Site Analysis

an overview of the current site with some preliminary suggestions

How to Increase

E-MAIL BASE *and* PURCHASING CUSTOMERS

The ingredients to increasing user conversion are *reducing barriers to sign-up*, *reducing user confusion*, and *increasing user interest*. Over the following slides, we'll look at 8 different areas where we can:

1 *REDUCE*
BARRIERS TO SIGN-UP

Streamline Log-In Gate
Integrate the registering process into the user's desired journey. Go with the current, not against it.

Blog/Content Integration
The blog is a major source of new visitors who need a guided journey into the rest of the E-Myth site.

Blog Newsletter Signup
Convert interested readers into email subscribers.

2 *REDUCE*
USER CONFUSION

Information Architecture.
Organize information simply and logically to increase understanding and comfort.

Page Layout
Design clear and readable site by understanding how user's consume content.

Eliminate Ineffective Features
They hurt you in two ways: they're not used and they distract users from what's important.

3 *INCREASE*
USER INTEREST

Increase Prominence of Existing Content
Descriptive navigation, podcasts, client stories, etc.

Increase Visitor Access
More access will actually increase conversion to registered members by building interest.
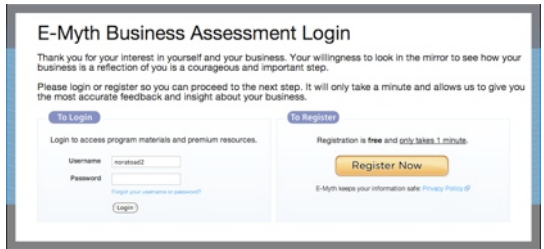
reducing

BARRIERS TO SIGN-UP

STREAMLINING THE LOG-IN GATE

Finding:

There is a call to action to fill out a custom business personal evaluation, but it immediately leads to a registration gate. The hero successfully peaks the user's interest, but immediately cuts it off with roadblock to register. The stats show the user often leaves without registering or taking the evaluation.

Users come to register gate from the index page.

But then over half of them go back to the home page before even attempting to start registering. Only about 22% choose to register and about 5% log-in with their credentials as a previously registered member.

Suggestion:

Merge the registering process into the business assessment. It will minimize effort on the user's part and will remove a hurdle to obtaining user email addresses. Here are the steps:

The landing page should continue to have a striking call to action about "*You are the problem. Find out why by taking this free custom business assessment.*" This link leads to the evaluation page, where the user can immediately start filling out questions and getting immediate gratification.

The assessment should be updated to include additional questions about the user's industry, employee count, etc (similar to the questions asked on the current registration form). This will make the assessment more personal and will begin to gather data for the next step.

At the end of the evaluation, the user is invested and excited to know the results. At this point, require an e-mail address to send the results to. Users can opt-in and out of the quote of the day and newsletter as checkboxes. Pair these with strong persuasive copy to encourage signing up for those items (e.g. "Receive a daily boost of encouragement each day with the quote of the day"). Finally, include first name, last name, and password fields to "instantly create a free account and access your results at all times".

The end result is that you've taken the least compelling aspect of the site (the registration) and merged it into one of the the most compelling part of the site (the business assessment).

BLOG/CONTENT INTEGRATION

Finding:

Apart from the home page, the top landing pages for visitors (i.e. the pages they first arrive at) are blog posts. This is a excellent place to engage the user and provide a relevant entrance into the rest of the site.

Currently, readers can use the standard E-Myth navigation, search the blog, view related posts, share on social networks, leave comments, and see Twitter updates. But they aren't encouraged to explore relevant E-Myth products and pages.

Suggestion:

On the blog page, give readers more *relevant* engagement opportunities with the larger E-Myth website and its email services:

1) Link to E-Myth product pages in the blog posts themselves. However, only do this if the content is related and helpful, so the user doesn't lose trust with the blog authors.

