Website Redesign for Small Businesses and Sole Proprietors

7 easy steps to make your website more effective

A publication of:

Image Media PARTNERS

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Introduction

During the past twenty years the internet has evolved from a curiosity for the tech savvy few to near universal use. According to Pew Research 78% of adults in the USA use the internet and 95% of the population between the ages of 18 and 29 are online. (Source: Pew Research). Many people use the internet to shop

$43.4 Billion in online sales 4Q 2010.[1]

and search for product and business information and over the past year e-commerce spending has grown in spite of the recession. (Source: MC Marketing Charts) The great advantage for small and sole proprietor businesses is that they can have a website that generates traffic and converts that traffic into leads and customers without competing against larger and more established businesses by trying to outspend them with large advertising budgets.

It is important for all businesses to have a presence on the internet. It doesn't matter if you are actually selling a product on line, getting new clients or are just trying to get people to come to your business location, your customers will be searching for you online and doing research about your business and products online. In the past many websites were just an online brochure, a place to put your phone number and business hours. In the past many websites were just an online brochure, a place to put your phone number and business hours.

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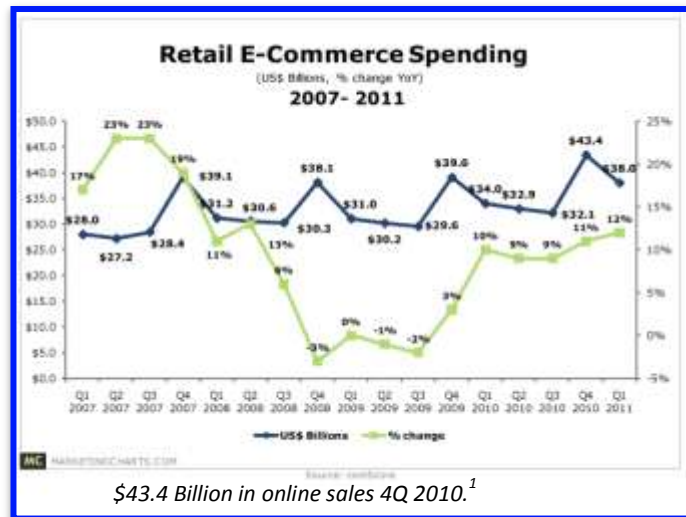
This e-book is designed for small and sole proprietor businesses that do not have large marketing budgets but realize that they need to be smarter about attracting new customers to their websites. In order for websites to be successful they must be functional and achieve their goal of attracting traffic and converting customers. Many businesses waste time and money redesigning their websites with the wrong goals in mind. The goal of this e-book is to show what is really important when considering a website redesign. The techniques outlined in this e-book are effective for any type of small business including:

- *E-commerce sites*
- *Brick and mortar stores*
- *Restaurants and bars*
- *Franchise Businesses*
- *Business to Customer*
- *Business to Business*
- *Professional Services*
- *Consultants*
- *Nonprofits*

It is possible to be smarter and spend less while building a website that attracts traffic and converts new customers. This can be achieved by abandoning old concepts of marketing and adopting new techniques designed to work with the way people now work, live and shop on the internet. Building a website around the concepts of

Inbound Marketing *will help you achieve your goals.*

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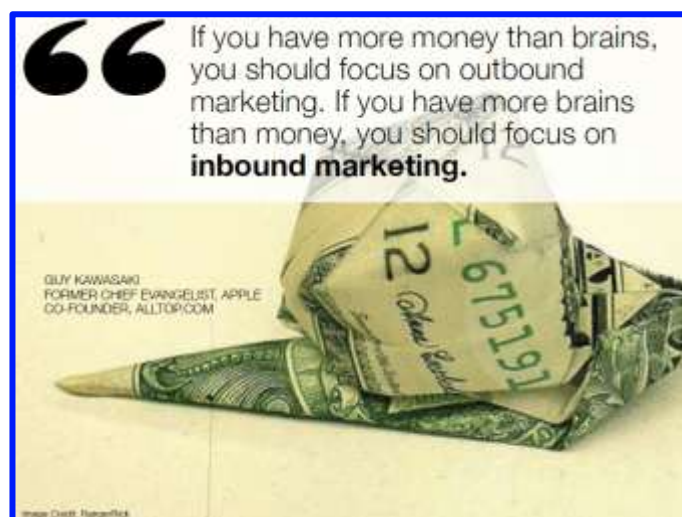
Inbound Marketing Explained

Inbound marketing is any marketing tactic that relies on earning people's interest instead of buying it. Inbound marketing gives small and medium sized businesses and organizations the ability to grow faster and smarter by outthinking, not outspending, the competition.

Conventional marketing pays for interruption and impressions, which means you buy everything, including: ad space, mailing lists, air time, printing and postage, in addition to agency costs (i.e. commissions, retainers and hourly fees). The basic theory is to outspend your competition to gain market share. This is now called **Outbound Marketing** and it is an **archaic and faulty process**.

It no longer makes economic sense to send an advertising message to the many in hopes of persuading the few.

