

Spinsights Presents...

Make your website work harder for you:

A guide to ensuring you make the
most out of your website





Start here...

Users today expect a top-notch online experience; your website should be there to help your business, not hinder it. Customers are now spoiled by hardworking sites that are attractive, fast to load, and easy to navigate, but that's not the case for all. How do you compete in a landscape when your competition is also working hard to showcase what they do?

Many businesses have websites that look like an afterthought. Your website may be mobile-friendly and your calls to action are bold, clear, and enticing, but that's not enough! It has to work hard for you day in, day out and there's a lot more to consider.

Gone are the days when you'd create a website and then leave it to do its job. By allowing your website to stay stagnant with no fresh content, you are leaving your business exposed to fewer visits and reduced exposure. Nowadays, successful businesses are constantly testing, tracking, and learning about the website's performance. Regularly reviewing how users interact with your site gives you valuable insight to make continual improvements and ensure your business stays competitive and relevant. But where do you start and what are the key things you should consider? So, without further ado, let's get to it!



What you can find in this guide...

Page 5	The big question, Why?
Page 6 - 7	Quick wins and key considerations
Page 8 - 9	How to improve your website's user experience (UX)
Pages 10 - 13	Content and keyword research
Page 14 - 18	Essential tools for monitoring site performance and improvement



The big question, Why?

Why do I need to make my website work harder?

Most business owners and digital marketing managers appreciate the importance of evolving and improving their website over time, but many key ingredients go unnoticed. Previously seen as an afterthought, more companies are now seeing the value in actively fine-tuning their website through fresh content and improved functionality.



Is your website's online presence going unnoticed?

Building and designing a new site is just the starting point for improving your digital platforms and kickstarting your digital evolution. It's not enough to simply have a website for your internet users to stumble upon; you have to actively make it an attractive destination for all of your audiences to want to visit. Your website plays an important role in marketing your business, so you have to know how to make it work for you.

The success of your website is determined by:



Successfully attracting visitors to your website

How do you attract visitors?

Take a look at our other Spindogs whitepaper, *'Creating a powerful online marketing strategy'*, for a guide to planning the ultimate (and effective) online marketing strategy, including tips on how to generate traffic through a series of paid and organic activities.



Carefully and succinctly communicating your business offering and brand messaging

How do you keep your visitors on your website?

Simple - keep reading this paper, taking note of our tips on how to increase traffic to your site and encourage people to take action once they have arrived.



Creating a considered User Experience (UX) journey to get users to convert; make a purchase, sign up, or carry out an intended action.

Quick wins and key considerations



Data, data, data

To make continual improvements to your website, you need to know the following information (Google Analytics is a good place to start):

- How many leads does the site generate per month/week?
- Where do you acquire visitors?
- Which pages are they interacting with the most?
- Are there areas of your site that have low traffic or none at all?

To be able to make continual improvements to your website, you need to know these numbers and how they play a part in the success (or not) of your website.



Relevant CTAs

Having clear CTAs on your website is important for directing your visitors and telling them what to do next on their journey. Your CTAs should be actionable links, such as 'Request a call back' or 'Book Here', so visitors know exactly what to expect, and what they're doing. This is one of the most important points to consider, as the number of users who click on these CTAs will tell you whether your website is working hard for you and is helping you to achieve your business' objectives and goals.



Search Visibility

Make the most of your onsite content by using tools like Google Ads, Bing AdCenter, and Google Search Console to find relevant keywords. Optimise your landing pages with relevant target keywords. This will ensure the page will appear in the search engine results (SERPs) you want when users are searching for your products or services. When optimising your content for search, ask yourself these questions:

- Are people able to find your website when they search for you on Google?
- How do people currently find your website?
- Are they searching by brand because they already know you? Or are they searching for what your business does and are finding you that way?
- Does your website provide content that's relevant to the audience or search term?



Security

Google alerts users when they visit a website that isn't secure (in other words, without an active SSL certificate). A website with an 'https,' in the URL is the encrypted standard for websites. If your website isn't secure, then Google will put users off from visiting it or consider it as a low valuable website with not much authority.



Long-term SEO

You should aim to improve your website so it's not only found organically on search engines today, but in the future too. You can do this by creating an SEO strategy to help improve the value of your content and build authority over time. Your SEO strategy should influence your content to focus on longtail keywords/phrases/questions that your users are searching for, and provide content that offers a solution to their queries.