2) Place a "Recommended Resources" module in the sidebar underneath "Related Posts." In this, put visual icon links to relevant products and services offered by E-Myth.

Top 5 Landing Pages

Example Blog Page (currently)

BLOG NEWSLETTER SIGN-UP

Finding:

Readers of the blog are some of the most engaged visitors, but the newsletter sign-up is all the way in the site footer. On the blog, this is particularly bad, because the blog page is very long in scrollable length.

Suggestion:

Place an email newsletter sign-up in the sidebar underneath "Related Posts". The reason being that the already-engaged readers can opt to "get more interesting articles like this" once a week to their email address.

The best time to ask for an e-mail address is when the user already values the content. Blog reader are the most likely candidates to sign up for a newsletter that promises to keep giving them information they already value.

Current Blog Sidebar

reducing

USER CONFUSION

INFORMATION ARCHITECTURE

Finding:

The navigation is the core of every website. Although the actual functionality and type of navigation used is appropriate for this kind of website, the current content mapping is often confusing, redundant, and lacks cohesiveness.
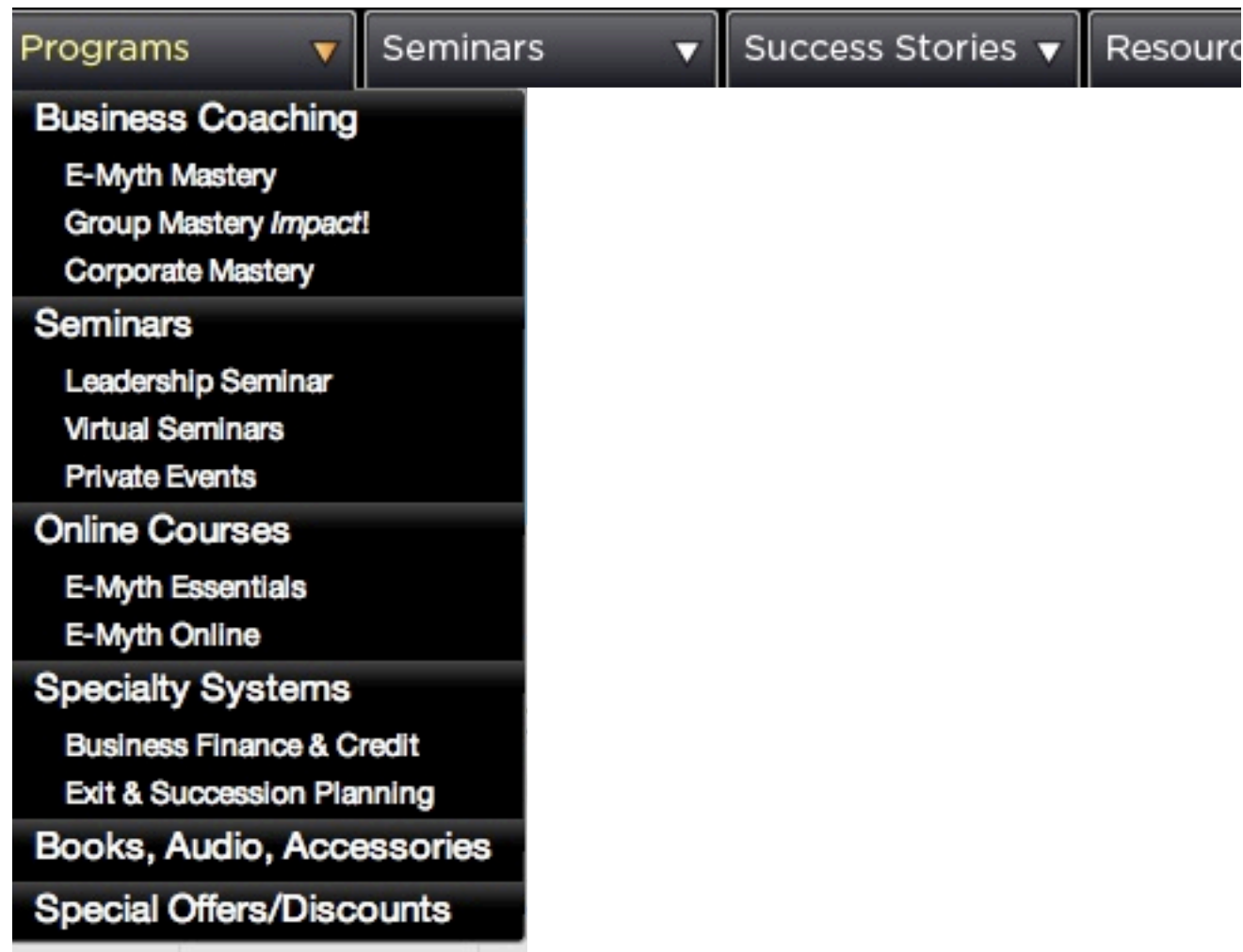
Suggestion:

By making a *Sitemap* and rethinking how content is organized, the navigation will become much more logical, orderly, and informative. Users will be able to go from any given page to any other page without getting lost in their path. The faster a user can learn what's going on when they visit a website, the better.

 Additionally, we'll probably find that some whole pages can be cleaned up if we simplify the information structure. We wouldn't be cutting any important information out, just rearranging it like an organied clothing closet.

PAGE LAYOUT

Finding:

a) Mastheads are good as striking ways to attract attention, but users are accustomed to skipping past reading them, because they usually are more graphic than informative. Anything more than only a headline and subhead is distracting.

b) These vertical tabs aren't particularly intuitive to the user. Tabs are a good way to envelope a lot of information into digestible sections, but this may not be right configuration.

c) The seminar page has a disordered set of events and contains repetition.

There are many more instances where a page layout will help. Those will come out later on in the process.

Suggestion:

a) Consider eliminating everything but the headline, image, and subhead from the mastheads. Alternatively, and probably more effectively, reconfigure the page layout of the product/service pages into a 2-column vertical layout and put the masthead image and text into the smaller left column.

b) Consider using horizontal tabs with large symbolic icons for each tab header.

c) There is a lot of redundant information here. Use the list view of the left column and order the events/seminars by date. Also, put a "Register now" button next to every item in the list view near the date and time.

A) Blue masthead example
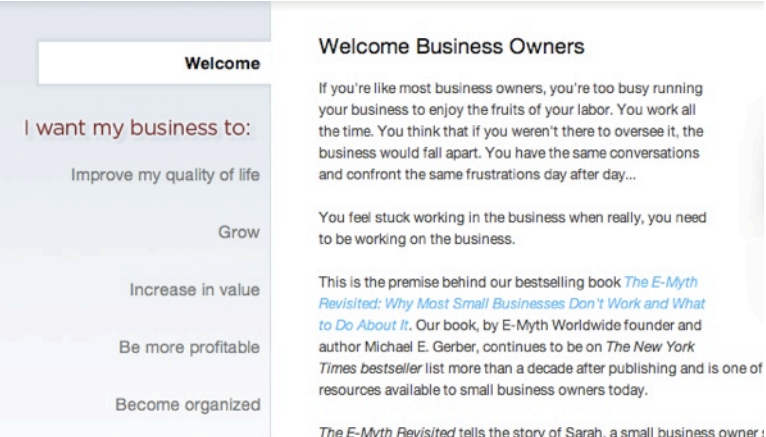
B) Vertical tab example
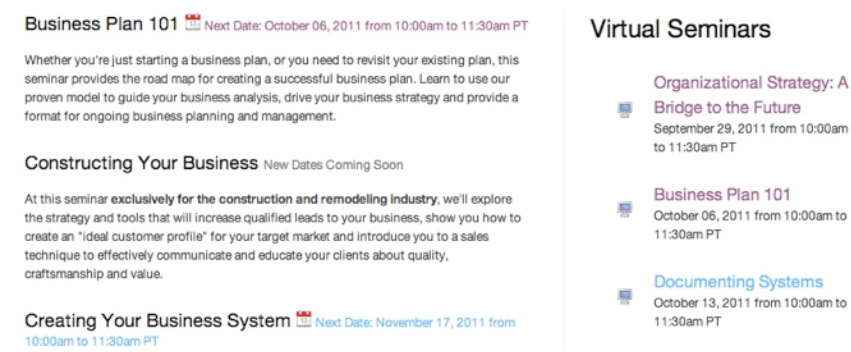
C) Virtual Seminar Page

