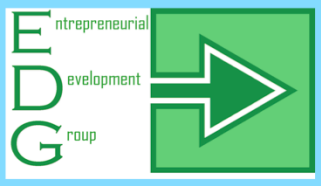
Tips to make your website more effective

- Is your website effective at informing, educating, and selling your prospective customers?



“You never get a second chance to make a first impression.”

In a 2016 sample of US Internet users, almost 60% reported that they "always" or "often" research a small business online before visiting. https://www.emarketer.com/Article/Most-Small-Businesses-Discovered-Online-First/1014029

Tips to make your website more effective

- Jean Marie Cackowski-Campbell, website designer, Kosada

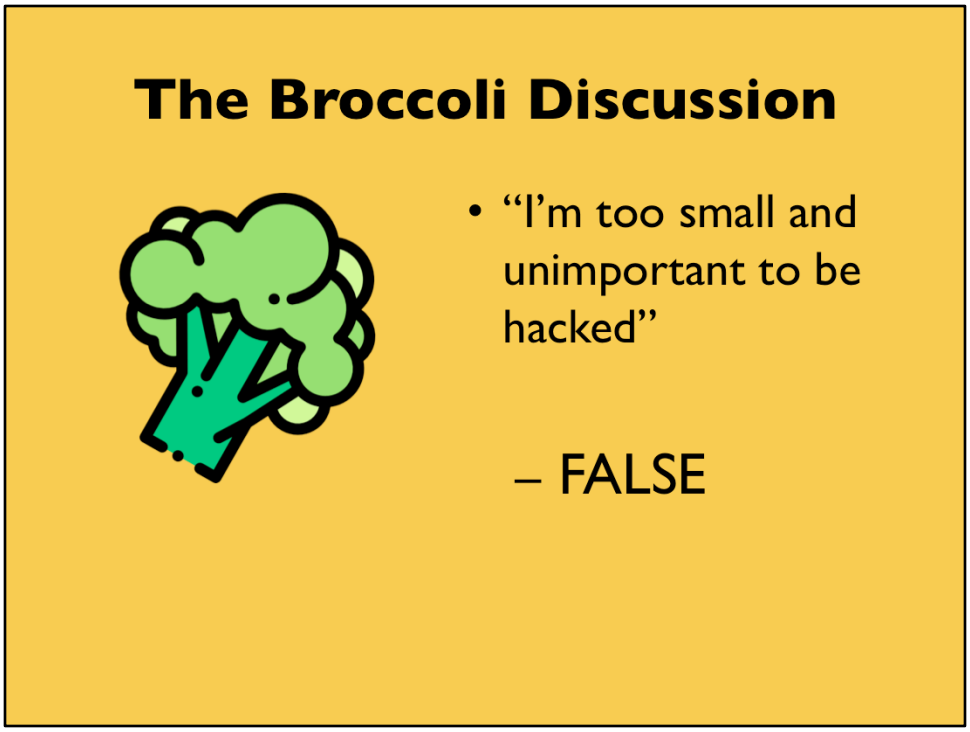
Icons by Freepick at flaticon.com

Kosada, Inc.

- We help businesses and nonprofits thrive with custom-built technology.
  - dynamic websites.
  - desktop, mobile, and web apps.
  - interactive media experiences (creative technology).

Websites − content management, e-mail and hosting services

Kosada, Inc.



Any talk about websites should include comprehensive risk. Even when it's unpleasant. George Herbert Walker Bush famously said he hated eating Broccoli.

From a 2016 Better Business Bureau survey of small businesses: "More than one out of five businesses reported it has been the target of a cyberattack, and approximately one out of ten reported being a target in the last 12 months." https://www.bbb.org/globalassets/shared/media/state-of-cybersecurity/updates/cybersecurity_final-lowres.pdf NOTE: link to PDF with references will be given at the end of the talk.

47% of small businesses had at least one cyber attack in the past year. The average cost was $34,604 for small businesses. Report was done by Hiscox, a specialty insurance company. https://www.hiscox.com/documents/2018-Hiscox-Small-Business-Cyber-Risk-Report (no indication of what they considered a small business)

From a 2019 Verizon study, 43% of cyber security breaches involved small businesses. (https://enterprise.verizon.com/resources/reports/dbir/)

The Broccoli Discussion

- Frequent backups
  - multiple dated backups
  - offsite backups
- Security updates

Routine maintenance can help avoid future problems.