Content

Does your website have a blog or a news section? Having informative and relevant content on your site can go a long way in helping your site to do more for you. It can educate users about what you do, be used to promote services or products, improve SEO, help build your authority as a thought leader in your industry, and build trust in your users. Updating your content and posting regularly is key to making it work. But don't post for the sake of it. Remember that each piece of content you publish to your website needs to serve a purpose; it has to help connect users with your brand and encourage them to convert. If you don't have a blog or news section, other types of content on your website, such as case studies and testimonials, will also help to raise positive brand awareness and build trust in your users.



Use social media

"How does social media help your website?", you might ask. Well, it's more important than you think. Having a social media presence not only helps to build brand awareness and target a wider audience, but it also helps to direct referral traffic to relevant landing pages on your website. You'll be surprised at how many people use social media to search for information and ask questions about products/services, and engage with customer service. If you're setting up social media profiles for your business, remember to include links to your website in your bio and posts, along with sharing content and offers that are valuable to your followers.



Putting your visitors first

A website's sole purpose shouldn't be to talk about your business; it should also tell visitors what you can do for them and why they should care about you, thus creating an experience. Clear messaging and signposting, and relevant pages are all key to demonstrating that it's about the customer experience and not just your business. It's also important to consider your tone of voice and messaging as this will help determine how you want to be perceived. Thinking about how you like to be treated as a customer and how you want to be perceived by your customers will help you to define your tone of voice and brand perception.

Many businesses spend lots of money on their websites without questioning and considering what they're doing or why. This often results in a website that looks great but doesn't meet business objectives or help achieve business goals. A website can look good, but is it working hard

for you? Is it generating leads, selling the right products, or raising your brand awareness? The good news is that you don't have to rebuild your whole website to make these improvements. There are some quick wins you can implement to make your website work harder for you.

How to improve your website's user experience (UX)

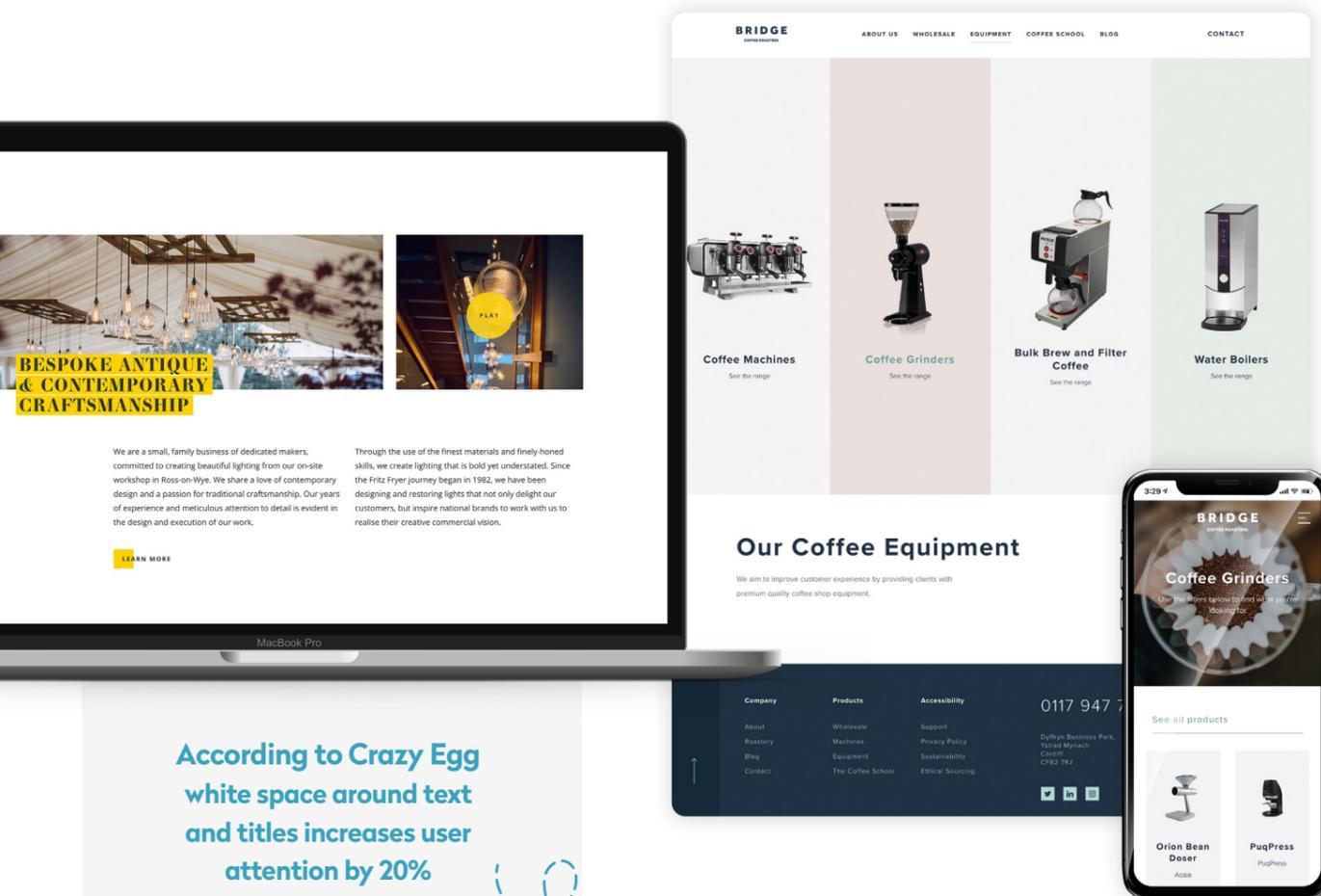
Your website is the anchor to your digital marketing efforts. Designing a great website user experience requires an understanding of the problems different users have and how it provides solutions to them.