ELIMINATE INEFFECTIVE FEATURES

Finding:

There are features that aren't being used or are inappropriate for the function they are serving. A good example is the calendar view for events. There aren't enough live events to warrant the use of a calendar data model and it turns out to be more confusing than helpful, after trying to sign up for a seminar.

There's information overload at times because of extraneous features like "Blog RSS"

Suggestion:

For the calendar example, use the list view that is used on other pages. We'll see in further solution mockups how this can be done. Along with the page layout and architecture changes, information will be far easier to understand and consume.

For rarely-used, ineffective features consider tidying up the feature-set by eliminating them or designing them lower in the visual hierarchy. The goal is to reduce the users' confusion in their primary task of gathering information about the services and making purchases.
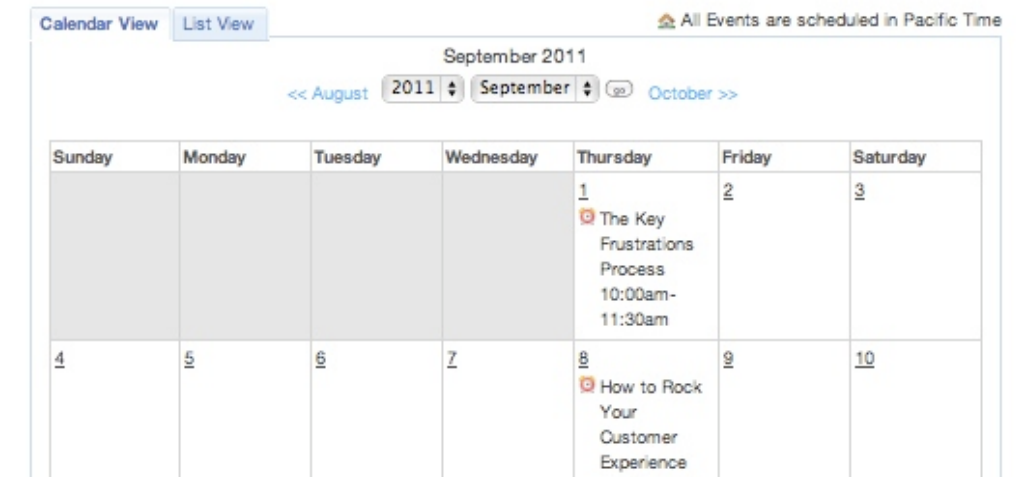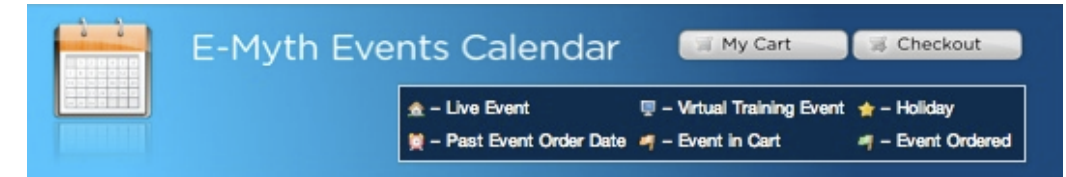
E-Myth Calendar View
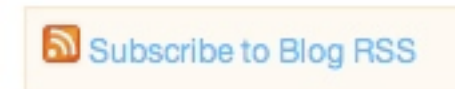
Consider the importance of having all of these features, and others, and their visual prominence

increasing

USER INTEREST

INCREASE PROMINENCE OF EXISTING CONTENT

Finding:

The navigation contains many products and services to purchase, but no indicator of what they are. The result is the user blinding clicking without any knowledge what each product is besides the name.