Research models for websites

- Have found two main factors that affect taking action:
  - Risk Avoidance:
    - Are you trustworthy?
    - Are you credible (trust + expertise)?
  - Usefulness

Large body of research on what makes websites effective. Stanford Persuasive Technology Lab started in 1998, so now, there is over 15 years of research on the topic.

https://conversionxl.com/blog/website-credibility-checklist-factors/
https://pdfs.semanticscholar.org/33ae/fe7d30303e440dff4e7ae839e0f910688715.pdf
https://www.slideshare.net/bjfogg/web-credibility-bj-fogg-stanford-university/8-Highly_credible_websites_have_ulliHigh
https://captology.stanford.edu/about/about-the-lab-1.html
https://www.sciencedirect.com/science/article/pii/S074756321730064X

Trust

Signs of trustworthiness are the most important factor visitors look for in a website.

https://pdfs.semanticscholar.org/33ae/fe7d30303e440dff4e7ae839e0f910688715.pdf

Research has looked at the similarity between the experience of visiting a physical business and an on-line website. They found that trust was the most important factor affecting customer satisfaction.

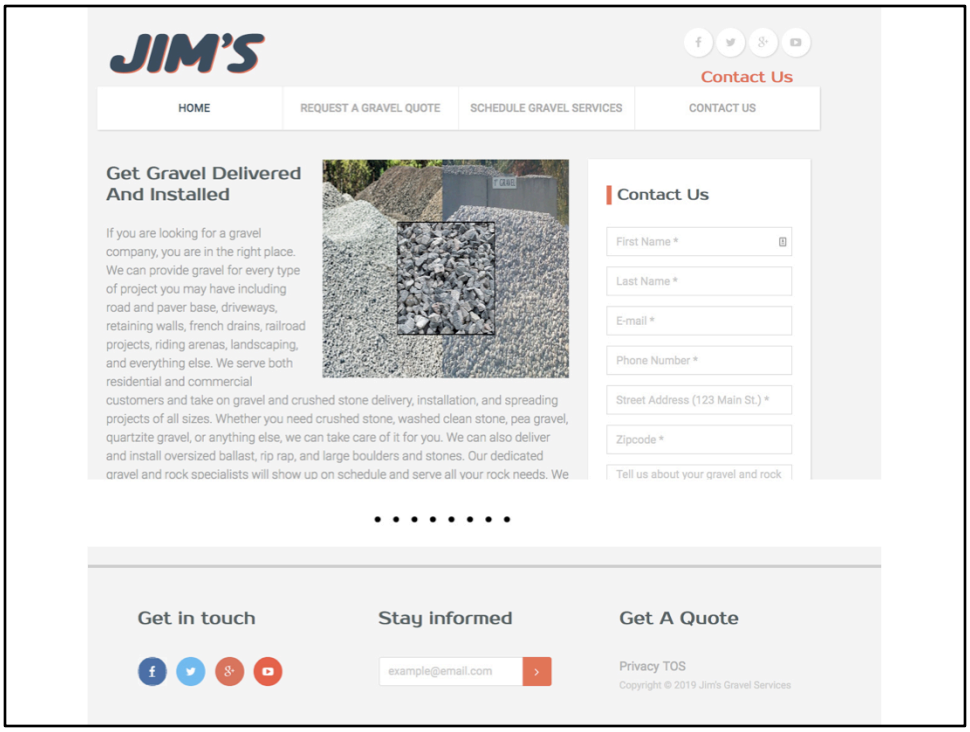
https://pdfs.semanticscholar.org/33ae/fe7d30303e440dff4e7ae839e0f910688715.pdf

Three factors to trust: integrity, competence, and benevolence.

https://www.slideshare.net/bjfogg/web-credibility-bj-fogg-stanford-university/17-Guideline_3_ulliShow_that_theres