Here are some key considerations you should be making:

Give your content room to breathe:

White space is essential for good design. It makes your content readable and enables the visitor to focus on the key messages and information presented to them. This could be a CTA, product description, or a contact form to fill out. When we say white space, it doesn't need to be white. The white space is the space between content on your website pages to give it the room it needs to stand out and to be digested with ease.

White space also gives your website a fresh and modern look. If you're struggling to fit the content you need on a page while considering the white space, then the key is to ask: is all the information necessary? It's important to try and find the right balance and to think about what the user wants, and how it will affect the user.



According to Crazy Egg white space around text and titles increases user attention by 20%

Optimise your website for speed:

It's extremely frustrating when a web page takes too long to load. As websites have developed over the years, users now expect fast results and website load time, or they will simply go somewhere else to look for what they need. If your website is struggling to load, you will likely see an increase in your bounce rates. But how can you speed up your website loading time?

Google offers free tools to check your page load time and has some great advice on how you can improve it. The size of your images can also massively impact your website's speed. To reduce the time it takes for a page to load, ensure you have the correct sized images and that you have

chosen the correct format and have compressed the images before uploading. Plug-ins can have a huge impact on the loading time of pages on your site too. If you have a site that is stuffed with plug-ins (as is often the case with a template or themed sites), then it's likely that these are causing your site to run slowly.

Did you know?

The Image file size is one of the leading causes of a slow page speed.

Consistency is key

Your website should look professional, on-brand, and most importantly, consistent. Everything should have a coherent design to ensure consistency across your site. Consider how consistent your heading sizes, fonts, colours, button sizes, and styles are.

Dramatic style changes from one page to another can throw a user and can make them feel lost and a little confused, resulting in them losing trust in you.

Visible calls to action

What would your reaction be if you landed on a page and there were no clear next steps to take? Well, you would probably leave the website and look elsewhere. It's for this exact reason that having clear CTAs (calls to action) are crucial. Customers are accustomed to following steps and visual cues, so ensure your website has actions for users to take. Even better, why not tailor your CTAs to your visitors' needs and increase your conversion rate at the same time?

Be Mobile Friendly

With the rise of mobile and tablet users, it's more important now than ever to ensure your website is responsive. Having an unresponsive website will dramatically impact your visitors' user experience, and sure enough, the bounce rate will be higher if they can't find or see what they need with ease. Not only is having a responsive website essential for user experience but Google has started penalizing sites that aren't optimised, making this need even more necessary.

According to Hubspot Tailored CTAs convert 202% better than default versions

According to digital gravity 72% of people want mobile-friendly websites, and 94% of people judge websites on responsive web design

Content and keyword research

Keyword-led SEO content:

How much content are you producing for your website? And, are you providing the right information to direct traffic to your website? Have you correctly titled your pages and named your products or services?



TOP TIP:

To improve the chances of showing up in organic search listings, you should work on your meta data.

