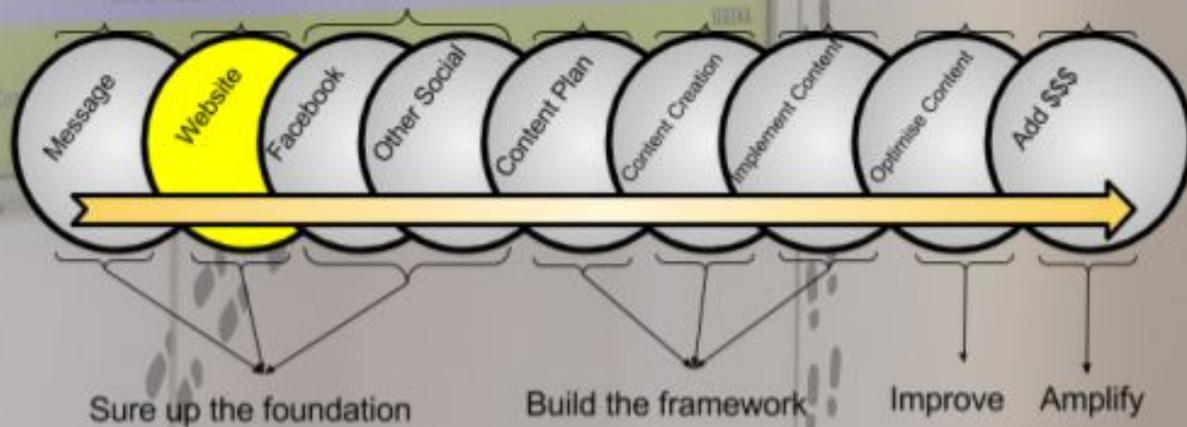


Work Your Website Harder

Your Guide To Increase Your ROI



Connect    

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Strategy ● Education ● Execution

SERENA
dot
RYAN

How To Reduce Leaks From Your Marketing To Increase ROI

After 14 years in digital marketing roles, I consistently saw ways clients and potential clients ***missed opportunities or wasted money promoting their business.***

To start making the most of your marketing spend, you need to **sure up your foundation**. The stronger it is, the less ‘leaks’ when you start spending money.

Leaks include; *people not engaging with your content, not purchasing because links are broken, they can't find what they want or it takes too long for them to purchase.*

It's like making sure your overheads are reduced and you're only spending money on what you need to so you can maximise your Return On Investment (ROI) of your time, money and resources.

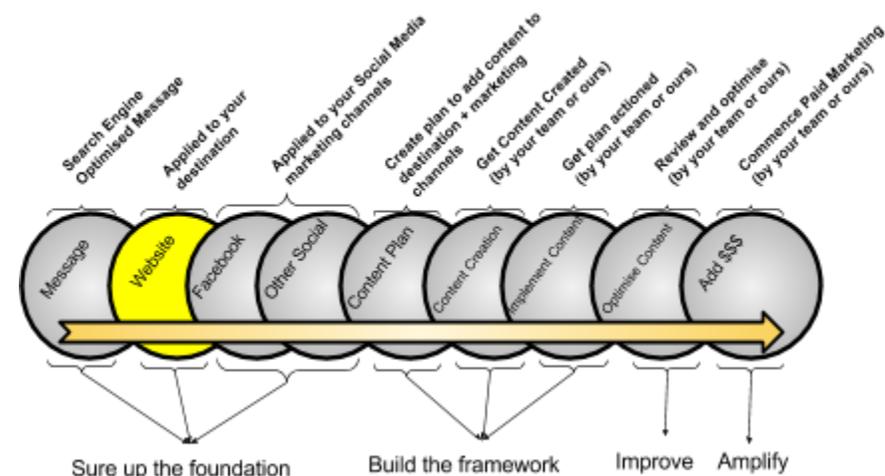
This guide is dedicated to explaining usability, why it's important and giving you details to help you **‘Sure Up Your Foundation’**.

I know sitting down to read a guide can be a challenge. So for your convenience and support there's a [series of videos](#) you can watch too.

Usability is referring to considering who is using your website and how they are using it.

Who this guide is for:

This guide is part of a series dedicated to assist executives and key decision makers in Service Based Businesses **make the most of what they have available to them first** before they spend money on paid advertising.



Everyone has different knowledge and experience.

*Treat this guide as the opportunity to **develop your knowledge** of what you can do **to make your website work harder to improve conversions.***

Then, depending on your circumstances, do these things yourself or get a web developer to do them for you.

I apply logic to digital marketing rather than the need to be technical.

When you create something you first start looking at it from your point of view. When you are looking at **usability it is from your customer's point of view.**

Just like when you go to a retail store and products are placed in specific places to be helpful and increase the likelihood of you purchasing and coming back again, you should apply this logic to your website too.

Start looking at your website from your customer's point of view.

How helpful is your website for your customers and potential customers?

How easy is it for visitors to move from page to page?

How many clicks to purchase/ enquire does it take?