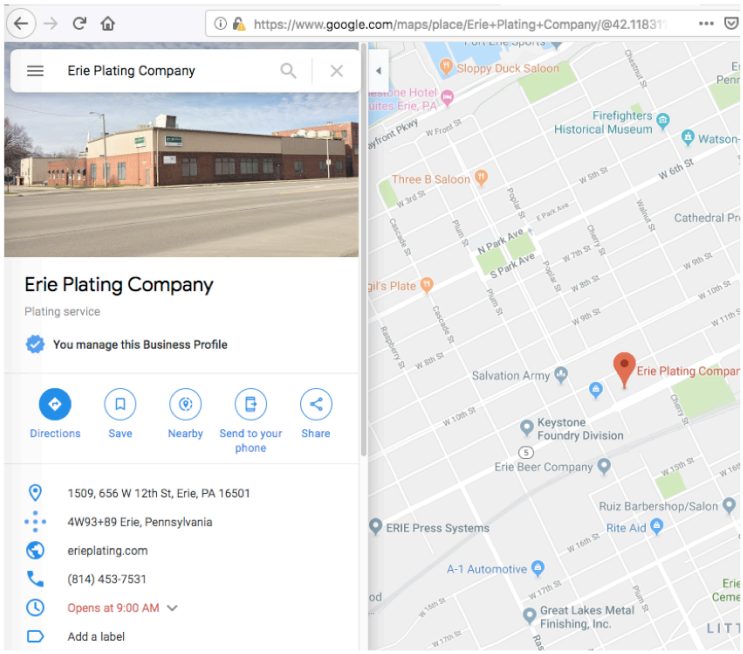
A list of products, opening hours, phone number & price list are the most important information on a local business website:
Product list – "does this business provide what I'm looking for?"
Prices – "can I afford to use this business?"
Opening hours – "when can I visit this business & is it open now?"
Phone number – "can I call the business?"
Physical address – "how do I get to the business?"

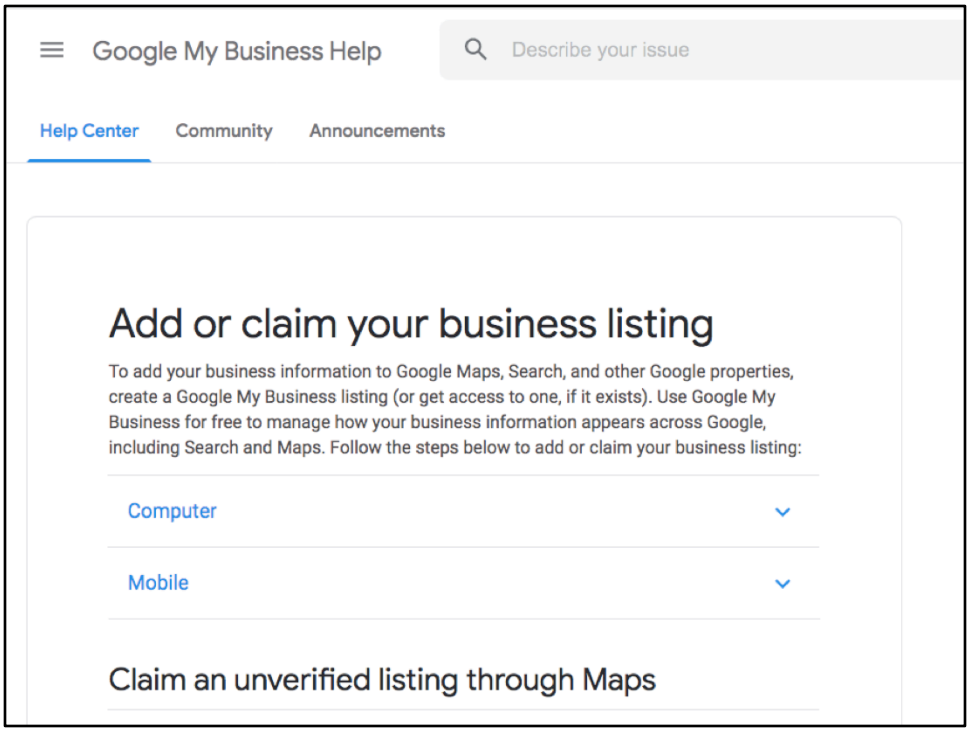
https://www.brightlocal.com/research/34-of-consumers-think-a-smart-website-gives-a-local-business-more-credibility/

