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**Business Websites**

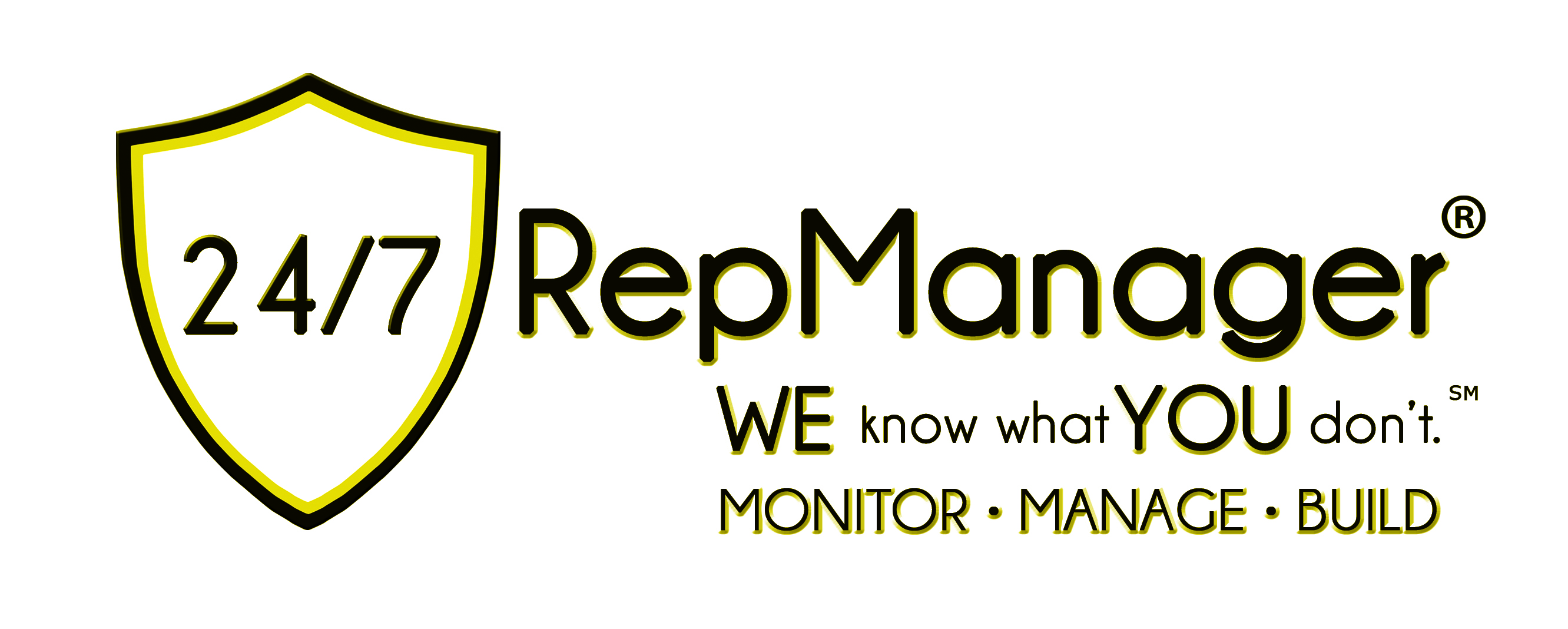


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Introduction

Websites are the main focus of a business’ online presence. The digital era requires more than just an online presence, but also a high-quality presence, which is able to satisfy customers’ needs and provide a positive experience. A clear and smart website will make a business more credible and more likely to be used by the customers.

Frequent updates, fast loading times, accurate information, and professional images make customers more likely to use a website. Integration of social media with a website leads consumers to you, and also helps you to interact with the customers directly. Mobile optimization is one of the most important things that have to be done, if it still doesn’t. Increase of multi-screen device usage has led to a new generation of customers, who are seeking for specific features and technical characteristics in a website. 66% of businesses have already optimized their sites for mobile devices.

An online presence is developed through a continuing effort. For this reason many companies outsource their website creation to external suppliers because of the commitment required.

Websites

In the digital age the point of impression has changed from when a customer enters your store, to when they visit your website. Making an immediate positive impact on the consumer with a website is critical to turning the impression into a customer.