This includes reviewing your page titles and meta descriptions, which are the clickable headings and descriptions that appear in search engine results (SERPs). These help search engines to understand what your page is about. Your page titles, also known as title tags, appear in SERPs, web browsers, and when they're shared on social media. They should act as a heading that concisely describes what your page is about in 50-60 characters, and include the focus keyword your page is targeting. Your meta description should entice your users to click through to the page. Although meta descriptions don't affect your search engine rankings, they do influence your click-through rate. The meta description should provide a summary of what the page is about and help the user to decide if the content is relevant to them.

Different types of content:

Outdated, poorly written, or off-target content is a turnoff and doesn't make a site look or sound great. It's essential to review and update content regularly so that you stay relevant and ahead of your competition. There are different types of content you can add to your site to make it more appealing and engaging to your users. Tips, how-to-guides, videos, case studies, testimonials, thought leadership articles, and news content will help educate, guide users, and solve any problems they might have.

It's also important to think about optimising your content with keywords.

There are two types of keyword-led content:

- **SEO-focussed blogs**
Using targeting keywords in your blog posts will help them to perform better. While they should feel natural and organic, they should also be strategic. Keywords help to give your blog posts a focus and ensure that you are creating content that your users want to read. They can also help to influence your content strategy and give your content structure.
- **Long-form content**
Similarly, long-form content, particularly on landing pages, can help to increase your pages' visibility in SERPs, providing that they're optimised with the appropriate and relevant keywords you want to appear in SERPs for.

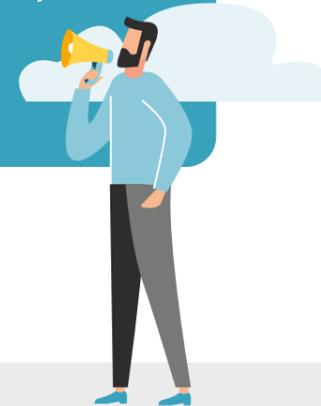
The type of content you choose will depend on the keywords you are targeting, the type of content you are writing, and the pages you are creating.

Keyword research is an essential part of a content strategy and helps to ensure that your content gives you the results your business deserves. Creating keyword-targeted content and promoting the services or products you offer, will naturally increase your search engine rankings.

There are multiple tools out there that can help you to define what keywords to target and find out what questions your users are asking and searching for. These keywords will then help your content to be seen by Google and present it to the users who are searching for it. This is perfect for the skeptical audiences who don't trust anything that's labelled 'Ad'.

"Content strategy refers to the management of pretty much any tangible media that you create and own: written, visual, downloadable... Content strategy is the piece of your marketing plan that continuously demonstrates who you are and the expertise you bring to your industry."