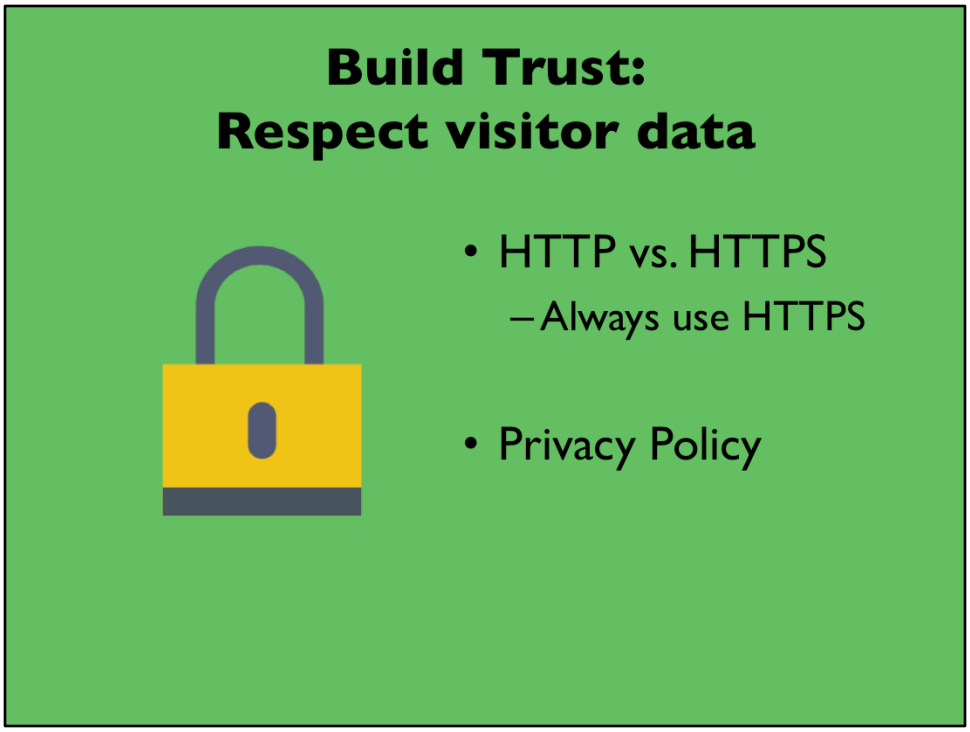

JIM'S
Contact Us
HOME
REQUEST A GRAVEL QUOTE
SCHEDULE GRAVEL SERVICES
CONTACT US
Get Gravel Delivered And Installed
If you are looking for a gravel company, you are in the right place. We can provide gravel for every type of project you may have including road and paver base, driveways, retaining walls, french drains, railroad projects, riding arenas, landscaping, and everything else. We serve both residential and commercial customers and take on gravel and crushed stone delivery, installation, and spreading projects of all sizes. Whether you need crushed stone, washed clean stone, pea gravel, quartzite gravel, or anything else, we can take care of it for you. We can also deliver and install oversized ballast, rip rap, and large boulders and stones. Our dedicated gravel and rock specialists will show up on schedule and serve all your rock needs. We
Contact Us
First Name *
Last Name *
E-mail *
Phone Number *
Street Address (123 Main St.) *
Zipcode *
Tell us about your gravel and rock
Get in touch
Stay informed
example@email.com
Get A Quote
Privacy TOS
Copyright © 2019 Jim's Gravel Services

Build Trust:
Show you are real (and local)