M. LAWRENCE LIGHT
FORMER CHIEF MARKETING OFFICER
MCDONALDS

Average Cost Per Lead
Inbound vs. Outbound

$332 $373
$134 $143

62% Lower Cost per Lead

■ Outbound Marketing Dominated
■ Inbound Marketing Dominated

Source[2]   HubSpot

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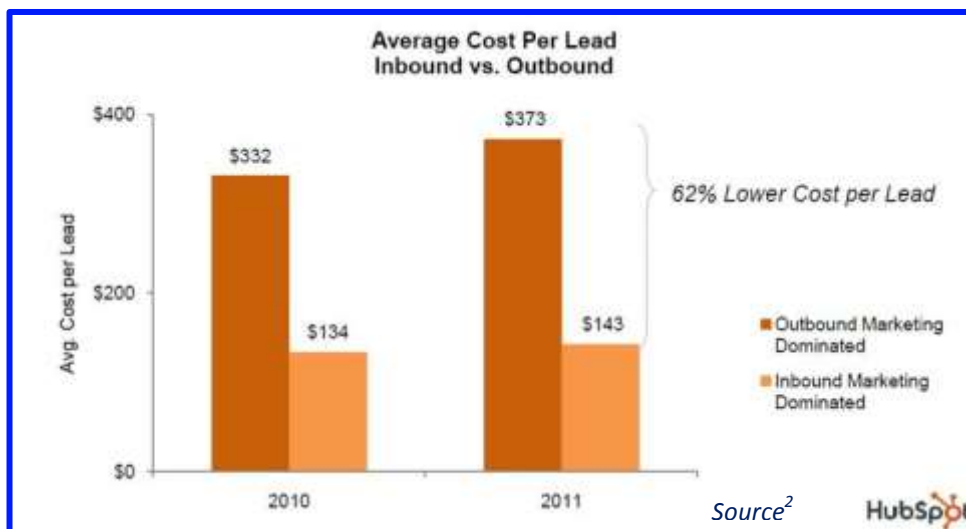
Inbound Marketing is a better way. Inbound marketing has demonstrated its value to those companies and organizations that successfully use it.

- *Cost per lead is 60% lower than traditional marketing*
- *Social Media, Blogs and SEO are more effective than direct mail, trade shows and telemarketing*
- *Companies that blog get 55% more website visitors than companies that don't blog*
- *Websites with more Google indexed pages, from blogs, get more traffic and leads*
- *Websites optimized for keyword ranking generate more leads*

The inbound marketing methodology is based on **getting found** by your potential customers, **converting** visitors to leads and leads to customers, and **analyzing** your tactics, methods and results.

Get Found	Convert	Analyze
Create	Visitors to Leads	Daily
Optimize	Leads to Customers	Weekly
Promote		Monthly

Get Found: *The internet provides an opportunity to attract visitors and potential customers to your website. This is done by:*

- *Creating Content: Your potential customers are on the internet looking for solutions to their problems. By creating content such as blogs, e-books, white papers, webinars, and videos you are providing valuable content that attracts them to your website.*
- *Optimize: Optimizing your content and website with keywords, inbound links, and highly rated content increases your website's Search Engine Optimization (SEO) that enables potential visitors to find your website through internet searches.*
- *Promote: Strategically leveraging the power of social media such as Facebook, Twitter, LinkedIn, YouTube and other platforms to promote your content to a new audience while building loyalty and maintaining connections with current customers.*

> In today's information age of Marketing and Web 2.0, a company's website is the **key to their entire business.**
>
> MARCUS SHERIDAN
> AUTHOR OF THE SALES LION BLOG
> MARKETING SPEAKER

Convert: Once visitors are reading your blogs or downloading your content you want to turn those visitors into leads and turn the leads into customers.

- ***Visitors to Leads:*** *Utilizing landing pages and contact forms that can be customized for each offer, campaign or event your website can capture lead information that can be used to further engage the lead and track progress.*
- ***Leads to Customers:*** *E-mail nurturing campaigns, conversion landing pages and lead tracking applications enable you to turn your leads into customers.*

Increased Web Traffic Fills the Sales Funnel

Unique Visitors

Leads

Opportunities

Customers

"…one way to sell a consumer something in the future is simply to get his or her permission in advance.

BETH GODIN
AUTHOR OF PERMISSION MARKETING

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Analyze: No marketing campaign is complete without detailed statistics and data to analyze your efforts and the effectiveness of marketing tactics and strategies.