- Hubspot

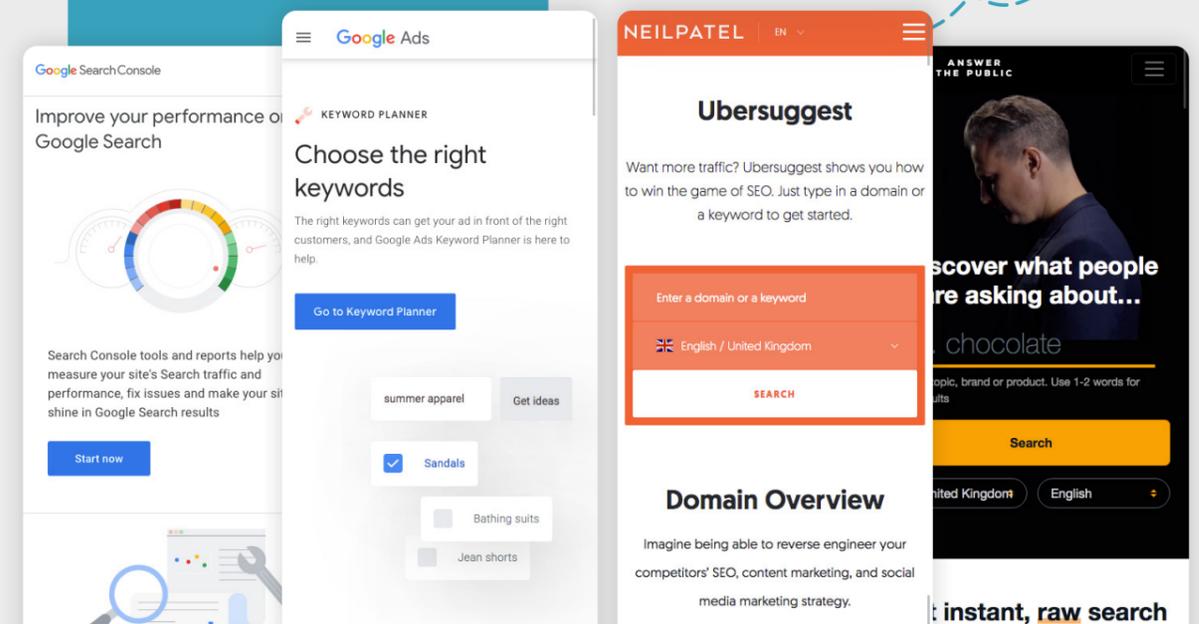


How do you start SEO research for your content?

There are tools out there that can help you to decide what keywords you should use in your content to increase your chances of being seen. The best part is that a lot of them are free to use. Google has a range of keyword research tools to use, such as Google Search Console and Google Ads Keyword Planner.

Free content inspiration tools

- Google Search Console
- Google Ads Keyword Planner
- Ubersuggest
- Answer the Public



Using keyword research tools not only helps you to optimise your content for SEO, but it can also influence what type of content you produce. Here are five simple steps on where to begin when researching keywords for your content strategy:

1 Think about your content:

Start by thinking about what you want to promote and write about. Make a list of any key themes, topics, and information about your business. This could be items you sell or services you offer.

2 Identify your keywords:

Think about what you, as a customer, would search for in a search engine to find your content and make a list of them.

3 Research related search terms:

When you type your phrase into Google and scroll to the bottom of the results, you'll see some suggestions for searches related to your search. These can help with ideas for other keywords you may want to consider.

4 Look at your competition:

How are your competitors ranking for these keywords? To find out what keywords your competitors are ranking for, try manually searching for keywords in an incognito window and have a look at where your competitors rank. SEMrush also allows you to run several free reports that show you the top keywords for the domain you enter.

5 Review your keyword list:

Use keyword research tools to cut down your keyword list. Keyword research tools like Google Ads Keyword Planner will help you to identify what keywords to target and eliminate any negative words you should avoid.



As with all marketing activities, it is essential to measure your content's performance. One of the biggest challenges facing content marketers is how to measure the effectiveness of their content marketing, and this all starts with collecting the right data. Content marketers now have to be more accountable and demonstrate that their efforts are having a positive impact on the business strategy as a whole. Having key stats at your fingertips

means you can report on returns on investment (ROI) to directors and put a case forward for further investment in content marketing.

Get started with a simple content marketing spreadsheet to help you keep you on track and ensure your content is working hard for you.

Type of content	E.g. Blog, newsletter, video, case study, etc.
Keywords to target	Find and add relevant keywords here
Goal	E.g. Raise brand awareness, promote a product or offer, generate leads, etc.
Performance	E.g. % increase in website traffic, leads, shares, etc.
Budget	Do you have a budget to promote this?



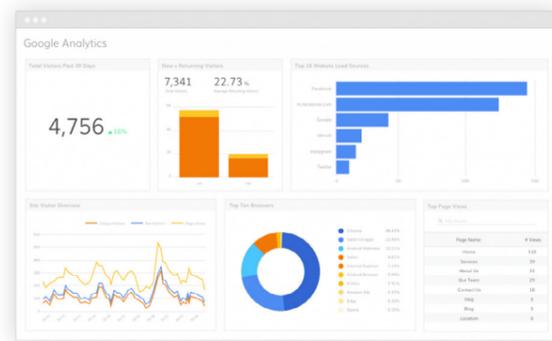
Essential tools for monitoring site performance and improvement

A vital part of making improvements to any website is understanding how it's currently performing. What level of traffic is your website getting, where is traffic coming from, how are your users finding you, and what are they doing when they land on your website?

Monitoring your website's performance effectively and accurately all starts with the right tools, but we realise that the number of tools available can be overwhelming. So here's our recommendations to get you started.

