transparency and responsiveness.



Stephanie Ake

December 27, 2018

★★★★★ Best pizza pie ever!!! The service, the ingredients, the atmosphere was amazing. Very intimate, high seating, accommodates children as well. I never knew what real pizza tasted like, until I came here...I can never go back to mediocre pizza. My husba ...

[See More](#)



Mattie Belloni

January 14, 2019

★★★★★ We got to Serious Pie as a party of 6 with no reservation on a Saturday night, but the staff was very nice and made effort to take care of us anyway, the place is nice and chill, and Service was A+ in terms of speed, sympathy and patience. We shared

Step 3 Engage visitors directly on your website

Encourage visitors to spend more time on your site. Through a blog, you can provide visitors several ways to further explore your website. In blog posts, provide links to press releases, product video and older posts. In addition, insert links to other blog posts on your site, especially those that relate directly to the current post.



Step 3 Engage visitors directly on your website

Improve SEO

Search engines rank user-generated content highly, so your SEO improves as more visitors post comments on blogs and forums. For example, it's helpful to host Q&A sessions, because search engines place a high value on content that includes consumer questions and answers to those questions.



Step 4

Execute a detailed quality assurance plan

Even a carefully planned new website inevitably experiences glitches and bugs, but you can minimize errors by reviewing all components and functions prior to the launch. When you build a pre-launch checklist, be sure to include the following steps:

- ✓ **Check web forms**
- ✓ **Examine page URLs**
- ✓ **Test browser compatibility**
- ✓ **Check site speed**
- ✓ **Review the quality of images**
- ✓ **Activate analytics tools**
- ✓ **Stress test the site**

Step 4 Execute a detailed quality assurance plan

Check web forms

If a website is designed to generate leads, it likely includes a marketing automation platform. Prior to the launch, go through the site to fill out and submit forms and ensure they're working properly. Are the forms sending leads to the marketing automation system? Are there errors with any forms? Does the reader receive an automated response?

Examine page URLs

Check every URL on the site to ensure that it leads to the right destination. If you're re-launching a site, create an Excel spreadsheet showing URLs for all old pages and new pages. This will help prevent content from getting lost in the migration.

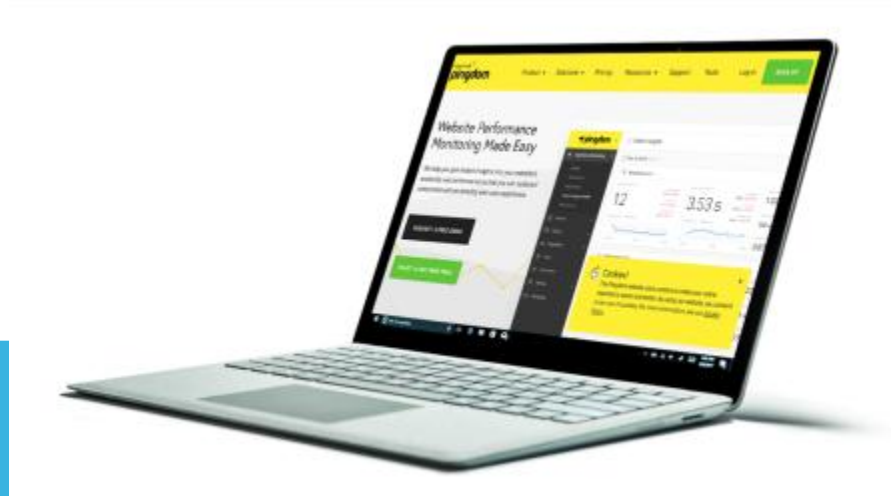
Step 4 Execute a detailed quality assurance plan

Test browser compatibility

Use software such as **SuperPreview** to see that the site loads properly on a wide variety of browsers

Check site speed

Websites such as **Pingdom.com** and **WebPagetest.org** allow you to test the loading speed of pages and identify performance bottlenecks.



Step 4 Execute a detailed quality assurance plan

Review the quality of images

Ensure that all images on the site are optimized to appear at the right resolution on all browsers. Use a program such as **ImageOptim** to create lossless compressed images that allow pages to load more quickly.



Step 4 Execute a detailed quality assurance plan

Activate analytics tools

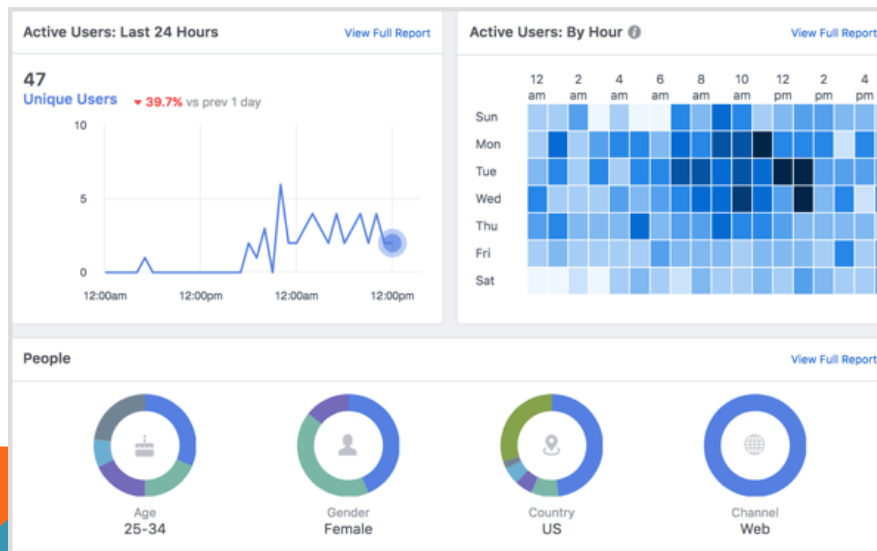
Make sure you have set up **Google Analytics** or other tools to measure website data website traffic as well as the data created when visitors participate in your online community..



Step 4 Execute a detailed quality assurance plan

Stress test the site

A surge in traffic during a launch could overload a web server. Use a program such as **Load Impact** to test your web server performance under normal and excessive loads.



Ensuring a successful launch

Company websites have become the primary spaces where people interact with brands. While troubleshooting will help ensure a smooth launch, success really depends on a strong foundation.

An exceptional site must incorporate modern design trends, new backend technologies and social spaces that build a sense of community.



Ensuring a successful launch

The rapid rise of Instagram shows how images are driving online content. To attract and retain customers, websites must now lean more heavily on strong visuals and text that impacts viewers instantly and inspires them to click and scroll further.

Once visitors are in, you must entertain, educate and serve them with high-quality content. By taking advantage of powerful backend systems, you can better manage the production of text, images and videos and avoid redundant work that leads to errors. With the right software, you can also optimize your site for mobile devices, which is critical considering.



Ensuring a successful launch

While mobile shopping is making waves, social media has revolutionized the role of the business website. Consumers want to have more personal interactions with brands as well as with other customers, and savvy companies are building their own social communities to foster these relationships.

The success or failure of your company might actually ride on how well your website performs.



Helping you get new customers

An effective site has the power to grow a consumer base and even boost sales. It takes lots of hard work and careful planning to create a great website, but the results can make a profound impact on the business.

You don't have to do everything yourself. We help a number of local businesses who find aspects of setting up a website and running an online business very daunting.



**Lets discuss how we
can help your business**





Thank you