- *Reach: Measure how many people you reach through the different social media platforms and get an accurate account of which blogs and pages are viewed.*
- *Sources: Measure what platforms are most successful in generating traffic, converting leads and generating customers.*
- *SEO Measurement: Measure what content is ranking for keywords, what content generates inbound links, what content improves your SEO ranking.*
- *Effectiveness of Campaigns: Measure the effectiveness of each marketing effort whether it is a social media campaign, pay-for-click ads, trade show or conventional advertising.*
- *Reports: Statistics should be studied on a daily, weekly and monthly basis.*
- *Evaluate and Adjust: Inbound marketing is not an exact science so you should use measurement and analytical tools to continue tactics that work and jettison tactics that fail.*

Step 1: Determine Whether Website Redesign is Right for You

*Small businesses often spend a lot of time and money redesigning their website only to be frustrated to find that web traffic does not increase and they do not get new customers. In fact many are alarmed to discover that web traffic actually goes **DOWN** after their website has been redesigned and their ranking on web searches dramatically **DECREASES.** Many businesses discover that their fancy new flash intro to their website does not increase conversions and the new logo does not seem to attract new customers. A big reason for the disappointing results can be found in the reasons why a business determines to redesign their website in the first place. Making an ugly website pretty does not automatically make the website more effective. The first question you need to ask is why do you want to redesign your website?*

| *Wrong Reasons For Redesign*	*Right Reasons for Redesign*
We have to have a new look and feel. *It's been 12 months since our last redesign.* *The boss wants to do it.* *The old site is ugly.* *The site looks too static, we want moving graphics and flash to attract people.*	*We want to get found by more prospects.* *We want to convert more prospects into leads and eventually customers.* *We want to improve our branding. (This is only appropriate if oriented around one of the previous reasons.)*

Businesses should follow and learn from others' successes and failures in order to better understand and predict their own.

BEN MEZRICH
AUTHOR OF THE ACCIDENTAL BILLIONAIRES

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Website Redesign Half-Live Chart

Source[3]: Hubspot, Webinar Redesign Strategy 2011
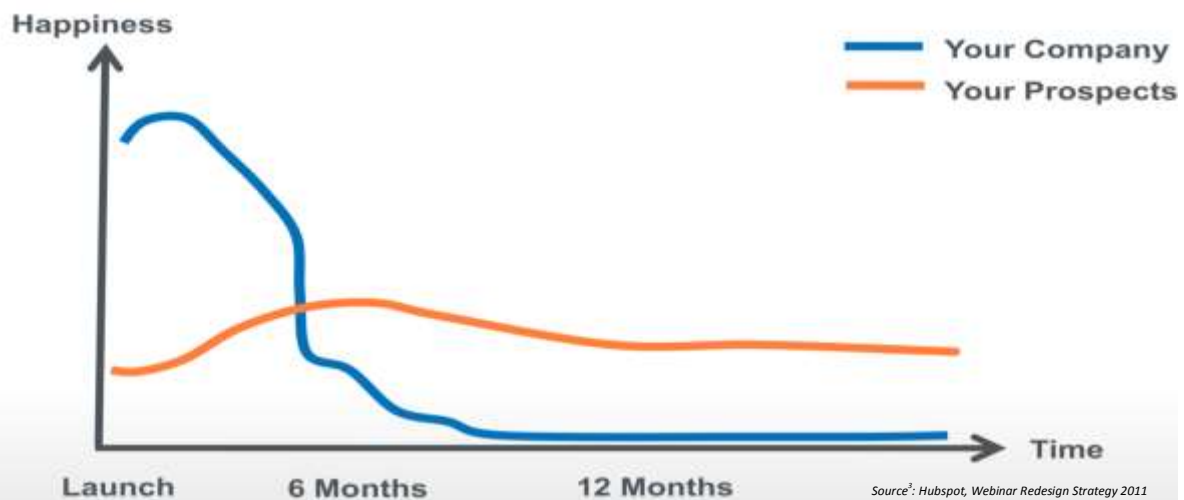
- *The excitement you will have from a complete renovation of your website will be short lived.*
- *Once you have visited your site repeatedly, the excitement of a new website will turn into boredom.*
- *Complete website renovation is even worse for users.*
- *Users are accustomed to the constancy of the old website.*
- *Users need time to adjust, causing them more confusion.*
- *Links to your website will be broken and Search Engine Optimization (SEO) of your old site may be lost causing you to not show up on search results.*
- *Search engines do not "see" beautiful sites they only "see" content*
- *No one will notice how beautiful or fancy your site is if they can't find it.*

Takeaway for Step 1

Misguided reasons for redesigning your website are driven by the thought that the freshness and "wow factor" of a new website will increase excitement over your brand. The main motivations behind website renovations should be to improve the performance of your website. A beautiful website, although intriguing and aesthetically pleasing, is secondary to a functional traffic and lead generating website.

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Step 2: Insure that Your Website's Assets are In Order and Safe

No matter how bad you think your old website may be, if it has been around for any length of time, or if you have any recurring visitors or customers, the site has built up some search engine authority. Rebuilding a new site may break links, cause you to loose search ranking, or loose current customers. It is vitally important to safeguard your website's assets such as content, inbound links, keyword rankings, and conversion tools that you have used to build a strong web presence. In order to preserve your web presence you must keep track of these assets to insure that they are all transferred to the new site during the redesign process.
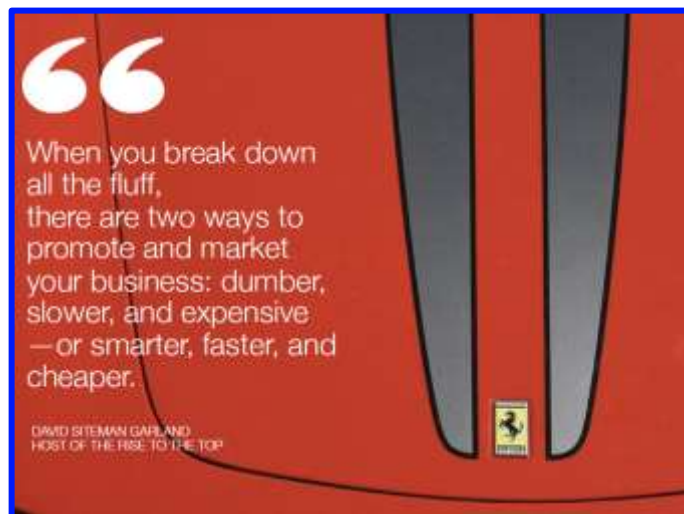