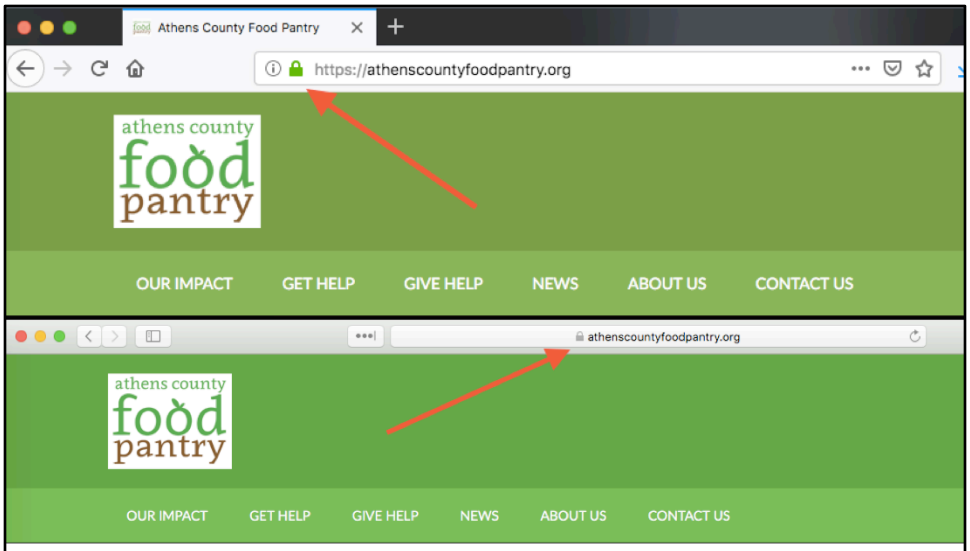
- Check your Google Listing
- Claim and verify it if you haven't already.


https://www.google.com/maps/place/Erie+Plating+Company/@42.11831
Erie Plating Company
Erie Plating Company
Plating service
You manage this Business Profile
Directions
Save
Nearby
Send to your phone
Share
1509, 656 W 12th St, Erie, PA 16501
4W93+89 Erie, Pennsylvania
erieplating.com
(814) 453-7531
Opens at 9:00 AM
Add a label
Sloppy Duck Saloon
Firefighters Historical Museum
Three B Saloon
Cathedral Pr
N Park Ave
S Park Ave
Salvation Army
Erie Plating Compar
Keystone Foundry Division
Erie Beer Company
Ruiz Barbershop/Salon
ERIE Press Systems
Rite Aid
A-1 Automotive
Great Lakes Metal Finishing, Inc.


Google My Business Help
Describe your issue
Help Center
Community
Announcements
Add or claim your business listing
To add your business information to Google Maps, Search, and other Google properties, create a Google My Business listing (or get access to one, if it exists). Use Google My Business for free to manage how your business information appears across Google, including Search and Maps. Follow the steps below to add or claim your business listing:
Computer
Mobile
Claim an unverified listing through Maps



69% of consumers have left a website because of security concerns. https://sitemorse.com/media/mce_filebrowser/upload/pdf/ponemon-report-2015.pdf



"The page you are viewing was encrypted before being sent over the internet. Encryption makes it difficult for unauthorized people to view information traveling between computers. It is therefore unlikely that anyone can read this page as it travels across the network."

Comment on Blog vs. FAQ. Is the content evergreen?