There are a few main characteristics that consumers are looking for in a companies’ website, which have huge influence on further interaction.

\* BrightLocal Research, 2014

\* BrightLocal Research, 2014

According to a survey by BrightLocal Research, at least 10% of consumers think the most important piece of information on a website is either: a list of products, pricing, the store phone number, the hours of operation, or the physical address.

Globally 82% of businesses currently have a website, and 72% of those businesses use their website as the primary online presence. Currently 49% of these companies integrate social media into their website, and that number is growing every year. Two thirds of businessmen believe that websites not only make them look more credible, but are critical to the success of their business.

One of the most important factors in having a successful website is updating it on a regular basis, below is the average updates per month for websites:

\*SiteKreator Study

The websites that have the most frequent updates are also the websites that have the highest traffic, which improves the credibility of a business. Businesses that update their website more than five times per month have 300% more web traffic than those that update fewer times.

While websites alone can be very effective at raising awareness for a business, integrating social media into your online strategy increases web traffic by up to 400%. Despite this, 75% of businesses are not using social media in tandem with their websites, and many of those who do are not using it to its full effect.

\*SiteKreator Study

94% of consumers stated that a professional website has a huge impact on whether or not they trust a company. Images on a website are also shown to increase the appeal of a business, with an image of the owner on the website making 46% of consumers trust that business more. Images are always a good idea, but customers prefer real images to clip art (64 % to 36%).

Having proper infrastructure for your website is crucial for keeping traffic flowing to your website. 16% of consumers will not wait more than 5 seconds for page to load.

Below is a full breakdown of acceptable wait times for customers:

\*KissMetrics

A website loading too slowly for a customer can have a huge impact on revenue, with a 1 second delay resulting in an average of a 7% reduction in conversions. To put that into monetary terms, if a company makes $100,000 dollars per day, a 1 second delay will reduce revenue by $2.5 million over the course of a year.

Mobile Websites

With more than 55% of Canadians having smartphones, and with similar numbers in other developed nations, guaranteeing that your website is mobile friendly is a must. Nearly 66% of businesses have adapted their websites to being mobile friendly, compared to 2011 where only 21% of business had mobile optimized websites. Having a website that is able to be seen properly on mobile phones provides a competitive advantage over companies who do not do this.

The following chart demonstrates the amount of businesses that have a mobile friendly website:

Do you have a mobile optimized website?

\*BrightLocal

Not having a mobile friendly website will have huge impacts on revenue and conversion rates, as 57% of mobile users will abandon your website if it requires more than 3 seconds for it to load, or if it does not work properly on their phone.

The top 5 reasons to have a mobile optimized website are:

1. Mobile Users are Different

The difference in the browsing platform is not what separates mobile users, but rather the fact that they are looking for quick and easy information.

1. Mobile Gets Traffic

Nowadays consumers are more likely to use several devices at once, such as watching television or working on their desktop while being on their mobile phone as well.

1. Better Brand Engagement

Customers who are satisfied with the website when viewing it on their mobile phone are more likely to revisit it on their desktop.

1. Increased Conversions

Customers who use PC optimized websites on mobile browsers are not able to see a call to action clearly, cannot click on links easily, and miss a lot of important information.

1. Reduce Your Bounce Rate

The unreadable content on a mobile device is the number one reason for abandoning a website. Websites optimized for mobile significantly decrease bounce rates by providing the experience the consumers wanted.

The most important features that mobile users are looking for in a website are:

* Site speed - loading time of 5 seconds or less
* Big, mobile-friendly buttons
* Information in just one or two clicks
* A search bar that is easy to find and use
* A site that fits the small screen
* Clean and efficient design
* Limited scrolling and pinching
* Quick access to business contact information
* An option to visit the non-mobile site
* “Click to call” butoon to phone the business
* The ability to save information for later
* Non-scrolling forms with a limited number of fields
* One-direction scrolling, either horizontal or vertical, but not both.
* Links to the company’s social media profiles

Consumers are more lenient on mobile websites when it comes to load times:

\*KissMetrics

79% of customer who are dissatisfied with the experience on a website will not return, and 50% of them will tell other’s about their bad experience with your website.

Websites require a lot of skilled technical work to operate, and most companies have to spend a tremendous amount of money to hire agencies to handle their website and internet marketing efforts.

