



# Success on the Web

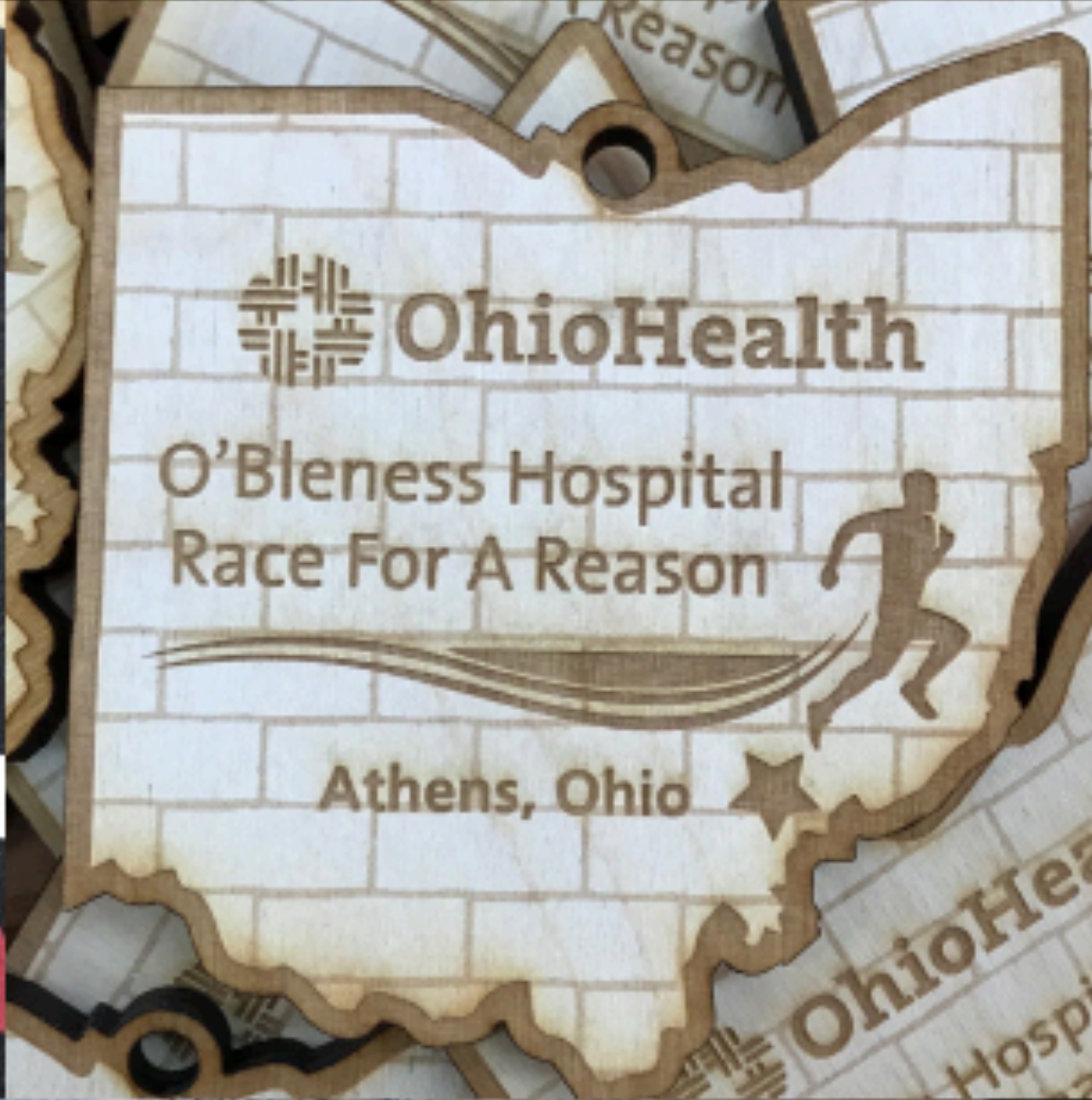
Tim Martin - *Owner / Designer*





**WEB + DESIGN + FABRICATION**







# What do you use for your website?

- There are many options for what to build a website on.
- A **CMS** is a **C**ontent **M**anagement **S**ystem, the backbone of a website for updating
- **Some of these include:**
  - Wordpress
  - Shopify
  - Drupal
  - Opencart
  - And more!