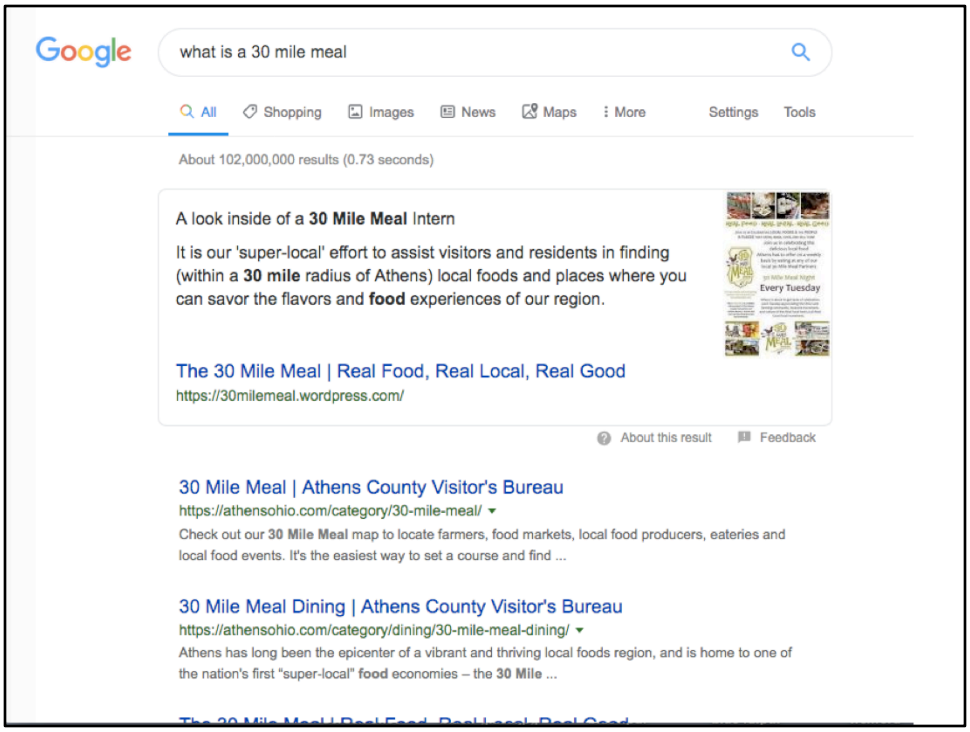
"Featured Snippets"

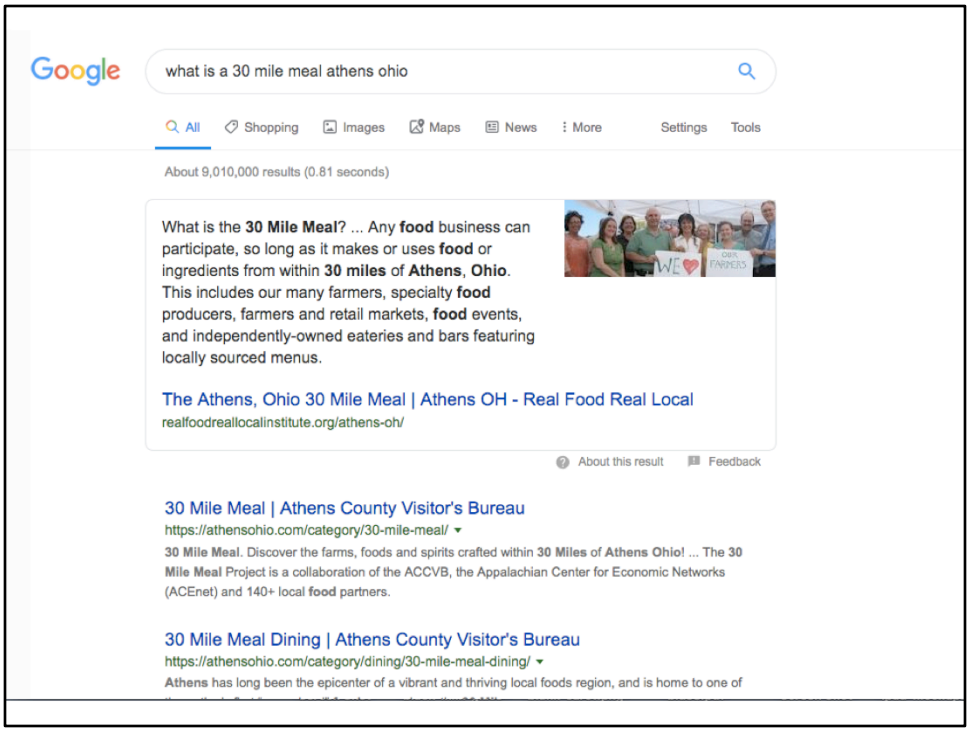
Build trust: Understand your customers

80% of smartphone users were more likely to purchase from companies whose mobile sites help them easily find answers to their questions.