It is important to take an inventory of your website's assets and ensure that they are properly transferred to your new site. For example if someone links to your website using the URL "http://www.yourwebsite.com/product-one" and in your new design you move that content to "http://www.yourwebsite.com/new-products-three" the old link will be broken and you will have lost the value of the link. If one of your pages was optimized for the keyword "Widgets" and you put in new content that has nothing to do with "widgets" you will lose that keyword ranking. You may need to rebuild the pages with the same URL and keyword strategy or at the very least redirect the old URLs to the new pages. Survey all your current web page to be sure you know its value.

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The Asset Check List

- ☐ *Determine how many pages you have.*
- ☐ *Figure out which pages are most popular/powerful.*
- ☐ *Determine how many inbound links you have.*
- ☐ *Establish where these links are coming from.*
- ☐ *Look up what interior pages have inbound links.*
- ☐ *Figure out which inbound links are most popular/powerful.*
- ☐ *Determine what keywords you rank for before the move.*
- ☐ *Figure out which keywords are most effective.*

Takeaway for Step 2

If you do not fully understand the importance and practice of proper SEO, doing a web design can be more damaging than helpful. If you do not feel comfortable around SEO work, it may be best to hire a specialist to perform the redesign so all the hard work you have put into making a web presence does not disappear. If you have not been tracking your website assets such as inbound links and keyword ranking you may want to incorporate that into your new web design. It may also be time to contact a professional to set you up with a system that can track these metrics if you don't already have a system in place.
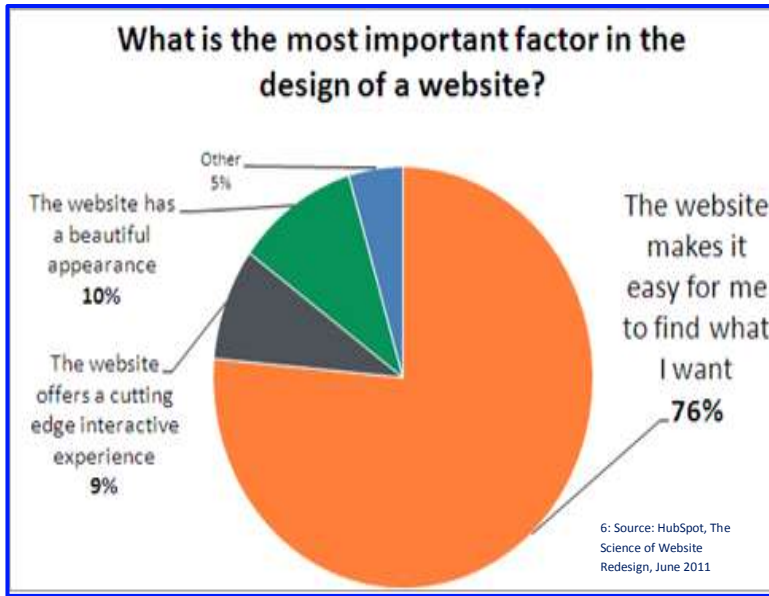

When you break down all the fluff, there are two ways to promote and market your business: dumber, slower, and expensive —or smarter, faster, and cheaper.

DAVID SITEMAN GARLAND
HOST OF THE RISE TO THE TOP

Step 3: Formatting Your Homepage

The homepage is the first page most people see when they go to your website. Many web designers advocate a flashy, interactive homepage to entice and dazzle the visitor. In reality simplicity always trumps flash. Think about the last time you went to the hardware store to buy some screws. How would you have reacted if when entering the store lights started flashing, an animated spokeswoman started telling you how great the hardware store was and someone ran up to you asking you to fill out a form to win an iPad? If you didn't see the screws on your way out of the store you probably would have bought them at another store. Think about why someone would come to your website and what you can do to help them find what they need.

Key Concepts for Homepage Web Design

- *The first impression is all about simplicity.*
- *75% of Internet users never scroll past the first page of search results.[4]*
- *76% of consumers want a website that makes it easy to find what they want.[5]*
- *Highlight your blog on homepage.*
- *Set up a 301 redirect, for SEO's sake!*
- *Have a permanent redirect.*
- *Limit the amount of choices the consumer must make.*
- *If you offer 25 services, put those 25 under 4 overarching umbrella services so consumers will not be overwhelmed.*
- *Links to social networking pages are a must on home page.*

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What is the most important factor in the design of a website?