**60%** are less likely to buy  
from a small business  
that offers a poor  
website experience

# Why care about my site?

As to the factors that result in a “bad” experience, topping the list was outdated contact information (50%), no address, direction or hours (42%) was second and not having product information (34%) followed that. Surprisingly, only 18% said a bad mobile experience would give consumers a bad impression of the business which directly contradicts various other studies.



# Above the Fold in Web

- What is above the fold?
- Newspapers used to have to organize their content “Above the Fold”. The fold was the point where the paper would fold over. You don’t want your main eye grabbing content hidden under the fold as people would miss it.
- *Does this matter on web?*

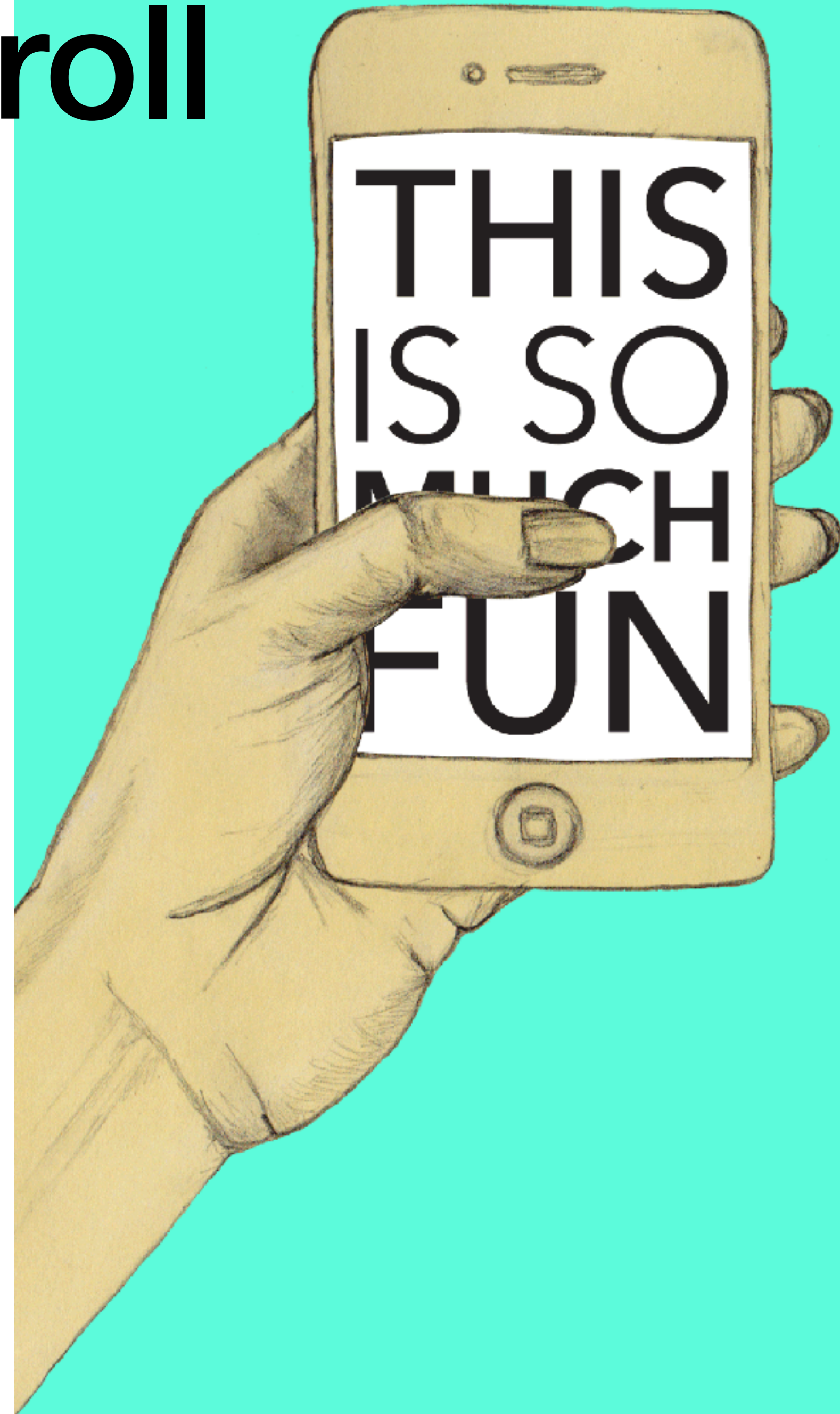
The fold





# The Scroll

- In the age of smart phones, we all SCROLL
- Web is now a never ending scroll of information so is above the fold important?