Consider every time someone clicks you will lose a percentage of the audience, this is called 'drop off.'

Usability tips:

Start with how do you use a website? E.g. what device do you use, what time of day in what location...

How do your customers use websites? E.g. what device do you use, what time of day in what location...

Visibility Checklist (aka SEO)

- ❑ **Is your website mobile friendly?** Due to the strong attachment of everyone having smartphones, (Tell me, where is your phone right now?), it is important to know how your website looks and works on mobile devices.

Go to <https://search.google.com/test/mobile-friendly> and put your website URL in to find out if your website is mobile friendly.

- ❑ **Not all mobile devices are the same.** Android and Apple (iOs) are different devices built by different companies. On this basis do not expect that they will look (or work the same) on different devices. Check them out.
- ❑ **Not all operating platforms are the same.** E.g. Google Chrome, Safari and Firefox are all web browsers built by different companies. There's no guarantee you will look the same on each of these devices.
- ❑ **Test on different devices.** Rather than test all devices, check your Google Analytics and see which are the main

devices your customers use to access your website and get these checked for how your website looks and works.

- ❑ **Ensure device detection is enabled** to have your site automatically adjusted depending on which device it identifies you are on.
- ❑ **Logo** in header to click thru to home page. Go and check your favourite websites, a few big brands. Look for the logo in the top left and the ability to click it.
- ❑ **What do you want them to do on each page? Not everyone browses websites the same way. It's important to allow for this.**
- ❑ **Increase visitors chances of doing what you want by** always having '3 ways' for someone to get the same information. e.g. Click to Call, Menu Bar, Hyperlink in body copy.
- ❑ **Add a Search Bar** - This saves time and energy for visitors to find what they want.

- ❑ **Reduce the clicks** - Every time someone has to click you reduce retention and will potentially lose sales.
- ❑ **Links are important** - Without links Google (or other search engines) are unable to search your website. So it's important to have links throughout your website.
- ❑ **Links are defined as inbound** (linking to your website), **outbound** (linking out from your website), **reciprocal** (you link to them and they link to you) and **internal**. **Widows** is also a term referred to pages with no links, (try and avoid having widows!).
- ❑ **Not all links are created equal** - With outbound, inbound and reciprocal, focus on quality (think of you would like to connect with in real life that could benefit your business).

Consider these links as an extension of who and what you are associated with in real life.

- ❑ **Ensure where relevant you link to other sites. E.g. link to where you have worked, who you partner with, who you recommend to work with.**
- ❑ **Apply context rule** - Links that are in context of the information you're providing are better than only having a page of companies with links to their websites.

When in context with you adding why you are linking to them is much more powerful (read valuable) for the visitor to your website.

- ❑ **Add Anchor links.** Eg. instead of saying 'click here' this being the link text, use relevant words eg. '[Serena Dot Ryan website](#)' this is 'Anchor text' an SEO concept. It contributes to you being found for these words.

- ❑ **Internal links** are to help guide the user to where you want them to go. It's like being their personal tour guide on your website. Make sure you are linking to pages that are a natural flow to help them stay on your site longer. The longer they stay on your website, the more engaged they are and Google considers your site to be more valuable by overall time on site by visitors.

- ❑ **A Content Plan is recommended** so you are always adding new content to your site.

- ❑ **A blog is a great place to start.** The reason blogs are so popular is that everytime you publish on your website, you are putting new content on your website to increase the chances of being found for what you want to be found for.

- ❑ **URL Structure** - When adding a blog for SEO purposes, make sure it lives at /blog e.g. <https://serenadotryan.com/blog>

- ❑ **Add Google Analytics** - Google analytics is a free resource from Google for you to track and understand who is visiting your website and their habits.

- ❑ **Use Google Tag Manager** - Google Tag Manager is like a virtual house for all your tracking tags to live in on your website. By having them all in this 'house' instead of separately on your website, it streamlines your tracking processes and also reduces the potential of the tags to slow your website down.

With **load time being one of the top 10 things that Google is looking for** when wanting to rank your website, you want to do all that you can to have your site running as fast as possible!

- ❑ **Give value** - to grow your list, give visitors something that is valuable for them to download for free (like this guide), so it is considered a fair exchange and good reason for them to want to give their personal information.

- ❑ **Make your site secure** - Security in person and online has never been more important. Adding a SSL (Secure Socket Layer) Certificate to your website will encrypt the data on your website.

SSL Certificates are not just for site that are e-Commerce, if you are collecting people's information e.g. a subscribe to a newsletter, then an SSL is important.

Plus, Google recognised this and earlier in 2017, they announced that they would be looking for your SSL Certificate to be installed on your website when they were crawling it.

- ❑ [SSL Certificates can be free via some hosting services.](#) Whether you use a free one or purchase one yourself, add it to your website will help your visitors including Google.
- ❑ **To get an SSL installed**, speak to your web developer.

Would you like help to 'Sure Up Your Foundation' and realise your potential online for your business?

[Find out how a power hour with Serena Dot Ryan®](#) can help you make your online presence work harder for your business.