- Other 5%
- The website has a beautiful appearance 10%
- The website offers a cutting edge interactive experience 9%
- The website makes it easy for me to find what I want 76%

6: Source: HubSpot, The Science of Website Redesign, June 2011

When someone lands on your homepage it must be clear what you do and it must be clear what you want the person visiting your site to do. Simplicity is really more important than design or fancy tricks. If your visitor cannot find what they want they will leave. Put everything that is important above the fold, which means at the top part of the page so they do not have to scroll to find it. Do you want them to see your products? Make it easy to find your products. Do you want people to read your blog? Put a link at the top of the page. Do you want them to follow you on Facebook? Do not hide the Facebook icon. Do you have a free giveaway or do you want them to sign up for a newsletter? Make it clear what you want your visitors to do.

Takeaway for Step 3

Your homepage is the face of your services or products. You only get one chance to impress that visitor, so make sure you carefully place the essentials you want them to know on your homepage. It should also act as a launching platform to places where they can contact you in the future, for example there should be links to your blog and social media accounts.

Once you have your questions and stories, map them to the buying process—just as your prospect will experience them.

ARDATH ALBEE
AUTHOR OF EMARKETING
STRATEGIES FOR THE COMPLEX SALE

Step 4: Focus on Continuous Original Content that Attracts and Converts

In step 1 it was pointed out that fancy websites do not attract traffic. In step 2 we encouraged you to take an inventory of your website to help maintain links and traffic. In step 3 we said that simplicity trumps fancy graphics. Remember, search engines cannot tell what color your website is and people do not link their website to yours because you have a fancy flash introduction. Search engines look for

relevant content and people link to your website because there is valuable content on your site. Valuable content is the number one way to drive traffic to your website and should be your number one priority when redesigning your website. It is important to remember that getting valuable content on your website is not a onetime project but a continuing process. Your website redesign should focus on how to continue to add new content over time and the best way to add new content over time is with a blog.

Original Content Formats

- *Blogs*
- *Podcasts*
- *Presentations (slides)*
- *News Releases*
- *Video (YouTube)*
- *Photos (flickr)*
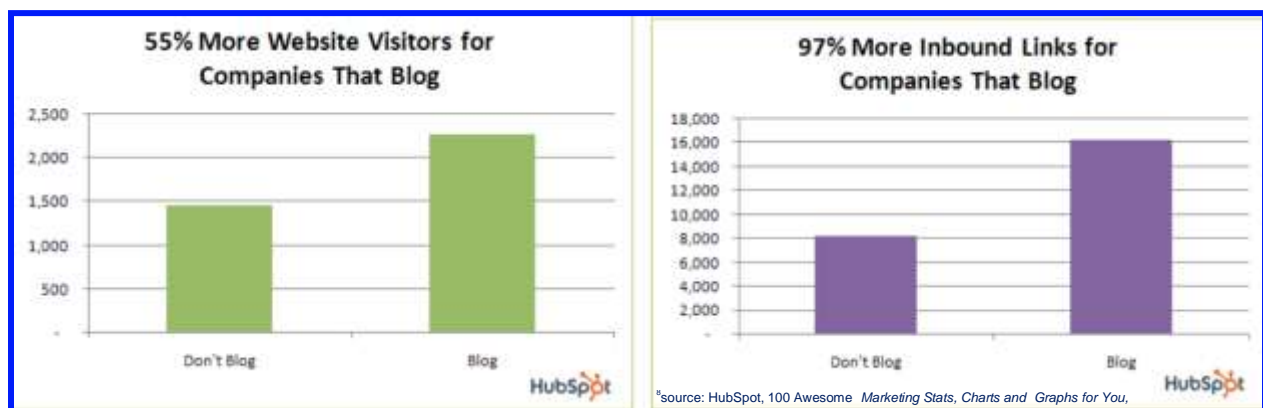- *eBooks*
- *White Papers*
- *Webinars*
- *Infographics*

The easiest way to add new content to your website is with a blog. Blogs accomplish several tasks at once:

- Blogs add content over time, this keeps your content fresh and search engines and people like new, fresh content.
- New content builds up over time giving your website more content that can be searched.
- Individual blogs can be optimized to target one keyword making it easier to find the blog and your website through search engines.
- Blogs can address specific questions or issues that may be important to your potential customers.

<table>
<tr><td>Vital Content Statistics</td></tr>
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- Blogging results in a 55% increase in website visitors.[3]
- Search engines like fresh content, which will increase your number of indexed pages.
- People like fresh content.
  - Companies that blog have 2x as many twitter followers as those that don't.[7]
  - Companies that blog have 97% more inbound links than those that don't.[7]
- 2/3 of marketers say a company blog is "critical" or "important" to their business
- 57% of companies with blogs generated leads through the blog

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- Other websites are more likely to link to valuable content on a blog giving your website more authority.
- It is easy to promote a new blog posting through social media such as Facebook, Twitter and LinkedIn.
- Blogs attract more traffic and visitors then static websites.
- Blogs can lead potential customers to your products, services and solutions.
- Websites with blogs can better show expertise by demonstrating knowledge.
- It is easier to convert visitors to leads through blogs and calls to action in the blogs.

