

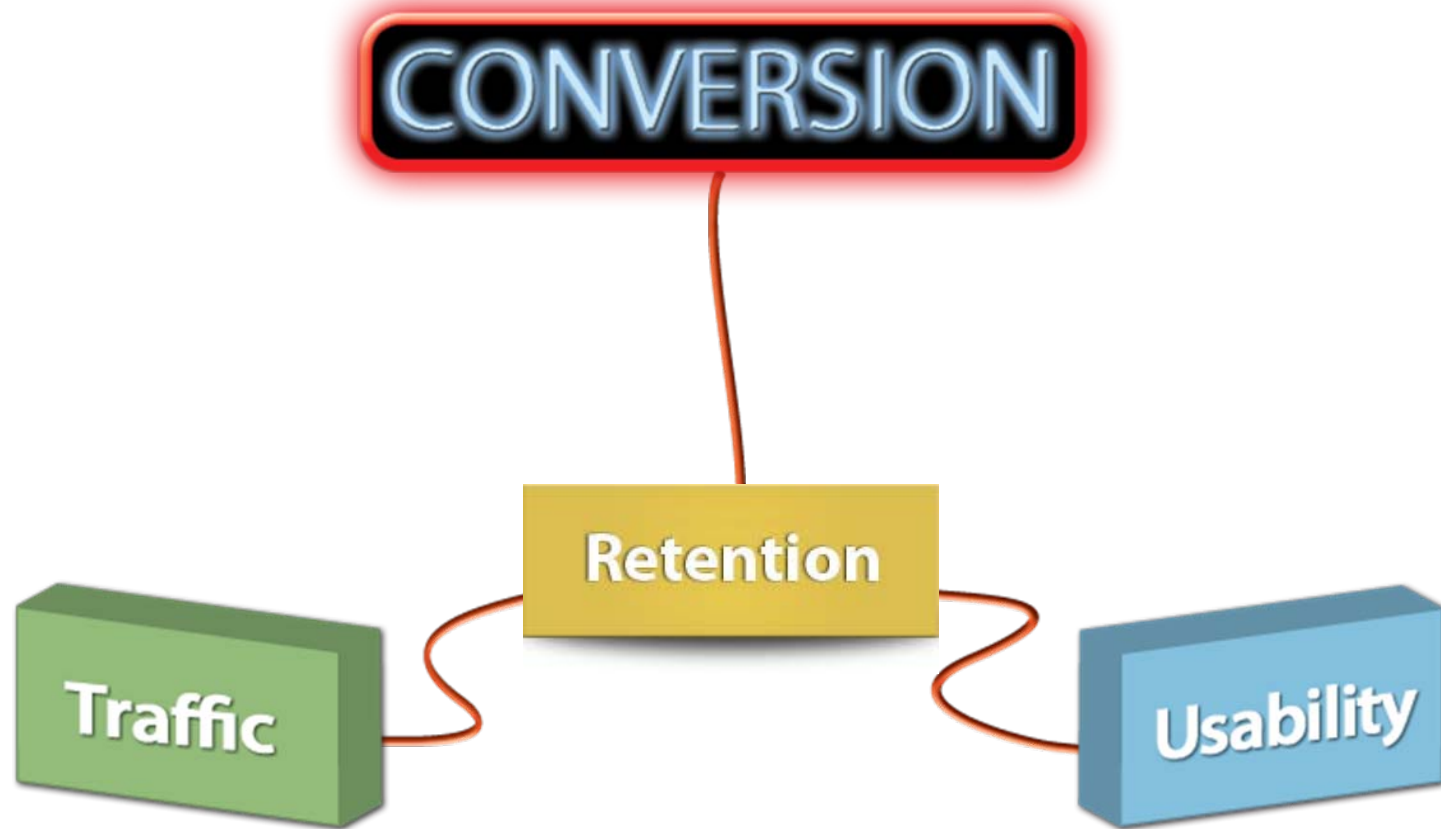
Leveraging Your Site to Beat Your Competition

