Memjet Site Audit

Positive improvements with room for growth.

Overview of The Site Audit

We conducted the following analysis of Memjet.com using accessible data sources and available tools:

- – Broad technical analysis
- – Site access analysis and related
- – Landing page, content, and user behavior analysis
- – Site, path, content performance, and design/UX analysis

Methodology

Rather than give overall best practices that are disconnected from actionable improvements, we decided to *start* the conversation by making specific key recommendations for several pages and site elements.

Could not access all data….

Without server access we made inferences about user behavior and content performance.

Without admin access our technical analysis was limited to what we could see. Also, site analytics are not fully utilized.

With access, we will provide more in depth, actionable analysis in the future; and set your analytics to maximize site performance.

General Audit

Last 12 months compared to previous.

✓ Overall visits up by 176%

✓ # of pages viewed per visit increased by 263%

✓ The average time spent on the site increased by 204%

✓ Bounce rates were more than cut in half.

✓ New visitors decreased, but could be a sign of market penetration.

Memjet.com has a global audience . . .

Foreign Language Use

	Language	Visits
1.	en-us	62.41%
2.	ja	5.53%
3.	de	3.27%
4.	en-gb	2.95%
5.	fr	2.08%
6.	zh-tw	1.98%
7.	ru	1.96%
8.	zh-cn	1.93%
9.	en	1.86%
10.	it	1.66%
11.	ko	1.60%
12.	es	1.45%
13.	pt-br	1.43%
14.	es-es	1.08%
15.	tr	0.91%

About 35% of site visitors over the

last year were from non-English

speaking countries. Is anything

currently being done to ensure that

these users have a high quality

user experience?

How visitors enter the site

Most people access Memjet.com through search engines.

We can shape how your site interacts with search engines to ensure that it supports overall goals.

	Medium	Visits ↓	% New Visits	Bounce Rate
1.	organic	62,700	61.65%	27.42%
2.	(none)	29,735	57.14%	38.42%
3.	referral	22,455	66.62%	35.85%
4.	email	1,046	40.06%	59.33%

We would prefer that visitors access the site through certain pages.

Only based on the data we were able to analyze, the Home and /technology/videos/ pages both perform much better than most of the business unit pages.

Where visitors enter the site

Over the last four months, 47% of visitors entered the site through a page *other* than the homepage, compared to 42% over the last year. This trend will likely continue to increase over the next year.

Primary Landing Page KPIs Available to Analyze

|	Landing Page	Entrances ↓	% New Visits	Avg. Time on Page	Pages/Visit	Avg. Time on Site	Bounce Rate
1.	/	71,592	69.65%	00:00:55	6.07	00:04:37	23.51%
2.	/technology/videos/	4,629	73.32%	00:00:58	5.64	00:04:29	21.64%
3.	/business/home-office/	2,501	56.76%	00:01:10	3.53	00:03:02	55.96%
4.	/business/labels/	1,994	53.01%	00:01:06	4.93	00:04:21	46.19%
5.	/business/wide-format/	1,801	54.47%	00:01:14	4.03	00:03:45	52.92%
6.	/news-center/view/lenovo-business-productivity-worlds-fastest-color-printing-technology/	1,719	64.21%	00:01:29	2.97	00:02:56	62.87%
7.	/technology/inkjet/	1,160	57.57%	00:01:28	4.14	00:04:35	54.31%
8.	/about/	1,132	38.52%	00:01:07	6.08	00:05:40	21.64%
9.	/paper_1.html/	1,114	85.80%	00:01:05	1.75	00:00:48	89.30%
10.	/partners/	1,049	38.13%	00:01:07	4.94	00:04:23	43.47%
11.	/technology/	1,008	36.31%	00:01:07	4.70	00:04:09	42.66%
12.	/business/photo-retail/	958	53.66%	00:01:23	3.71	00:03:44	51.85%
13.	/technology/component/	849	46.41%	00:01:23	3.08	00:02:52	60.90%
14.	/news-center/news/	803	34.95%	00:01:33	3.27	00:03:31	49.57%

Several of the site's pages load slowly.

Just a one second increase in page load time on average causes an 11% decrease in page views, a 7% decrease in conversions, and a 16% decrease in customer satisfaction (Aberdeen Group).