By publishing content that shows buyers you understand their problems and can show them how to solve them, you build credibility.

ARDATH ALBEE
AUTHOR OF EMARKETING STRATEGIES
FOR THE COMPLEX SALE

> Doing well with blogging is not about writing one key post, it is about performing day after day and helping a few people at a time.
>
> AARON WALL
> AUTHOR OF THE SEOBOOK BLOG

In addition websites with blogs simply attract more traffic than websites without blogs and businesses with blogs get more customers through their websites than do businesses without blogs.

55% More Website Visitors for Companies That Blog

97% More Inbound Links for Companies That Blog

source: HubSpot, 100 Awesome *Marketing Stats, Charts and Graphs for You,*

Takeaway for Step 4

Original content is your website's messenger; it will inform your prospects on what you do, and how passionately you do it. With a vast array of formats to create content on, you should always be continuously contributing original content to keep your prospects engaged and constantly interacting with your website.

Step 5: Formatting Your Landing Pages

Landing pages are what you use to convert your website visitors and capture information so that you can engage with them in the future. Landing pages are vitally important to your website redesign but the landing pages will not show up in your menu and most visitors to your site will not even see them. The landing pages are the pages where you will engage with your visitor, where they will give you information such as their name and e-mail address in exchange for valuable information from you.

> Recognize that giveaway items serve as silent ambassadors, reinforcing your Expert Identity —choose them carefully!

SUSAN FRIEDMANN
AUTHOR OF RICHES IN NICHES

In step 4 we said that content is what attracted visitors to your website. A lot of that content will be in the form of blogs, press releases and videos that can be easily seen by any visitor to the web site. Other information will be so valuable that the visitor will willingly go through an extra step to get the information. Let's take a look at a couple of examples.

Landing Page Concepts

- A special page visitors go to get premium content such as an e-book or white paper.
- Leave out any website navigation; you do not want to distract the visitor from filling out the form.
- Keep the description of the offer clear, simple, and concise. For example one company found that they had a 32% conversion rate with a longer description and form and increased their conversion rate to 53% when they made the description and form shorter.[9]
- Keep the form above the fold.
- To maximize efficiency, consider these questions:
  - How fast can you launch a new landing page?
  - Can one person prepare the page in 15 minutes?
  - What is the cost of experimentation?
- The form should capture just enough information to engage the visitor, at least their name and e-mail address.
- After filling out the form the visitor should be able to download the content and receive a thank you.

Example One: Tax Preparation Website

You are a tax preparation service who helps small businesses prepare their annual and quarterly tax forms. You can prepare a series of short guides and check lists for businesses to make sure they have the right material ready for their accountants at tax time. These eBook guides may have names such as:

- *7 things every business needs to have ready for their accountant at tax time*
- *Annual Tax Check List: The essential information your business needs to have ready at tax time*
- *How to avoid a Tax Audit: A Small Business Guide for properly filling out your taxes*
- *Is your business filling out the proper tax forms? 5 mistakes small businesses make at tax time and how to avoid them*

After you have prepared this premium content you promote it through social media, a pay for click ad, on your blog or through call-to-action buttons on your website. When the person interested in this content responds by clicking the call to action or following the link they land on a special landing page that simply asks

them to fill out a form with their name and e-mail address in exchange for the content. After they fill in the form they are sent to a page to download the content.

Example of a landing page

[10]*Source: HubSpot 2011*

Example Two: Gym and Health Website

You are a gym that specializes in helping people get back into shape. You may offer guides or eBooks such as:

- *5 Ways to start a new exercise routine*
- *How to safely begin weight training after an operation*
- *5 exercises that build strength and help you lose weight*

When the prospect clicks the link for the free information they are sent to a landing page that explains the benefits of the material. After filling out the form asking for their name and e-mail address they are sent to a page where they can download the material.

Example Three: Restaurant Website

As a restaurant you would like people to join your mailing list so you can keep them up to date on your changing menu, special events such as wine tastings and updates for live performances. You offer a discount for your next wine tasting for everyone who signs up for the newsletter or you offer a special coupon for parties of four. When your customers respond to your offer they go to a special landing page that shows them the fun they will have or it gives details about the special coupon they will receive after filling out the form with their name and e-mail address.

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Capture Your leads

A landing page is the place where you turn a website visitor into a lead. Your first offers are not where you turn the visitor into a customer, but it is where you connect with those who may be interested in your business. When you have their e-mail address you can update them about new material on your website that may interest them or tell them about new material that they can download for free. After nurturing the lead you can offer them more information or invite them to become a customer. For example the gym may send an email to someone who has already downloaded two e-books and invite them in for a free exercise and fitness evaluation at the gym. The tax preparation business may offer everyone on their e-mail list a discount for preparing their first tax return.

Landing pages are obviously special pages where the visitors become leads. This is not your home page but a dedicated page with one purpose: offer your visitors premium content in exchange for contact information.

Takeaway for Step 5

Landing pages are where the magic happens; they are the gateway to your conversion offers that create engaged and interested leads. Make sure you can grab their attention with an interesting offer, but also coherently explain what you are offering through the landing page!