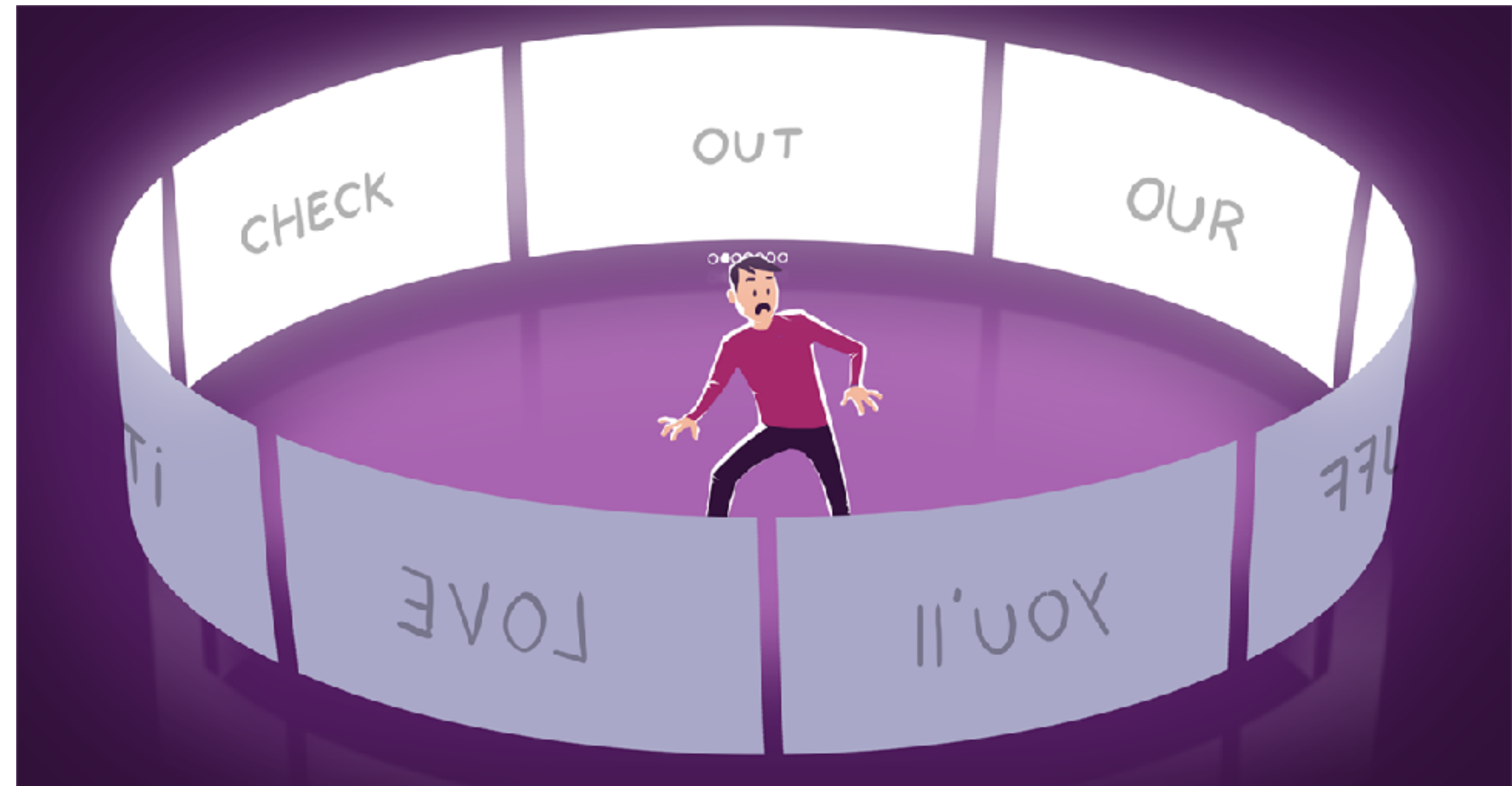




# Slide Shows

- **Data on slide shows:**

- Only 1% of the people actually click on a slide, which almost always was the first slide;
- Sliders confuse people, as you're sending multiple offers they may or may not be interested in at once;
- People simply ignore your slider, because it triggers banner blindness;
- On that same note, visitors just don't get the message because they will skip the messages in your slider as they consider it advertisement or promotions;
- They slow down your site, negatively impacting your SEO and conversion rate;
- Sliders don't always work well on mobile devices;
- They push down your content, which is not smart, as Google already mentioned in 2012;
- It's most probably as effective to use just one image instead of putting all that effort in slider plugins and images.





**“Sliders only exist because web designers love them. And because they make the life of the web team easy: they can give every department or product division a place on the homepage. And they don’t have to make choices.**

**But it’s not your job to make your colleagues happy. It’s your job to make your visitors happy. And to sell. And that’s the biggest problem with sliders: they don’t convert. Never did and never will.”**