Example: /labels/

Total Page Size: 899.26 Kb.
Total objects on the site: 19
HTML Page Size: 15.53 Kb.
Images: 883.74 Kb.
Rating: **1/10**

Connection Speed	Download Time (sec)
14.4K	575.53
28.8K	287.76
56K	147.99
128K ISDN	64.75
1.44MB T1	6.00
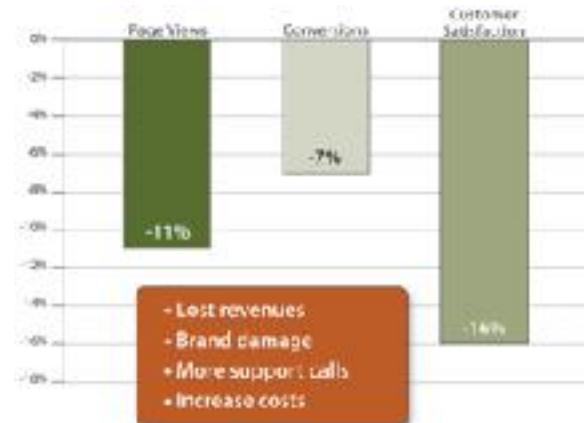
There are several missing or invalid links within the site.

We have provided a comprehensive list

CONVENIENT

Memjet is the only color printing technology to deliver 60 pages per minute color and black/white performance, cost effectively, in products that have the capability to span from personal desktop devices to shared departmental devices. Our brand partners aim to deliver devices starting at $300–$500 USD, delivering high-performance, affordable color all the way down to the desktop. Whether you are purchasing for your home or your entire enterprise, Memjet Home and Office's goal is to make color printing convenient with compact, productive and reliable devices in a range of sizes for any environment.

Be a trailblazer. Become a Memjet Partner ›

Page Specific Observations

Click Behavior Over the Last Year

Note that in addition to the business unit navigation bar, the video link and the far left navigation links had higher percentages. Why is this?

<<< Predicted Interest Heatmap
Note that the regions that are predicted to garner the most interest map very closely with the actual click behavior on the previous slide.

Conclusion: There are certain places on the page that are more important pieces of real estate.

Predicted Field of View Map >>>
All of these are merely predictions because we can't access server side data for this project. This again shows the predicted areas of interest, with other areas blacked out.

Predicted Gaze Pattern Map

Just like the other maps, the predicted gaze pattern shows a well-designed page that garners strong interest and naturally directs the human eye to look at certain areas of the page.

CONCLUSION:

The page and others like it are designed well.   But, we should be able to increase performance by improving (1) top navigation content choices (2) the page imagery and (3) bottom drop down content choices, amongst other page specific issues.

Top Nav Bar

The organization between page links is not optimal, which diverts 70% of visitors AWAY from page subcategories.
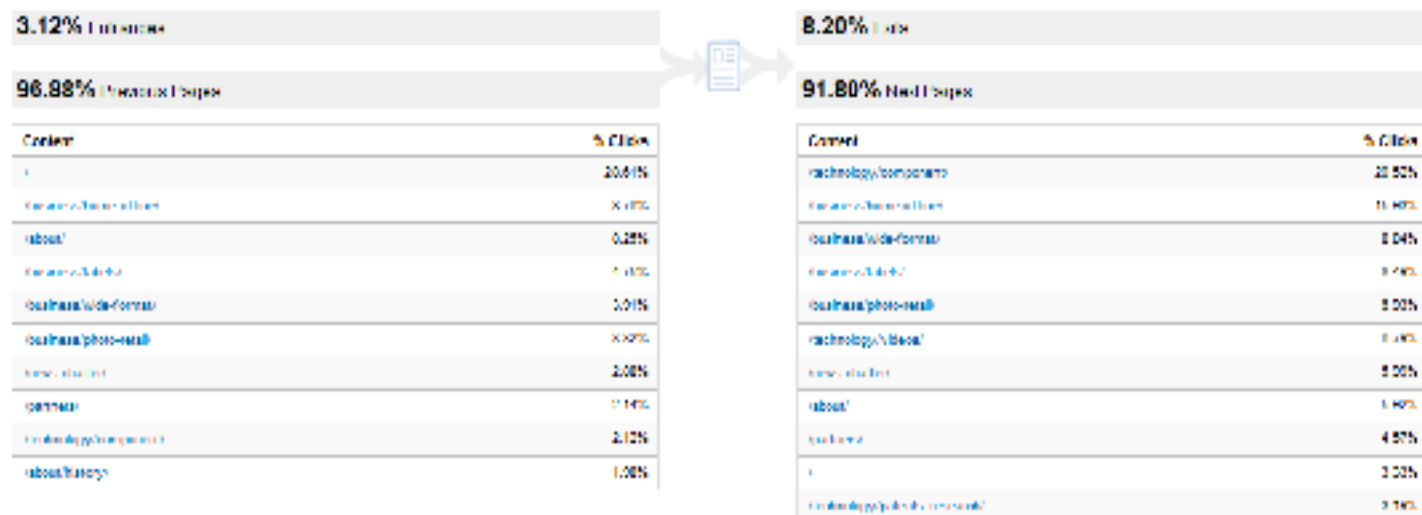
41% of the visitors are being diverted because of the business unit sidebar, and this user behavior is more pronounced on other pages.