Step 6: Conduct Conversion Experiments

Converting a website visitor into a lead is the main goal of your website. This may mean getting a visitor to sign up for your newsletter, download an e-book, get a coupon, or sign up for a consultation. This is the goal of the process that starts with optimizing your website so that it can be found; providing original content that attracts visitors such as your blog and e-books; promoting the content on your website and through social media; setting up your website so it is easy to navigate and find content; and providing a landing page where in exchange for their e-mail address they get original and valuable content. If you have more than one offer (and you should have as many offers as possible) you will notice that some offers will have higher conversion rates than others. In other words one e-book may have a conversion rate of 50%, at least half of the people who visited the landing page signed up to get the e-book, while another e-book only had a conversion rate of 10%. You may notice that some offers get more response when you tweet it and others when it is posted on LinkedIn. There can be a number of reasons for low conversion rates.

- *Wrong Offer: Your e-book does not interest the people who are visiting your website. This could be because you are not attracting the right people and you need to change the subject of your blog and offers, or you are not offering what people need. For example if you are a realtor who specializes in city condos then posting blogs about suburban homes will not attract the right people.*
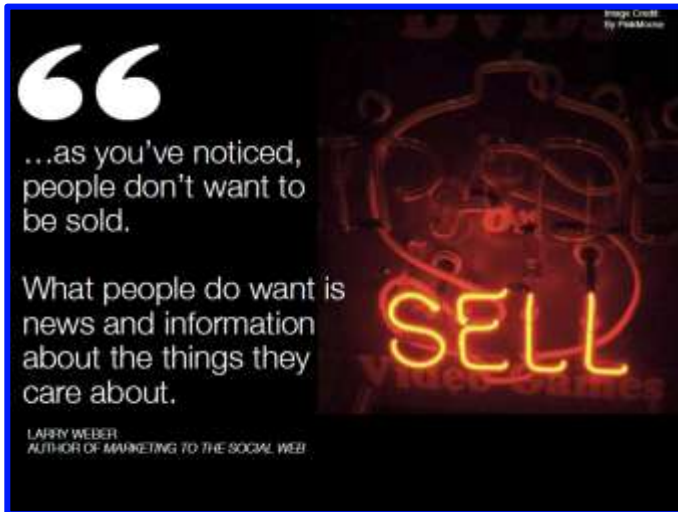
- ***Wrong Channel:*** *If you sell baby clothes and you post your blogs to LinkedIn, a professional business platform, you may not be targeting your offers to the right group. Think about where your links, tweets, promotions and ads show up and make changes if you are not getting the results you want.*

- ***Wrong Landing Page:*** *Are prospects getting to the right landing page? One of the most common mistakes is linking your offers to the wrong page or sending prospects to the home page. For example, if you say "sign up for my mailing list" send them to the landing page to sign up for the mailing list; don't send them to your home page.*

- ***Landing Page Ineffective:*** *Is it clear what you want the visitor to do when they get to your landing page? Do they understand the benefits if they do what you want? If they follow a link that says:* ***10 Ways to Save Money on Your Taxes*** *and end up on a page that says:* ***Save Money and Avoid a Tax Audit,*** *they may be confused and leave the page. Be clear and consistent.*

Conduct Experiments

Any number of things can affect the conversion rate of your landing page; the color of the call-to-action button on your website, the description of your offer, or if you have a photograph on the landing page or not. The problem is that there is no right or wrong answer to these questions and no master style book that says to do one thing or another. The best thing you can do is experiment and try different things. Use different color call-to-action buttons on your website and find out if a red button gets selected more often than a green button. Do more people sign up for your newsletter when the sign up form is long or short? Do more people respond to your blog or your newsletter? Do you get more visitors to your offers from Facebook or Twitter? It is important to conduct experiments and try different offers, social media channels, landing pages and calls-to-action to see what works best. Get rid of tactics that don't work and duplicate those that do work. If one type of offer gets more response then make more that are like it and stop making offers that don't work.

Offer New Content

Your website is not static and a website redesign is not a onetime event. Your website and your offers are constantly changing and being updated. Search engines look for new content and rate a website positively when new material is added. People will come back to the website when there is new material. It is also helpful if you think about your material as an educational process for your potential customers. Suppose for example you are a stone mason. Your ultimate goal is to have someone hire you to build a patio and brick barbeque. Unless they need to build the barbeque for the next weekend most visitors will come to your

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site several times. Perhaps they are attracted by a blog you wrote about brick barbeques and then they downloaded a guide outlining different barbeque styles. Subsequently you send them an e-mail and they return to your site to download a paper on the advantages and disadvantages of different types of masonry or they download a guide to hiring a stone mason. You use the free offers on your website to educate your prospective clients not only on the products and services you provide but also on how to hire you. Now we must caution you that the information you provide should be educational and helpful, not a sales brochure, or you may put your potential client off. It is essential that you keep adding material that will continue to nurture your leads and this material will

have offers to move them closer to being converted to become a customer. For example after they download the e-book on hiring a stone mason you can send them an e-mail offering them a free estimate or a discount.

