### Website Analysis

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| Purpose | From an advertizing standpoint, the most important value of a website is to drive phone calls to the business.  Many factors contribute to what makes a person decide to call a business after they have visited a business website. |

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| Conversion Rate | Conversion rate is the defined as:  number of people who contact a business  number of people who visit a business website  Conversion rates   * Typical website – 4% * Yodle build website - 16%   The higher the conversion rate, the more people will contact the business by phone or email, who then could be turned into customers. |

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| Landing Pages | A website landing page is the location that provide specific information regarding a service that the business offers.  When a person enters a website, they should be directed to the page that describes the information that they are looking for.  On poorly designed website, people are brought to a business’s home page. From there, the viewer will need to review the site and determine how to find the exact information they are looking for. This takes work and can cause confusion and frustration.  The harder it is to find the desired information, the more confused the viewer will become and the higher likelihood that the viewer will leave the site and decide to not contact the business.  On the flip side, the easier it is for a viewer to be directed to the exact site page that provides the information they are searching for, the better the chance that the viewer will contact the business. |

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| Call to Action | After a visitor reads a headline or views the website content, it is important that they know what to do next, how to contact the business.  Use words such as “free”, “new”, “buy now”. |

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| Trust Indicators | For an efficient way of building trust include   * Testimonials * Press statements * Guarantee seals * 3rd party trust (BBB) |

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| Business Contact Info | The methods of contacting the business need to be place in numerous locations and be in large font so that it will be easy for the viewer to take action:   * Phone * Email * Address |

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| Video | Video will assist in the on page optimization of the website and can have a positive impact on the viewer. |

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| Above the Fold | The space a visitor sees when they go to a website without having to scroll is called “Above the Fold”.  This is where the most important information on the webpage should be.  Place the call-to-action button above the fold and in a location the viewer’s eye will be searched for. Never have the button in a place it has to be searched for. |

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| Headlines | Being one of the first things a viewer will read, the landing page headline should not confuse or bore, but compel a viewer to take a closer look. |

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| Links | Links connecting the viewer to too many other site or pages will distract them and have a negative impact on conversion rate.  The viewer who clicks on a link to another site will be taken away from the business’s website. |

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| Look & Feel | The website needs to have a positive look and feel:   * Photos – stock or actual * Color – appealing to the eye * Organization – simple to find information, not cluttered |

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| Copy | The copy on the site needs to be well written and easy to read with no spelling or grammar mistakes.  Copy should explain the service but be brief. |

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| Flash | Flash looks nice but is a distraction to the on page ranking activity. It will actually lower the Quality Score that will hurt the Organic positioning. |

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