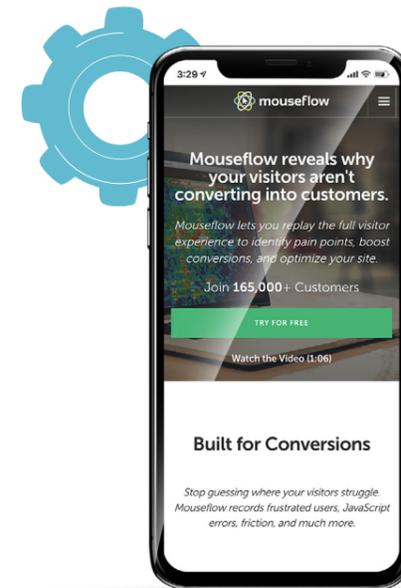
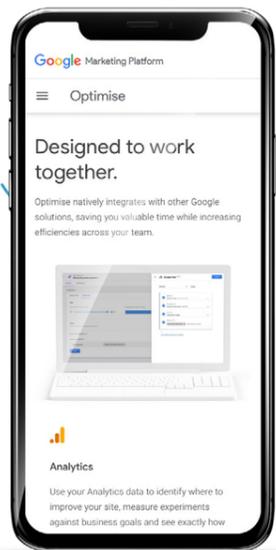
Google Analytics - Great for data analysis

Get a deeper understanding of your audiences with Google Analytics. Google Analytics is the simple and most robust web analytics offering that enables you to generate a huge amount of statistics and data from your website. It is currently used by over 50% of the top 10,000 websites in the world, according to the site's usage statistics. You can find out where your visitors are coming from, what they're doing while they're on your site, and how often they come back, and more.



Google Optimize - Great for A/B testing

Google Optimize is an A/B testing platform that allows you to create alternative versions of your website to see which sections and placements convert best. You'll be able to test what gets more clicks and engagement. Google Optimize is really easy to use; you can choose what parts of your page you want to test and run experiments to see which one users respond to better. Testing parts of your website gives you data to back up arguments as to why your website needs to be changed or remain the same.



Mouseflow - Great for user interaction testing

Learn what your visitors are doing on your site through user interaction testing. Mouseflow lets you replay the full visitor experience to help identify users' pain points and use the data to boost conversions and better optimise your site. Mouseflow tracks clicks, mouse movement, page visibility, scrolls, forms, and more. It shows an anonymised recording of the activity from each visitor on your site, and best of all, you can filter sessions to find the ones where errors appear, users are frustrated, have compatibility issues, and much more!

Mouseflow eliminates guesswork so you can take action sooner. It's fast, secure, mobile-friendly, and supports checkout, dynamic-content, and member-only pages.

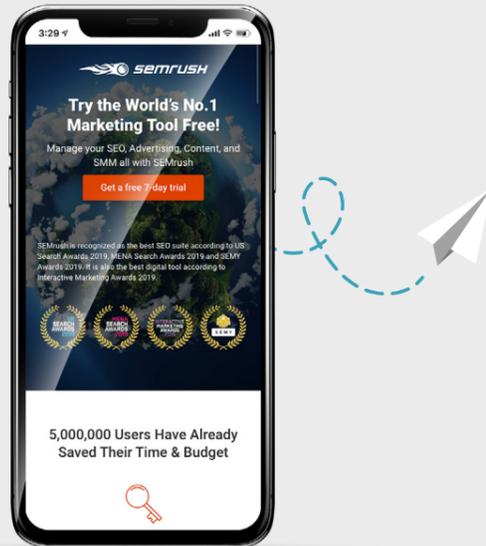
Screaming Frog - Great for fixing errors

There are plenty more benefits to using web analytics software than just looking at who is visiting your website. There are tools out there to help identify errors and help you to make the necessary changes. Screaming Frog SEO provides insightful data by scanning your website for errors and compiling the results into reports, as well as other helpful data. Screaming Frog also lets you find any broken links that need to be fixed and check for 404 pages.