Takeaway for Step 6

Website design is not a one and done deal. Your web pages should evolve and improve over time. This is especially important for your landing pages since they help convert your faceless website visitors into opportunities that you have collected vital information about.

Step 7: Review Your Metrics on Visitors and Leads.

Unique Visitors

Leads

Opportunities

Customers

As step 6 would suggest, it is important to measure how successful your website is doing in attracting visitors and converting them to leads and turning the leads into customers. As the sales funnel from the introduction illustrated the purpose of the website is to attract a large number of visitors. A certain number of these visitors will be attracted by your offers. They will go to the landing page where they will sign up and then download the offer and become leads. You will be able to communicate with the leads through e-mail updates, notices for special offers and your blog. The more these leads return to your site because you have new material the more opportunities you have to turn them into a customer. Just as it important to know which offers work and which landing pages perform best it is important to keep track of your website's metrics. Any website redesign should incorporate the tools to keep track of your website's metrics. Tools such as Google Analytics and HubSpot help you keep track of your visitors and know what is working and where you need to improve.

There is, of course, the danger of getting too wrapped up in metrics measurements. It is possible to measure everything from length of time on each

> You need the kind of objectivity that makes you **forget everything** you've heard, clear the table, and do a factual study like a scientist would.

STEVE WOZNIAK
CO-FOUNDER APPLE

page to the amplification effect of each tweet. Spending too much time on these

technical metrics can cause "paralysis by analysis" where you have too much information and you have no idea what to do. Focus on those metrics that tell you how many people come to your website and what offers convert those visitors to leads. By paying attention to the three vital metrics in the box on the right will help you determine what parts of you website need revision and what parts are performing well.

Three Vital Metrics

- **Visitors**
  - *How many people are coming to my website?*
  - *Where are they coming from?*
- **Leads**
  - *How many visitors converted to leads?*
  - *What did they convert on?*
- **Sales**
  - *How many leads converted to sales?*

Takeaway for Step 7

Metrics are pivotal for pinpointing the exact pain points of your website. By doing small but constant adjustments to your website, you will be able to maximize the utility of your website so it becomes a platform for generating visitors, leads, and ultimately, sales.

Conclusion

When most people consider a website redesign for their small business website they think of it as a radical change of throwing out the old and installing the new.

Understand the key factors in the math behind viral marketing, and use those to figure out what it takes to get viral growth.

DAVID SKOK
GENERAL PARTNER
MATRIX PARTNERS

They will change the colors and font style and add perhaps a fancy flash opening with color coordinated page links and stylish navigation buttons. Depending upon the age and the style of your website these changes may be necessary but website redesigns often overlook the more vital functions of attracting visitors and turning those visitors into leads and customers. In fact, your website may not even need a redesign as much as optimizing it so that it functions in a way that meets your business goals. If your web site is confusing, has outdated information, or looks cheap and unprofessional then a web redesign is in order. Often times the redesign that is needed is optimizing the website so that search engines can find it; publishing a blog that is easy to find; promoting original content that will attract visitors and building landing pages that help you convert those visitors to leads.

Marketers need to build digital relationships and reputation before closing a sale.

CHRIS BROGAN
KEYNOTE SPEAKER
FOUNDER, NEW MARKETING LABS

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Review

Step 1: Determine Whether Website Redesign is Right for You
Start with defining your website redesign goals. Remember that most companies don't need a new website, but rather need better tools on their existing site.

Step 2: Insure that your Website's Assets are In Order and Safe
Protect your assets during the design process so you do not damage your website presence.

Step 3: Formatting your Homepage
Make a great first impression by focusing on the functionality of your homepage.

Step 4: Focus on Continuous Original Content that Attracts and Converts
Creative and original content is the most powerful way of attracting and retaining website visitors.

Step 5: Formatting Your Landing Pages
Design compelling landing pages so visitors will be more willing to give away their contact information for your content offerings.

Step 6: Conduct Conversion Experiments
Make constant adjustments to landing pages by experimenting with their layout and formatting.

Step 7: Review Your Metrics on Visitors and Leads
Set up a system to measure the metrics of your website so you can reproduce successful campaigns, and scrap failing ones.

Takeaway

Redesign projects can be laborious, so most companies are better suited at trying to get more out of what they already have. Inbound marketing tactics such as SEO, blogging, and social media are easy to include in your existing site, and are twice as effective as traditional web redesign elements. You should strive to make small, but constant and continuous improvements to each element of your current website so your website becomes a powerful traffic-generating machine.

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Image Media Partners provides consulting, implementation and support services for on-line and inbound marketing. We specialize in inbound marketing and related services. We are available for all levels of service from consultation through design, implementation and support.

Authorized reseller and support services for HubSpot software

Implementation and design specialist for HubSpot software

Image Media Partners Specializes in:

- *Inbound Marketing*
- *Website Redesign*
- *Content Creation*
- *Blogging*
- *Social Media strategy and management*
  - o *Facebook*
  - o *Twitter*
  - o *Google+*
- *E-mail Campaigns*
- *Lead Nurturing and Conversions*
- *Public Relations*
- *QR Codes*
- *Mobile Web*
- *Analytics*
- *Video*

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