Conclusion

In today’s digital age the key to building a successful business and generating new customers is developing a strong online presence. At the heart of a business’s online presence is their website, with the majority of business owners stating that having a professional website makes them seem more credible and drives customers to their store. 82% of businesses already having websites, and half of those integrate social media into their design. A websites success can be measured by traffic and conversion rate, with frequency of updates and quality of design being the largest impact on these factors.

The prevalence of smartphones among consumers in recent years has also dramatically changed the landscape of a company’s digital presence. Websites need to be optimized for users on mobile devices or else consumers will click away from your website, and are unlikely to return in the future. 66% of businesses have already made the switch to designing mobile friendly sites.

Building an online process takes a lot of work and is never complete, as it always takes continuous updates to maintain. Most companies prefer to take an easier, but more expensive, option of contracting out an agency to run their online activities. What we offer instead is 24/7 rep manager, a system that effectively builds, manages, and monitors your online reputation for a fraction of the cost that an agency charges.

Solution

Managing the reputation of a business, brand, or personality is essential in creating a successful online presence. It is increasingly common for consumers to search for information and reviews online, which drives traffic and revenue to the top search results. In order to capitalize on all the advantages of the digital market you need to be able to build, manage, and monitor an online reputation to ensure that it is a positive reflection of your business, brand, or personality.

The easiest and most effective way to do this is to utilize an online reputation management system. We are offering a new system, 24/7 Rep Manager, that excels at helping to create and maintain a positive online reputation. This program includes: reputation and keyword monitoring, detailed brand analytics, customizable presence builder, and social marketing tools, all backed by quality concierge from trained digital specialists.

24/7 Rep Manager tracks and compiles all the mentions of customizable keywords online such as a business name or industry, as well as online reviews. It is able to compare these with that of your competition, find out what’s being said in places you wouldn’t expect, and gauge whether the mentions are positive or negative. Using this state of the art monitoring software is the basis of how 24/7 Rep Manager analyzes your reputation and turns it into usable data.

At the centre of 24/7 Rep Manager is the brand analytics function, which makes it simple to view your total online presence and listen to what consumers are saying. The analytics feature allows you to track trending themes, reviews, company information, and makes it instantly available so decisions to react can be made quickly and efficiently. Additionally, once a week an executive report is e-mailed that summarizes the most important information collected over the week. 24/7 Rep Manager is unique in its ability to measure results to an individual location, so as to be able to monitor multiple brand locations separately. This allows a company with several locations to track differences in service, and understand which aspects of those locations need to be strengthened.

To be successful you need to know your competition, and our system allows you to track your competition in relation to your own data, in order to create competitive benchmarks. 24/7 Rep Manager compares how two businesses relate when a certain keyword is searched, tracks the updates & social activity of competitors, and computes social analytics. It then uses this information to help you create a competitive business strategy. This includes: when and where to post on social media, what keywords you should incorporate, results based on geolocation, and how you can match your competitions efforts online.

Included in the reputation monitoring system is a customizable presence building feature. Having an up to date & well-designed website, in sync social media pages, and accurate online listings are key to driving traffic and acquiring new customers. We make it easy to achieve all of these with a straightforward template based web design platform to help you build and maintain consistent and effective web pages, with a higher conversion rate. The presence builder also synchronizes all data from your website and social media to business listing distributors to ensure accurate online data everywhere.

Along with building social media pages, 24/7 Rep Manager helps you utilize these pages to create an active audience, engage with your customers, generate leads, and find content to publish. First of all it allows you to manage all of your social media accounts in one convenient location. The program also let you to enter in custom keyword searches and choose content category to create an automatic search system that alerts you when relevant publishable content comes up. It also gives you the option to schedule your social media posts in advance so you don’t have to constantly monitor it yourself. Finally, it uses keywords from consumer posts on their personal social media pages to generate new leads and manage ongoing conversations with customers.

To compliment all of these features 24/7 Rep Manager provides customers with a high quality concierge service to help solve any problem that you might have. Trained digital marketing specialists will be available to assist you with: Google Adwords & analytics, listings & targeting, social media management, PHP development, website design, graphic design, and SEO.

For more information about 24/7 Rep Manager contact:

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