Recommendations

Objective

Shift Memjet.com from a **brand expression** site into a **high-performing lead generation site.**

- What do we want users to do on the site and in specific pages?
- How can we **influence** the related **behavior** we want?
- What *specific* changes should be made to better facilitate this behavior?
- How will we measure ongoing performance to drive iteration efforts?

We need to focus more on making this a lead generating site!

Ways to contact Memjet and become a partner should be very conspicuous.

Organization & navigation needs to support the goal of generating quality leads.

Leverage visitor capture data for Lead Generation and Ongoing CRM Efforts:
Email marketing sign up button and forms need to be more prominent within key sections of the site and we need to improve how this tool is represented. Must go from an infrequent "newsletter" approach, to consistently providing interesting, value-added, engaging content that highlights growing inertia in the market, supports the overall messaging strategy, and converts users into leads.

Consider adding low profile drop down menus for the top navigation sections.

Let users access the content they want to access with less layers and clicks. We suggest adding the business units to one of these menus or giving it it's own heading on this navigation menu.

"Contact" is buried far too deep in the site.

Suggest adding it to the bottom drop down and the top navigation bar in the section drop down menu.

The ROI of the business unit sidebar should be tested, especially within the internal pages.

Suggest testing different sidebar link arrangements and testing different options with the sidebar on internal landing pages.

The bottom drop down section/menu can be improved.

EXAMPLE: Add LinkedIn to the "Stay Connected" section. It's generated more in-bound referrals than Facebook over the last year.

EXAMPLE: Need to improve on how email marketing is used and represented throughout the site. This is a good place to start. More on this in a second . . .

Content Strategy Recommendations

ALL content must support the overall strategic objective.

Site imagery should be treated as a *precious* opportunity to speak **the revolutionary innovation** and **unique value** of Memjet. We must show images that **instantly** speak this versus pictures that are merely consistent with the site aesthetically.

(A) Highlight how fast Memjet really is compared to preexisting printer technologies.

OR

(B) Create an aura of value around the technology, componentry, and R&D.

Memjet has a unique opportunity to leverage PR further in their site.

PR builds and positions brands, all while driving in-bound site traffic. It makes content-supported claims credible and well-designed strategic messaging effective, which is the mix that fuels lead generation conversions. Further, PR can be easily integrated with data capture strategies for direct marketing and CRM.

Memjet has generated PR. Let's leverage it *further* throughout the site.

Specific Page Recommendations

/HOME/

- Improve homepage imagery: must support overall strategic objectives.
- Consider integrating video directly on the homepage, such as one of the speed comparison videos.
- Integrate more buzz oriented features into the homepage. We could have a small content box that is an updating ticker for this information.
- Leverage partner relationships to build credibility, generate interest, and motivate desired actions as seen with a partner area combined with a call to action to become a partner or join a compelling email marketing list.

Let's analyze this page further to give foundation to the key recommendations and as an example of what more in-depth analysis could show in the future.

Site Organization & Navigation Recommendations

Put a link to an improved, conversion-oriented "Why Memjet?" page in place of "About Us".

Site Organization & Navigation Recommendations

Change "Our Technology" to be more engaging and reflective of such a revolutionary innovation.

Site Organization & Navigation Recommendations

Change "News & Chatter" to something that exudes growing buzz and authentic excitement.

Site Organization & Navigation Recommendations

Change "Our Partners" to something more goal-oriented, like *"Partner With Us!"*.