SEMpdx 2008

Who I Am

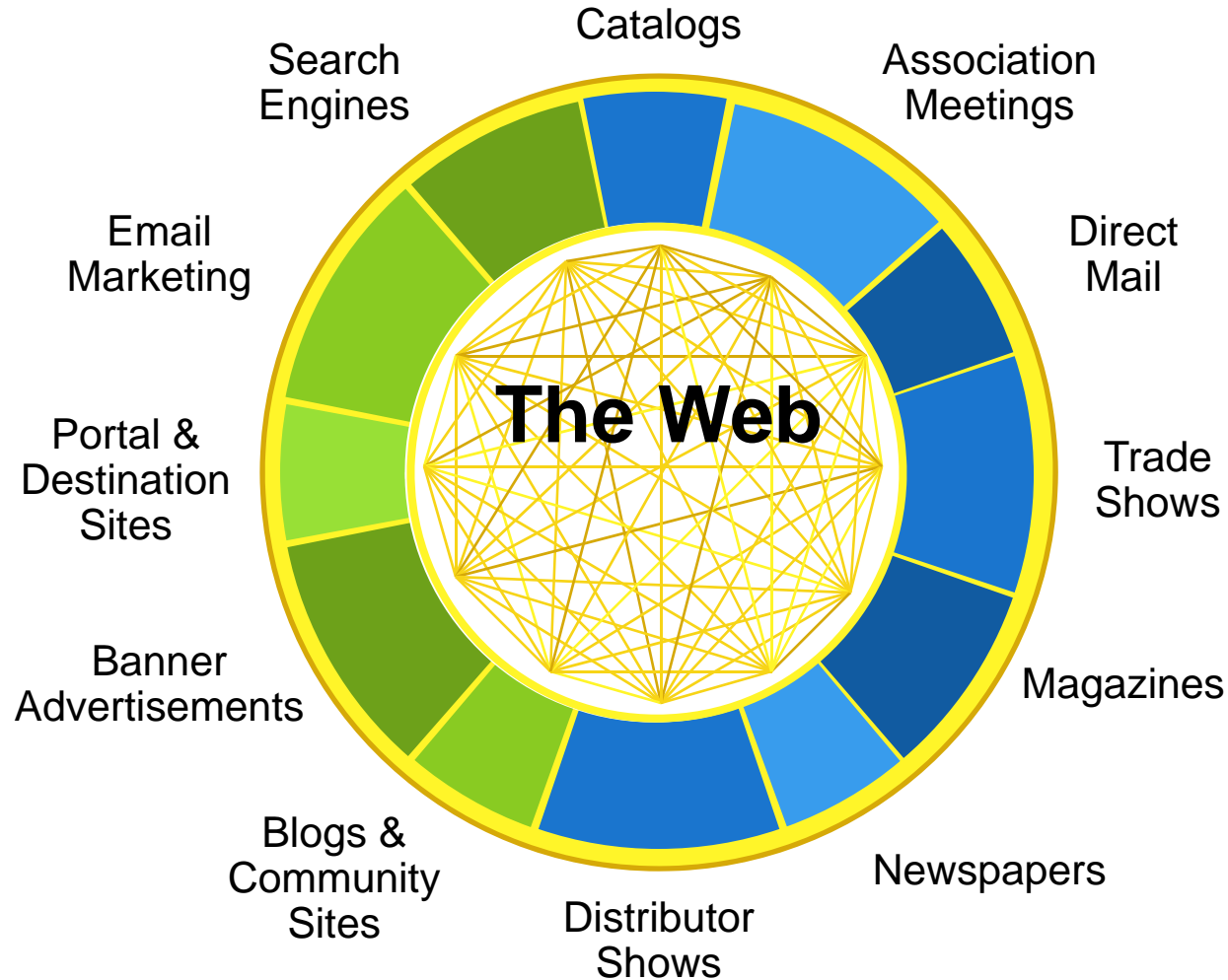
- ▶ Aaron Kahlow, Managing Partner for BusinessOnline
 - ▶ Board of Directors for Int'l Business Marketers Association
 - ▶ 180 Internet Marketing seminars
 - ▶ Worked with leading brands like: Chevron, Cisco, Kimberly-Clark, Tyco...
 - ▶ Online Marketing Summit, Chair
www.OnlineMarketingSummit.com
- ▶ BusinessOnline -Web Site Services: Build, Optimize and Improve Web Sites
 - ▶ Search Engine Optimization (SEO)
 - ▶ Web Site Usability and Customer Experience Optimization (CEO)
 - ▶ Web Design and Development
 - ▶ Website Strategic Planning

Search + Usability = Highest Yield



Understanding Your Web Site

Stop & Think About Marketing Efforts ...