SEMrush - Great for SEO and performance auditing

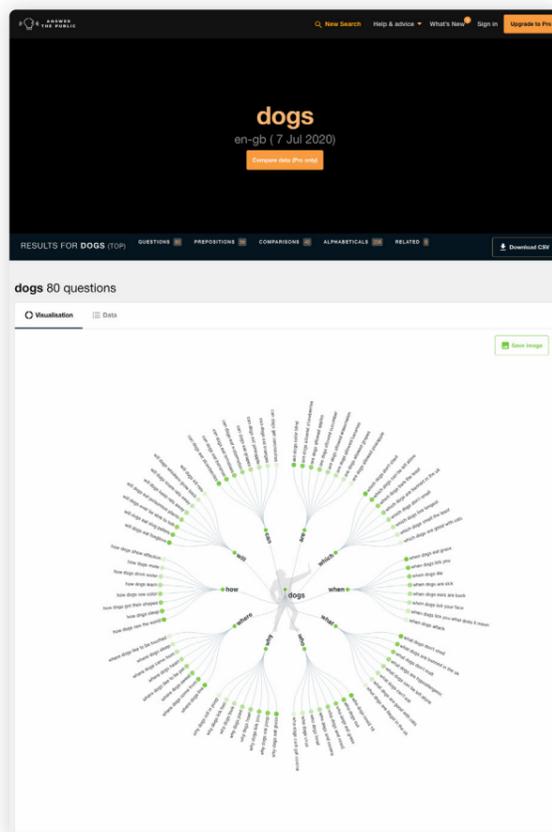
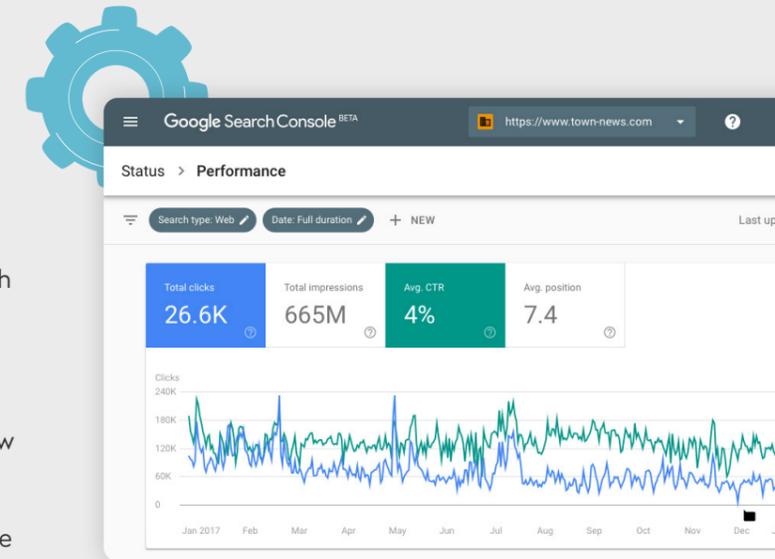
SEMrush's full suite of tools gives you a better understanding of your website and the results of your SEO marketing efforts. By performing technical audits, competitor analysis, looking at your backlinks, and digging deep into the data, you can get an idea of what it's going to take to improve your onsite SEO and website performance. You can also monitor your brand name, perform keyword gap analysis, and monitor your social media efforts, and use these results to make decisions based on the data you've sourced.



Search Console - Great for content ideas

Search Console is a free service that lets you learn information about your website and the people who visit it. Not only does it help measure your site's search traffic and performance, but it also enables you to identify what issues need fixing and how you can improve your website's rankings.

You can use Search Console to find out things like how many people are visiting your site and how they are finding it; the volume of people visiting your site on a mobile device or desktop, and what pages on your site are the most popular.



AnswerThePublic - Great for content ideas

Did you know that there are three billion Google searches every day, and 20% of those have never been seen before? AnswerThePublic listens to data from search engines like Google and compiles lists and maps of phrases and questions that people are asking concerning your keyword. It's a great tool to use to help you create fresh, useful content, products, and services that your customers want. People are always asking what, how and why questions, and AnswerThePublic is a brilliant tool to use for content inspiration and to answer for any of the questions your users are searching for.



About Spindogs

We are a full-service digital agency helping organisations with marketing both online and offline. We love delivering great website design & development, marketing and brand solutions for our clients, so whether you're looking to drive more value from your digital marketing budget or bring

your business to life with a visually stunning website, we have the full package to take your online presence to the next level. That's how we've built successful, results-driven relationships with clients for over 15 years.

Websites

- > Web Design & Development
- > eCommerce
- > Multiple CMS platforms including WordPress, Umbraco and Kentico
- > Intranets & Extranets

Creative

- > Brand Consultancy
- > Logo Design
- > Graphic Design
- > UX
- > Website Design
- > Print
- > Branding

Marketing

- > Outsourced Digital Marketing
- > SEO
- > PPC
- > Social Media Advertising
- > Analytics
- > Conversion Rate Optimisation
- > Email Marketing
- > Training & Workshops
- > Content Creation

Get in touch

To learn more about partnering with Spindogs for your branding project, get in touch with our business development team:

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