Also, we know the blog posts, podcasts, and resources are great interest generators, but the navigation doesn't include an drop-down links directing to specific content.

Suggestion:

Place a little blurb in the navigation menu drop-down beneath each item describing what that item means. It would be tremendously helpful in quickly guiding the user through the available services. A mockup will come later illustrating this often-used technique.

The *Resources* and *Blog* menu items should have drop-down with items (like the other menu headers) directing to specific areas. An example would be putting a podcast link in the Blog menu item drop-down. This would effectively bring to surface interesting content and require one less page of scanning and clicking for the user to arrive at the intended content.
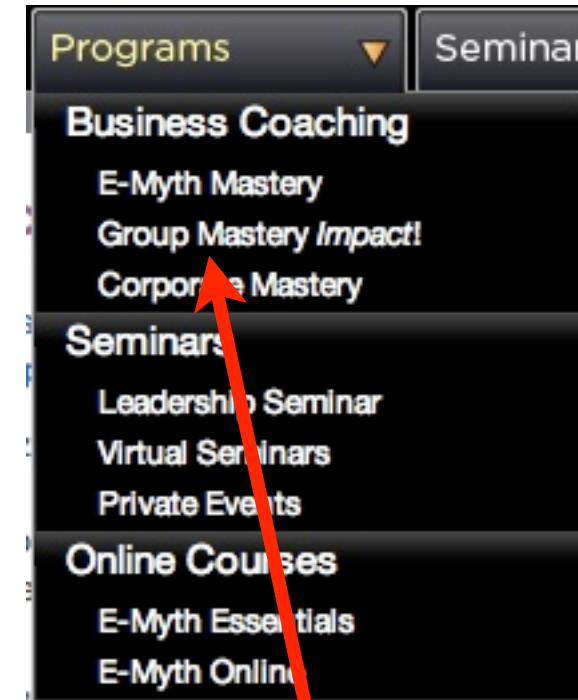
Include small description under the title of each service
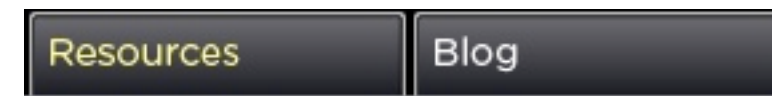
Include a drop-down in these tabs directing to specific content

INCREASE VISITOR ACCESS

Finding:

The user's *perception* is that close to all of the website is blocked by a log-in/register gate. Though there are resources available for visitors, there *appears* to be a disproportionate number of prominent links leading to the gate. A clearer navigation will also help this tremendously.

Suggestion:

While the goal of the user experience is indeed to convert visitors to registered users, the balance of available content is out of sync with the user's current expectation and interest curve. The most obvious example is the business evaluation tool that is prominent to first-time visitors and behind a register gate.

The integration of registration within the business evaluation (previous slide) will help expand what's available to first-time visitors and help change the perception. However, I'd also suggest considering allowing the 1st chapter of the book and other resources to be available to first-time visitors. That is something to be considered later after all of the other site's improvements are completed. It could be the case that a clearer navigation to all the currently free resources will alleviate the problem on its own.

Register Gate

other
OBSERVATIONS

SEO & SEM

Finding:

The E-Myth website is getting close to 0 traffic from *true* organic search. Though diagram (A) looks as though it's getting about 35%, upon close review of diagram (B), you can see that at least the top 20 search terms leading to the website include "e-myth". That suggests the searcher already knew of the company and was simply using search to get to the website. Although it still qualifies as organic search, the website isn't picking up traffic from more general search terms like "small business" and "entrepreneurship."