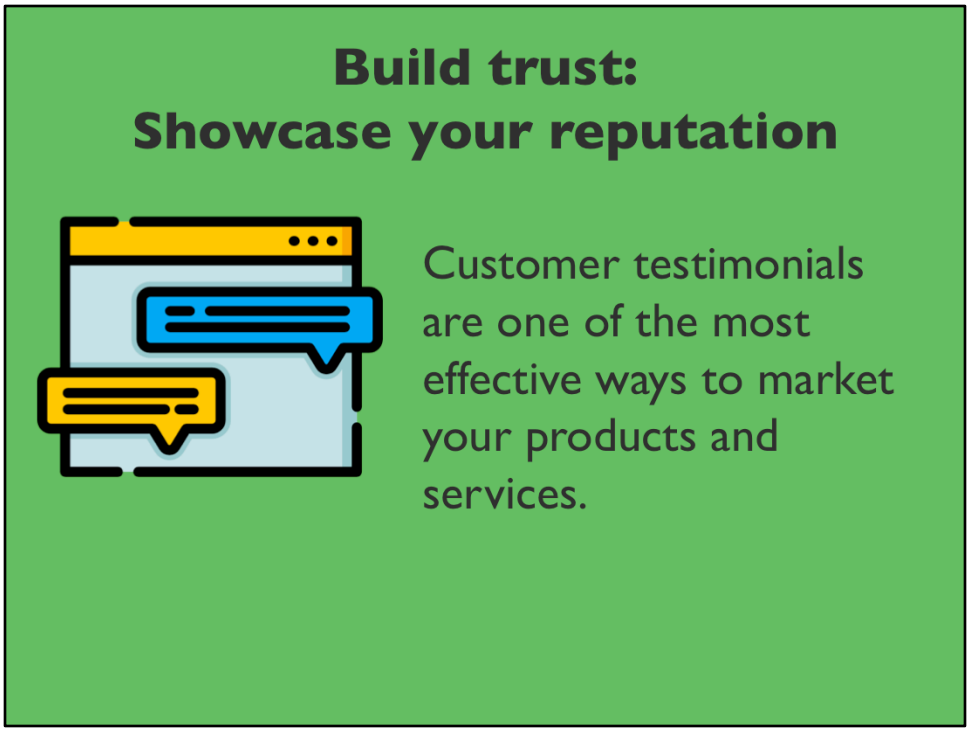
Understand your customer. Build for mobile.

https://www.thinkwithgoogle.com/consumer-insights/shopping-occasion-experiences/


Google
what is a 30 mile meal
All
Shopping
Images
News
Maps
More
Settings
Tools
About 102,000,000 results (0.73 seconds)
A look inside of a 30 Mile Meal Intern
It is our 'super-local' effort to assist visitors and residents in finding (within a 30 mile radius of Athens) local foods and places where you can savor the flavors and food experiences of our region.
Every Tuesday
The 30 Mile Meal | Real Food, Real Local, Real Good
https://30milemeal.wordpress.com/
About this result
Feedback
30 Mile Meal | Athens County Visitor's Bureau
https://athensohio.com/category/30-mile-meal/
Check out our 30 Mile Meal map to locate farmers, food markets, local food producers, eateries and local food events. It's the easiest way to set a course and find ...
30 Mile Meal Dining | Athens County Visitor's Bureau
https://athensohio.com/category/dining/30-mile-meal-dining/
Athens has long been the epicenter of a vibrant and thriving local foods region, and is home to one of the nation's first "super-local" food economies – the 30 Mile ...


Google
what is a 30 mile meal athens ohio
All
Shopping
Images
Maps
News
More
Settings
Tools
About 9,010,000 results (0.81 seconds)
What is the 30 Mile Meal? ... Any food business can participate, so long as it makes or uses food or ingredients from within 30 miles of Athens, Ohio. This includes our many farmers, specialty food producers, farmers and retail markets, food events, and independently-owned eateries and bars featuring locally sourced menus.
The Athens, Ohio 30 Mile Meal | Athens OH - Real Food Real Local
realfoodreallocalinstitute.org/athens-oh/
About this result
Feedback
30 Mile Meal | Athens County Visitor's Bureau
https://athensohio.com/category/30-mile-meal/
30 Mile Meal. Discover the farms, foods and spirits crafted within 30 Miles of Athens Ohio! ... The 30 Mile Meal Project is a collaboration of the ACCVB, the Appalachian Center for Economic Networks (ACEnet) and 140+ local food partners.
30 Mile Meal Dining | Athens County Visitor's Bureau
https://athensohio.com/category/dining/30-mile-meal-dining/
Athens has long been the epicenter of a vibrant and thriving local foods region, and is home to one of

https://www.slideshare.net/bjfogg/web-credibility-bj-fogg-stanford-university/18-Guideline_4_ulliHighlight_the_expertise