Serving the Customer: Usability

Introduction to Web Site Usability

- ▶ What is Usability?
- ▶ How does it affect your web site, your brand, your sales?
- ▶ Common Myths of Usability
 - ▶ I know my customer better than anyone
 - ▶ Surveys are Usability Studies and Suffice
 - ▶ Success vs. Satisfaction Example

Minimum standard, best practices and learned conventions...

Minimum Standards:

- ▶ Very few justifiable reasons not to comply.

Best Practices:

- ▶ Tested practices that have proven to have a positive effect on the user experience
- ▶ Not hard fast rules

Learned Conventions:

- ▶ May not be more intuitive, BUT users already know how to use; therefore, is easier to use.
- ▶ Preconceived expectations

Complying with minimum standards, best practices and learned conventions allow you to **focus on the bigger picture challenges** rather than wasting time on what is known.

Opposing Objectives

Business Objectives

- We want to get users to visit my site on a regular basis
- We need to offer multiple content types and features to sell to clients (white papers, news, ask the expert, etc)
- We want users to register so we can leverage their information for sales
- We want to display content to show to everyone regardless if it is relevant or not. (News on home page)
- We want to be viewed as the source for standards in our industry

Visitor Objectives

- I don't want my decisions manipulated (now or later)
- I want control over my experience
- I don't want to be distracted with cluttered pages or too many like options
- I only want to see content that apply to my industry or my needs
- I want to reach information in as few steps as possible
- I want to be able to easily find the same information another day (mental model)
- I want to know what exactly I can and can not do on this site right away without having to waste time exploring or being distracted by marketing ploys.

Design to meet the visitors objectives first!

How do my Customers Look at my Web Site

How customers view your site

- ▶ On a single track mission
- ▶ Find what they want, THEN peruse or browse
- ▶ No Patience (remember college ... long road trip)
- ▶ Scan not Read

Eye Tracking Example..



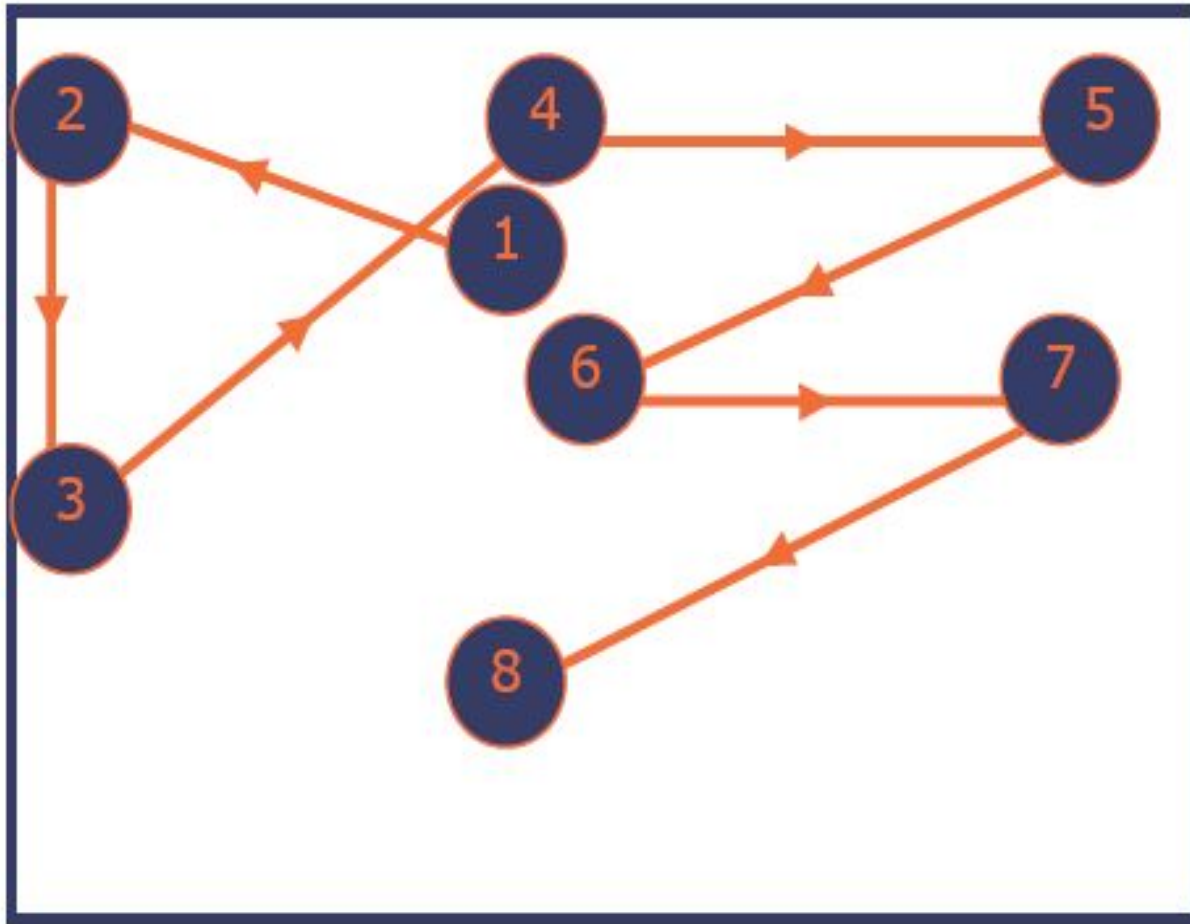
Sample Eye Tracker



Gaze Trails – The Guardian Home Page

*Research from The Usability Company

Eye Tracker Results SIMPLIFIED



Where you are losing your Customers

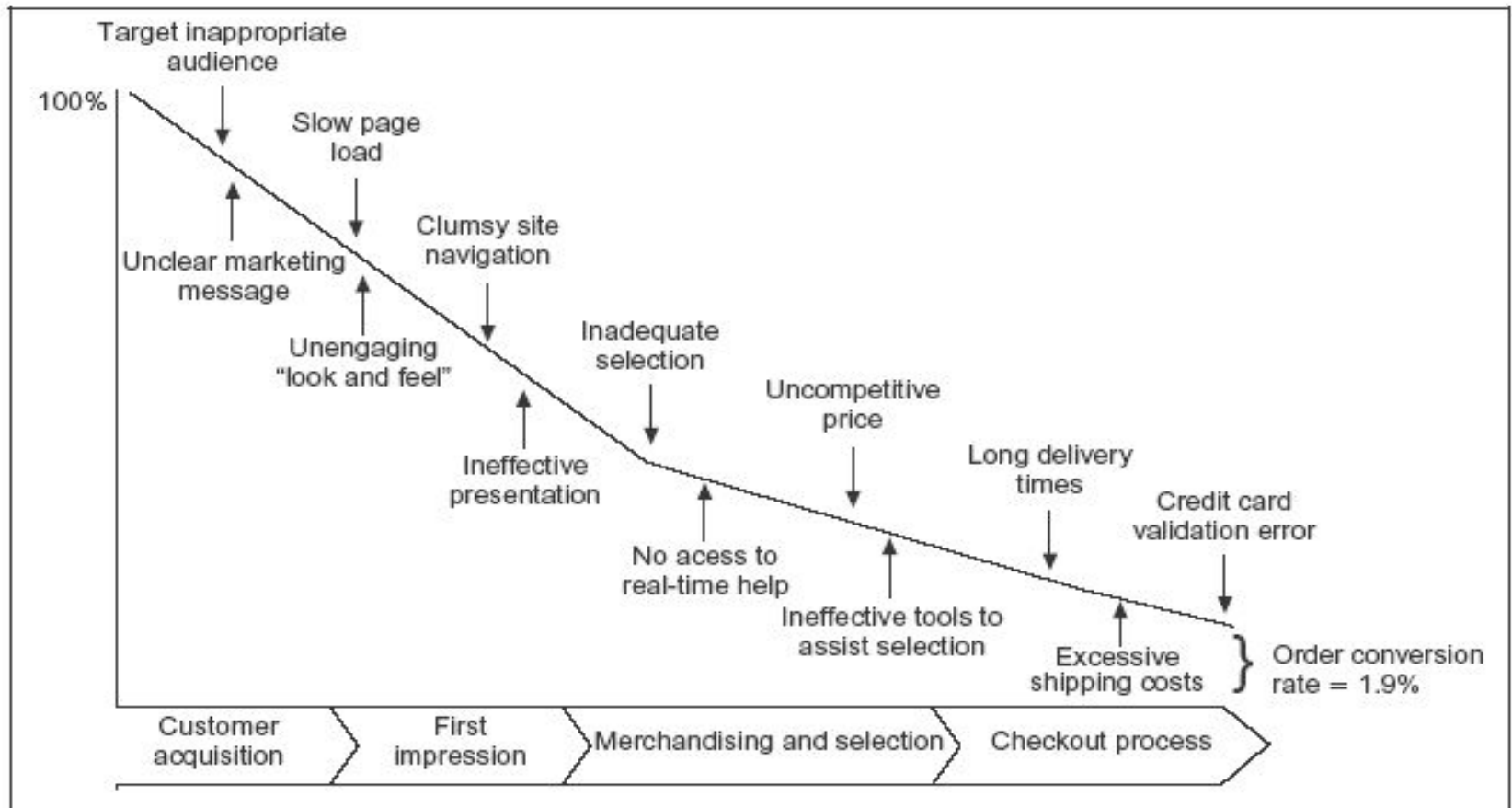


Figure 2: Conversion rate illustration

The Bridge between Usability & Website (not design)

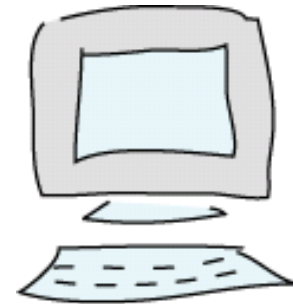
User with Expectations



How do we display the information so that it satisfies the user's expectations?



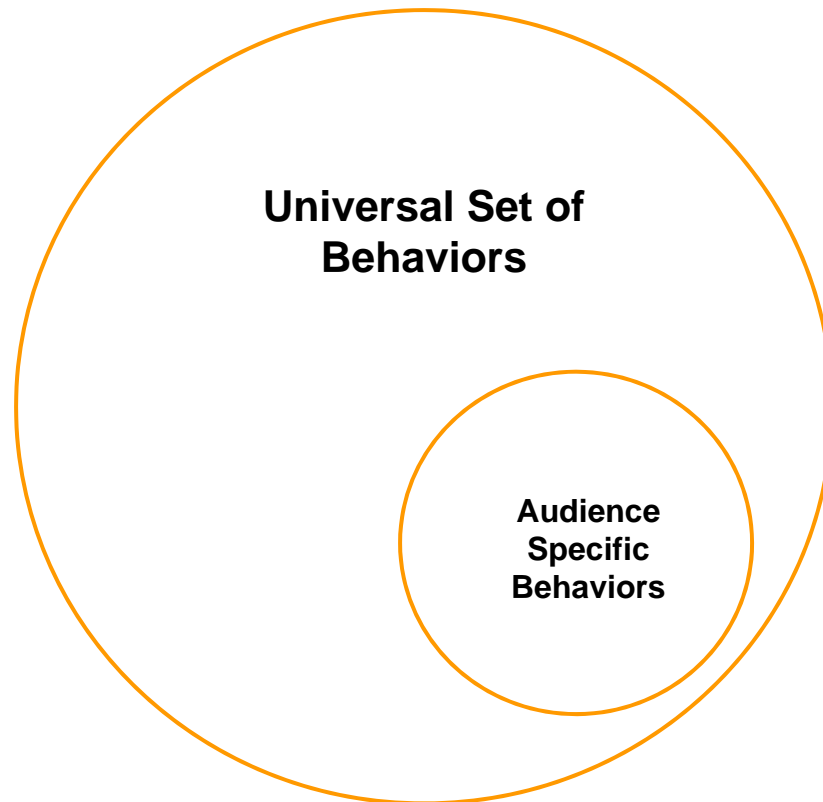
Display that info



- ▶ Organization is based on users' previous experience / expectation of how it should be organized.
- ▶ IA strives to bridge this gap
- ▶ **Best practices** and **learned conventions** come from this

Display information so that it makes sense

- ▶ How do you ensure that the user understands the information?



Bottom Line

..even small increases in conversion can generate substantial revenue

Current Business

- **10,000** users per year
- **3%** submit RFQ (**300 RFQs** per year)
- **30%** close rate
- Average sale price of \$10,000
- Revenue = **\$900,000**

Improve Usability

(1% gain in RFQs)

SAME

- **4%** submit RFQ (**400 RFQs** per year)
- **30%** close rate
- Average sale price of \$10,000
- Revenue = **\$1,200,000**
- **1.0% gain in RFQ = \$300K**
in additional revenue

Search Engine Optimization

Elements of Search

- ▶ On Page Recommendations
- ▶ Off Page Recommendations
- ▶ Site Wide Recommendations

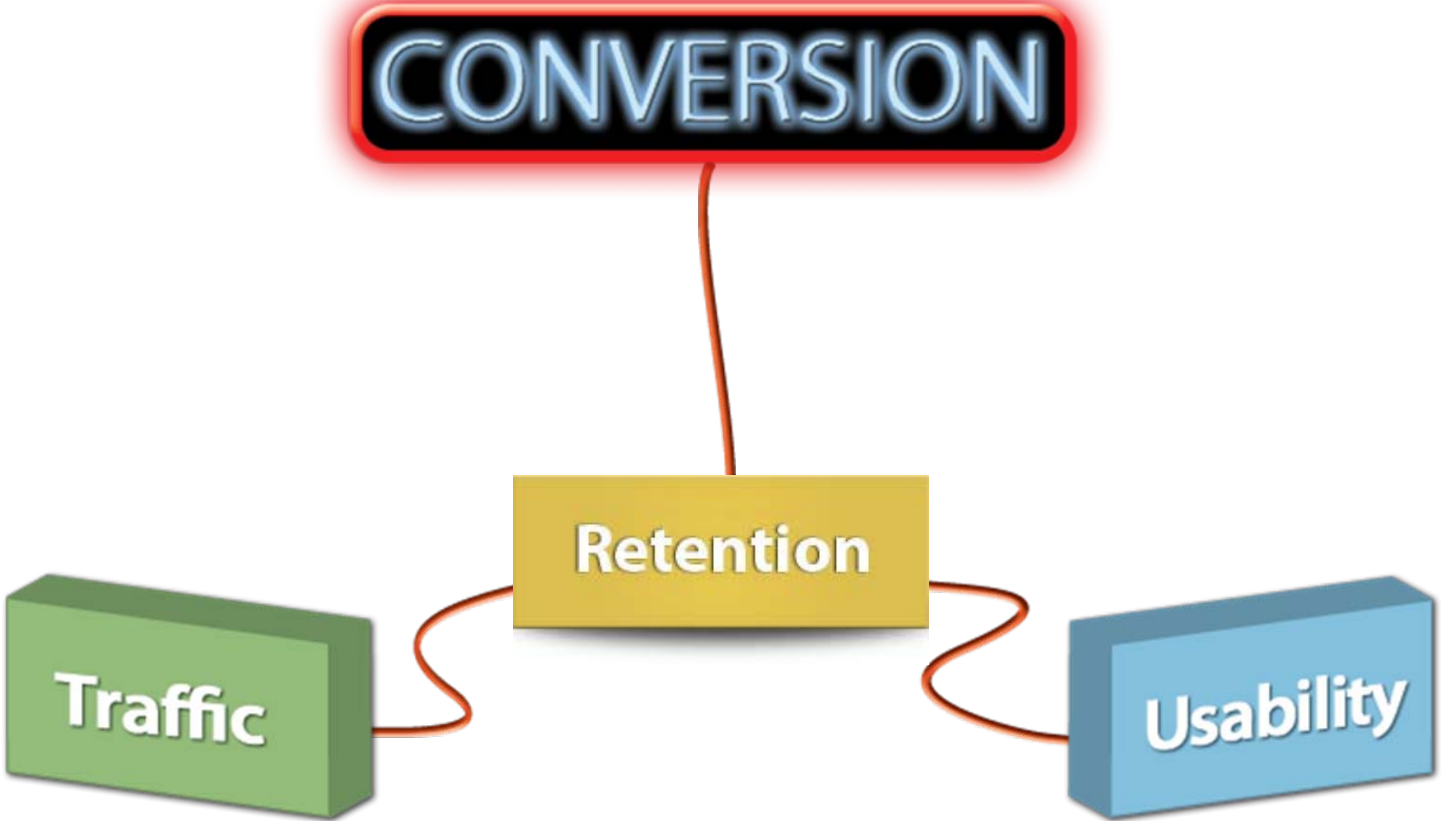
Before, Must Overcome Challenges

▶ Online Challenges

- ▶ SEO Trepidation
- ▶ Usability Mindset
- ▶ Analytics Alignment

▶ Offline Challenges

- ▶ Corporate Structure
- ▶ Alignment with Traditional Media



Thank You!

Aaron@BusinessOL.com – Questions

Facebook “Aaron Kahlow” - Connection

<http://future.OnlineMarketingSummit.com/> - Summit Info