*–Karl Gilis, Owner of [AGConsult](#) and renowned conversion expert*



# Organization is the Key to Success



**This obviously isn't my desk... for those who know me.**



**So, don't spend time on slideshows... *now what?***



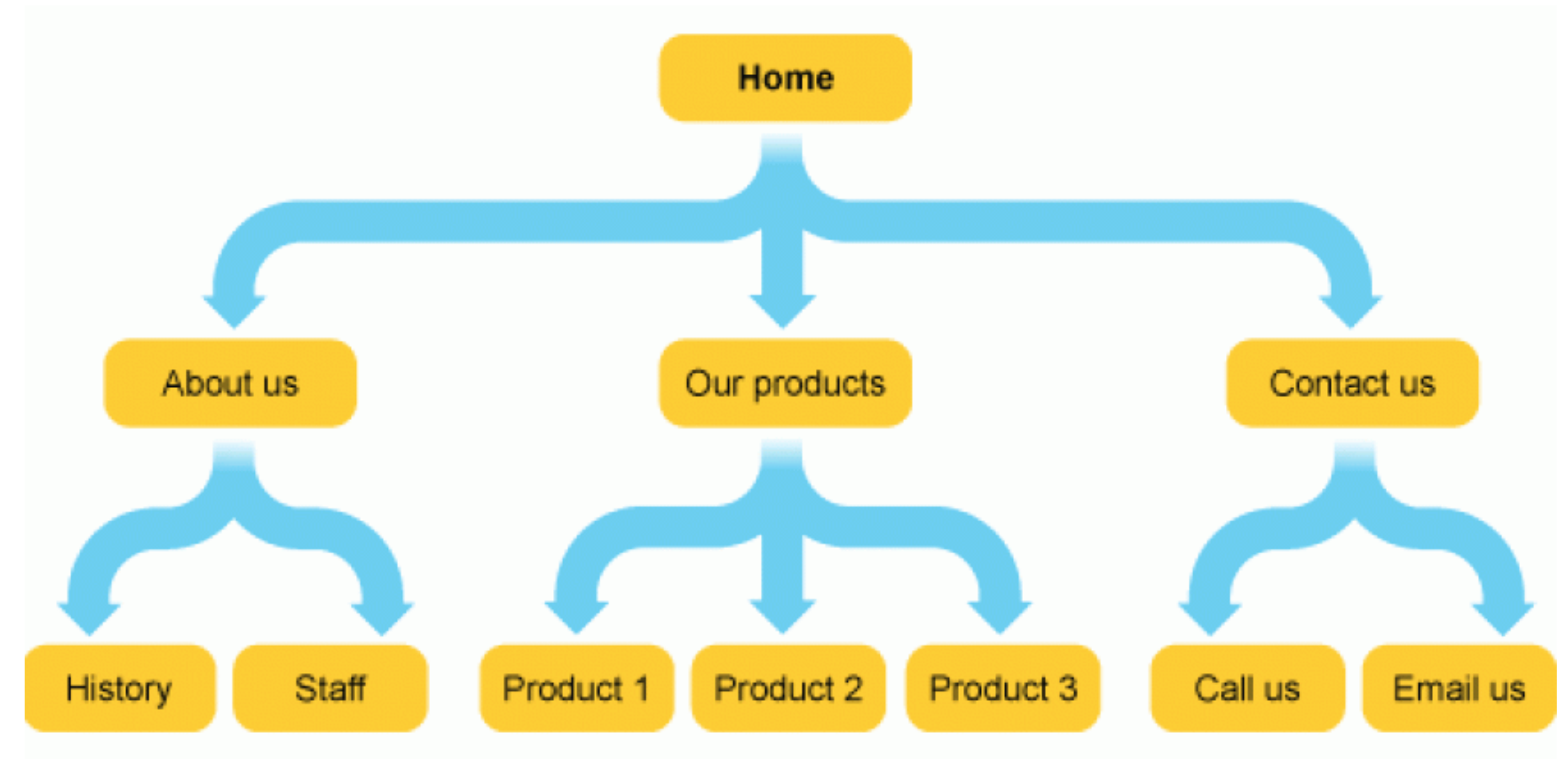


Where is it?



# Get your customers to where you want them

- Website organization is the key to success
- It should be simple, clean and intuitive
- IF you can't remember where to find something on your site, how can you expect your customer
- Help guide them to where you want them to go





# Add content and functionality

- Keep your content up to date and give them information on your products by:
  - Update **Product Descriptions**
  - Solicit Customer testimonials and reviews - Social media, email, Google
  - Displaying **stock availability** - Who hates items out of stock?!?!?
  - **Upsell!** Displaying “related” and “recommended” products
  - Displaying **shipping** information - We live in a world of fast, free shipping thanks to Amazon



**Test your site...**





- 47% of consumers expect a web page to load in 2 seconds or less.
- 40% of people abandon a website that takes more than 3 seconds to load.
- A 1-second delay in page response can result in a 7% reduction in conversions.
- If an eCommerce site is making \$100,000 per day, a 1-second page delay could potentially cost you \$2.5 million in lost sales every year.

