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BUILD A BETTER WEBSITE

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CLEAR COMMUNICATION

TOOLS:

- **Website Readability:** <https://www.webfx.com/tools/read-able/>
- **Website Readability:** <http://www.hemingwayapp.com/>
- **Google Analytics:** <http://www.google.com/analytics> (check bounce rate)
- **Web Page Heat Maps:** <https://w3.crazyegg.com/> (Free trial for 30 days)

CHECKLIST FOR YOUR WEBSITE:

- Within 30 seconds, web visitors know who you are, what you do, and how you can help them
- Your URL is predictable based on your company name (ie. www.demandmetric.com)
- The primary objective of the website is very clear and well defined.
- The target market or audience that will be viewing the website is clearly defined
- Users are provided with a call-to-action such as to call-in how, download resources, etc.
- There is no irrelevant information, or sections that are not filled with valuable content
- The right amount of information is provided: not too little; or worse, too much

NOTES & NEXT STEPS:

BRAND CONSISTENCY AND AESTHETIC APPEAL

TOOLS:

- **Canva:** www.canva.com - for creating visuals and managing brand
- **Brand Guide Template:**
<https://every-tuesday.com/freebie-brand-style-guide-template/>

BRAND GUIDE ITEMS:

- Visual Style Items:
 - Logo (include .png if possible with clear background)
 - Primary and Secondary Colors
 - Header font, body font
- Messaging Items:
 - Your brand's three words
 - Two sentence elevator pitch describing who you are
 - Two or three things that make your company unique from the competition

CHECKLIST FOR YOUR WEBSITE:

- All pages follow a consistent layout, color scheme, title/heading structure, and brand style
- Key marketing messages are clearly visible on the site encouraging prospects to do business
- Online branding & messaging is consistent with offline
- Your website reflects your expertise stylistically, ie. Laser surgery=sharp, teddy bears=soft
- Website looks clean, professional, up-with-the-times, and follows good design principles

NOTES & NEXT STEPS:

USER-FRIENDLINESS & EASY NAVIGATION & SITE STRUCTURE

TOOLS:

- **Wireframe Tools:**
 - <https://www.gliffy.com/> (free trial)
 - <https://www.sketch.com/> (free trial)
 - www.canva.com (use as design software)
- **Mobile Responsiveness:** <https://www.google.com/chrome/>
- **Speed Test:** <https://developers.google.com/speed/pagespeed/insights>
- **Audit your site using Google Developer Tools:**
<https://developers.google.com/web/tools/lighthouse/>
- **Website link checker:** <https://chrome.google.com/webstore/detail/check-my-links>

CHECKLIST FOR YOUR WEBSITE:

- It is easy to quickly navigate to each section, or from section-to-section on your website
- Critical information such as product overviews are available within 3 clicks from the homepage
- There are clear navigation "paths" that help visitors quickly find what they are looking for
- All links are active. There are no broken links, errors, or pages that 'cannot be displayed'
- There is a search engine on the website that is very easy to find, and provides accurate results

NOTES & NEXT STEPS:

SEARCH ENGINE OPTIMIZATION & STRUCTURE

TOOLS:

- Google Ads Keyword Planner: <https://ads.google.com>
- Google Webmaster Tools: <https://www.google.com/webmasters>
- Yoast SEO: <https://yoast.com>

CHECKLIST FOR YOUR WEBSITE:

- Website has been 'indexed' by Google. Users who type your company name into the search box will see your website as the top-ranked website on the search results. (Check this by turning your browser to "[incognito mode](#)" and searching your business name.)
- Meta-tags are in place for each webpage such as (page title, description, and keywords).
- If headers on website are graphics-based, make sure you've added appropriate alternative text.
- Website has incoming links. Partner or affiliate websites have links to your website.
 - Make a list below of directories, memberships, etc where you can make sure your website is listed:
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NOTES & NEXT STEPS:

CONTENT, FORMS & CONTACT INFORMATION

TOOLS:

- **Google Trends:** <https://trends.google.com>
- **Blog Headline Analyzer**
- **Grammarly:** <https://www.grammarly.com>

CHECKLIST FOR YOUR WEBSITE:

- There is a 'Resources' section which provides product information and captures web leads
- Website demonstrates our corporate social responsibility and commitment to community
- You provide value-added content (whitepapers, best practices) beyond strictly product info
- All departments have contact information listed to make it easy for customers to reach you
- Forms that capture leads (contact details) can be filled out quickly and only ask for information that is absolutely necessary, such as, Name, Firm, Title, Email Address, Phone
- There is enough content, that is being added regularly, to entice visitors to return later
- You have a newsletter signup as a way to engage interested customers and bring them back to the site when you are ready to highlight something new.

NOTES & NEXT STEPS:

TRANSACTION CAPABILITIES & ANALYTICS

TOOLS:

- **Google Analytics:** <http://www.google.com/analytics>
- **Quill Engage:** <https://www.quillengage.com/>
Explains Google Analytics data in plain English

CHECKLIST FOR YOUR WEBSITE:

- A new website visitor can understand what you do, and make purchases, without calling you
- Your 'shopping cart' or checkout process is quick, seamless, and secure (certified)
- You know who is coming to your website, where they came from, and what they did on the site
- The website has analytics and reporting capabilities that indicate web-traffic, page views etc.

NOTES & NEXT STEPS:

WEBSITE USER TEST

DON'T FORGET TO ASK OTHERS FOR FEEDBACK!

Send an email to a diverse group of friends and ask them to answer the following questions. (If you're an overachiever, you may ask them to do these things while they share their screen with you via Zoom, Skype, etc.)

Remember to explore their answers with curiosity and openness. Don't try to explain why you set up the site the way you did. Instead, try to understand their perspective. (This is a gift. Many customers will not take the time to tell you why they left your site.)

- Pretend you are a customer in need. Are you able to find my contact information easily? Where did you go?
- What do you think the primary purpose of the website is and/or what am I selling?
- Find out what I have to sell by exploring my website. How would you go about buying it?
- When you look at my website, what are the three words that have to do with the look and feel that come to mind? (For example: Professional, Welcoming, Fun, Exciting, Friendly, Grounded, etc.)

NOTES & NEXT STEPS: