



**What information
to include on your**

website



Your website is a tool that can help you achieve so much more than just providing visitors with a point of contact. Leverage your website for all it's worth by ensuring that it helps to convert website visitors to customers. Your website can complement your marketing and operations by including elements that affect your branding, user experience (UX) and utility.

To review your current website and ascertain if it is performing as well as it could be, answer the following questions.

Branding (Look and feel)

- Does your website do your brand proud?
- Does it offer simple typography that is easy to read?
- Does it stick to your brands defined colour palette?
- Have you included strong images or videos that showcase your business's products and/or services?
- Is your brand story told in a way that connects with visitors?

User Experience (Functionality and usability)

- Does the website have easy to use interface tools and elements that work intuitively?
- Does your website navigation move users effortlessly through the site? I.e. is it obvious what your website visitor should do next?
- Can visitors find information easily?
- Can visitors work out how to contact you easily?
- Can visitors access information that they might have come looking for easily? Or have you hidden it under headings using references that only you understand?
- Do you use concise and targeted copy? (People are always in a rush to find the information they need)
- Does your website sport modern design techniques and interface?
- Is your website mobile responsive?

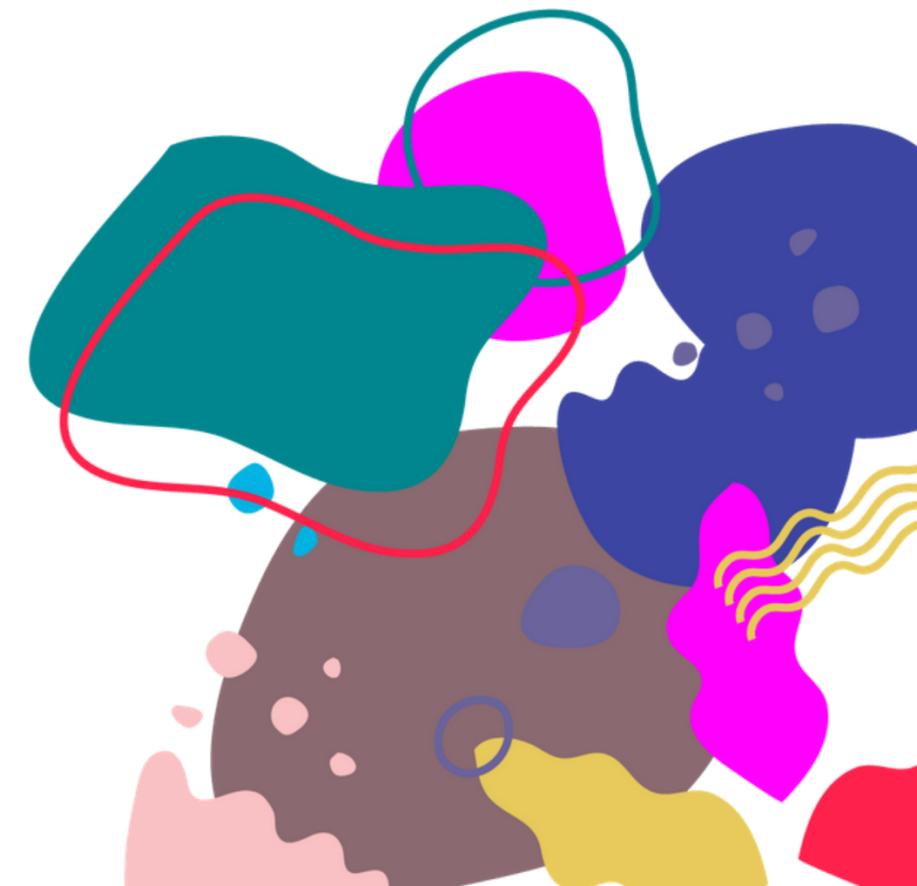
Utility

How hard does your website work for you? Does it simply offer website visitors some information about your business? I.e. Is it like an online version of your brochure?

We can do better than that by including the following features:

- Your website can encourage email subscriptions (super valuable to any business) with a simple call to action to subscribe or a pop-up.
- It can help position your business as experts in your field by featuring useful blog articles and videos.
- You can even create specific landing pages that provide extra context and persuasion pieces to help convert a website visitor into a customer.
- You can link your website to your Facebook Ad account and collect the data about the people visiting your website, so you can advertise to them via Facebook later on. NB Be sure to include a privacy policy on your website somewhere that tells visitors that you are doing this.

Speak to your website developer to find out how you can further optimise your website to help increase the success of your marketing efforts.





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