/TECHNOLOGY/ & Similar Pages

We need to make these pages more of an engaging section overview that makes subcategories more prominent.

 One approach would be adding well-designed content boxes below the headline and image area that are brief, but engaging one sentence type summaries of the subcategory with links.

We also recommend removing the business unit sidebar navigation menu for these pages. The sidebar diverts visitors from going deeper into the section.

/ABOUT/

In addition to the recommendations on the last slide, let's make this a more interesting page that reflects a unique personality. Integrate employee photos, relevant links, and whatever else to create more of a unique personality and a more human way for site visitors to connect with the Memjet brand and the staff that are creating it on a daily basis.

/NEWS-CHATTER/ and Subpages

Section landing page needs more content integrated within, especially buzz related content. *This and the previous page speak generic, corporate, bureaucratic printing company . . .* **does not** speak revolutionary, innovative, lean/mean, exciting, high-growth start-up.

Just adding more of the ongoing buzz and exciting news about Memjet (articles, big partnerships, progress, etc) to this page will do wonders. The same recommendations for the /technology/ page are relevant here.

/CONTACT-US/   /CONTACT-PARTNER/   /CONTACT-MEDIA/ & Signup Pages

Links to the partner contact page should be more prominent throughout the site, preferably within primary navigation menus. The fewer clicks deep the better!

Do we really need the contact landing page? Can we integrate "news"/buzz oriented content on the side areas of the contact page? Can we eliminate or combine any form fields, such as "Salutation"?

The shorter the signup page, the better.   Every form field needs to be absolutely necessary as the likelihood of a signup decreases with every additional field, whether it's required or not.

/PARTNERS/PRODUCTS/ and Subpages

Add a partner email form directly from the partner product page, so that interest can be acted on immediately, Memjet can show the value they are providing, and they can have the opportunity to capture customer data (put an email marketing opt-in above send).

/PARTNERS/POWER-OF-PARTNERSHIP/

Could this page's content be integrated into the other partner pages, while still supporting the claim that being a Memjet partner is a good idea?

/PARTNERS/VALUE-CHAIN/

Add a partner email form directly from the partner product page, so that interest can be acted on immediately, Memjet can show the value they are providing, and they can have the opportunity to capture customer data (put an email marketing opt-in above send).

/PARTNERS/WHY-MEMJET/

The page is *rarely* visited. It's buried far too deep in the site and could be improved significantly.

Consider making "Why Memjet" an entire section of the site. It's the fundamental question the site must quickly answer to convert visitors into contacts or leads.

Add it to top navigation bar and use frequently throughout the rest of the site with internal links. Also, the "Become A Partner" icon link should at least link to the partner contact page.

/TECHNOLOGY/VIDEOS/

Consider structuring page so that a smaller group of videos is displayed on landing (user could still use menu to see specific content). There are currently too many videos showing on first arrival.

Integrate more strategic content into key areas of the page: buzz oriented content, key Why Memjet facts, more prominent email marketing efforts, and information about partners or becoming a partner. Let's make the most of this page!

Actual video comparison is very compelling, *as site metrics have proven*, and should be leveraged throughout the site further. Keep in mind that many site visitors *NEVER* visit this page.

/HOME-OFFICE/   /LABELS/   /PHOTO-RETAIL/   /WIDE-FORMAT/

Add links to other business units (currently a dead end) or just add a section for business units on the top nav.

Let's make these lead generating pages . . .
Example: Let's integrate more buzz related content to build interest and credibility for the capabilities and revolutionary innovation these pages are presenting.

Example: Change "join our mailing list" to language that will compel more joins.

Example: Could we integrate partners, products, and contact forms into these pages in some manner? Let's generate partner leads from the page.

Example: Ensure that conversion links route to the right page.   The bottom "become partner" link in the /LABELS/ page goes to the "power of partnership" page.

Ongoing performance improvement reports:

These brief reports will come on a monthly basis and will help keep our actionable conversation going about how we can help further improve your site. We'll further tailor these reports to the specific needs you identify, but they'll at least include:

(1) Analysis of site performance from a more technical perspective: ex. page load times, browser issues, international challenges, etc.

(2) Analysis of the site from a strategic performance perspective that will briefly look at page and content performance, user behavior, and related UX issues.

(3) Key iteration recommendations based on that month's analysis.