Source: <https://envato.com/blog/8-ways-prepare-online-store-holiday-shopping-season/>



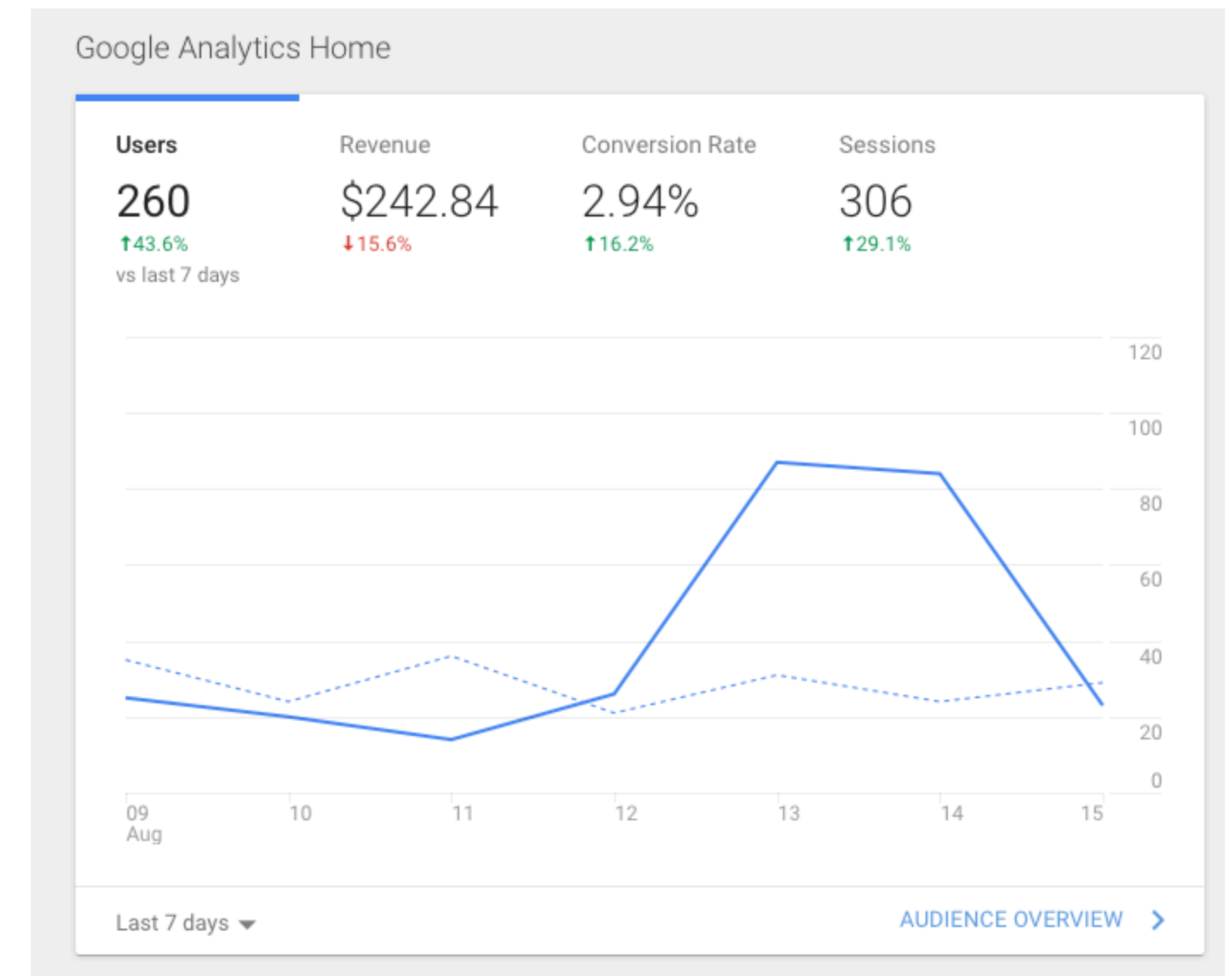


**Track your customers ...**



# Google Analytics

- **Sign up for Google Analytics**
  - It's **FREE** and can be added to any site
  - <https://analytics.google.com>
- You don't have to be an expert in analytics to get basic free info from Google.
- Learn where your customers are looking on your site and where they are coming from





**Questions?**