Suggestion:

It's likely that the website is not showing up highly on result pages.

1) We will naturally optimize the site for search engine crawlers through the use of descriptive language in the copy, designing the HTML to be semantic, and by having plenty of copy throughout the site. However, SEO is dependent on the changing whims of the Google/Bing/Yahoo search algorithms and often impacted by inbound backlinks from "important" sites. This is something to think about, but should be addressed in other marketing strategies.

2) Search Engine Marketing (SEM) is a volatile and often unpredictable strategy to initiate for topical keywords. It could potentially result in a tremendous boost in prospective customers, but could also be a money pit. I'd suggest at least exploring the opportunity with a SEM keyword specialist, because close to all visitors to the website were those searching specifically for E-Myth.

Direct Traffic 75,851.00 (48.49%)

Search Engines 54,101.00 (34.58%)

Referring Sites 25,442.00 (16.26%)

Other 1,036 (0.66%)

A) Traffic Sources

	Keyword	None	Visits ↓	Pages/Visit
1.	emyth		6,970	5.55
2.	e-myth		5,279	5.07
3.	e myth		3,131	4.85
4.	michael gerber		1,945	4.19
5.	the e myth		1,280	3.45
6.	the e-myth		793	3.32
7.	emythmastery.com		697	7.92
8.	e-myth revisited		594	4.03
9.	emyth revisited		567	4.24
10.	e myth revisited		540	4.01
11.	e-myth.com		454	6.20
12.	e myth mastery		447	4.85
13.	e-myth worldwide		413	6.09
14.	e-myth mastery		380	7.27
15.	michael gerber e-myth		351	4.68

B) Keywords searched in organic search

VISITOR STATS

Finding:

About half of the hits to the website are new visitors. And though average pageviews and time on site look reasonable, upon further inspection, it's revealed that most visits (by a wide margin) are only one page view and last less than 10 seconds.

Suggestion:

There are many indirect factors that can cause short time on time and high bounce rates, but it's nevertheless something to keep an eye on and try to improve. With a more structured and orderly site, we should see a rise on average pageviews and time on site, meaning the user explores more of the site before leaving.

The high percentage of new visitors makes it clear that the landing page has to capture interest and guide the user through a sensible path, before they quickly leave the site.

Most visits tracked: 1 pageviews

Pageviews in the visit	Visits with this many pageviews	Percentage of all visits
1 pageviews	98,702.00	63.10%
2 pageviews	18,511.00	11.83%
3 pageviews	8,334.00	5.33%
4 pageviews	5,419.00	3.46%
5 pageviews	4,599.00	2.94%
6 pageviews	3,212.00	2.05%

Date range: Jun 2011 - Sep 2011

156,406 Visits

86,721 Absolute Unique Visitors

498,887 Pageviews

3.19 Average Pageviews

00:03:00 Time on Site

63.10% Bounce Rate

Most visits lasted: 0-10 seconds

Duration of visit	Visits with this duration	Percentage of all visits
0-10 seconds	106,148.00	67.86%
11-30 seconds	6,403.00	4.09%
31-60 seconds	5,786.00	3.70%
61-180 seconds	10,893.00	6.96%
181-600 seconds	13,099.00	8.37%
601-1,800 seconds	10,667.00	6.82%
1,801+ seconds	3,424.00	2.19%

SITE-WIDE SEARCH & SHOPPING CART

Finding:

The site lacks a site-wide search on every page. Also, the shopping cart should be available on all pages to provide an integrative shopping experience across pages, services, and products.

Search bar on every page

Suggestion:

Place a search form and a shopping cart button in the header of each page. No matter where the user is, he or she can search, view cart, or checkout.

Shopping cart buttons on every page