Statistics have confirmed that customer testimonials are the most effective form of content, coming in at an 89% effectiveness rating, according to a 2014 report, compared to other content types. https://www.spectoos.com/5-incredible-facts-customer-testimonials/

And, according to a 2014 Demand Gen Report, 97% of B2B buyers feel that user-generated content like consumer reviews are more credible than other types of content. https://www.spectoos.com/5-incredible-facts-customer-testimonials/

Use testimonials and case studies

"I do not trust websites that contain errors and mistakes." https://sitemorse.com/media/mce_filebrowser/upload/pdf/ponemon-report-2015.pdf

In the last 12 months, 71% of consumers had a negative experience because of incorrect local business information found online In the last year, https://www.brightlocal.com/research/local-citations-trust-report/.

Review your information regularly, and when you make a change, such as changing your business hours.

Build trust: Be timely

- Out-of-date copyright
- No recent blog posts or newsletters
- Old content or old photos

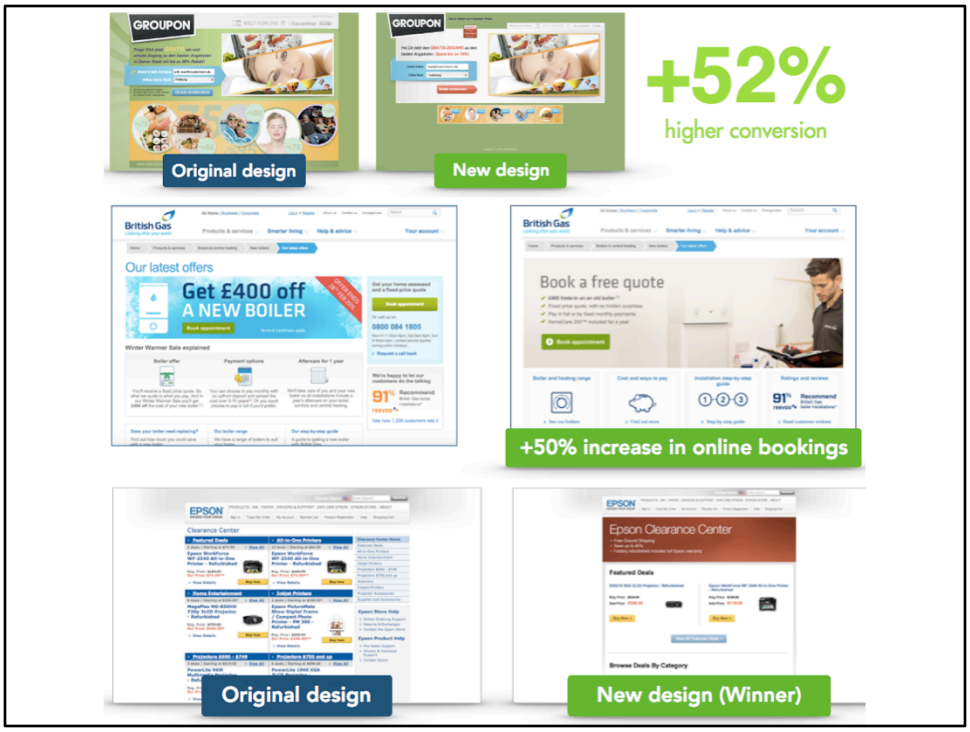
Poor quality or out-of-date photos make 50% of consumers lose faith in a local business.
https://www.brightlocal.com/research/local-citations-trust-report/

Evergreen content – information that would be useful to visitors whenever they go to your website, versus a blog perhaps that showcases an event you held, or are going to hold.

Build trust:
Make it clear and simple

Visitors prefer websites with less clutter – they will leave cluttered websites more frequently than less cluttered ones.

https://www.eecs.harvard.edu/~kgajos/papers/2013/reinecke13aesthetics.pdf (visual complexity)

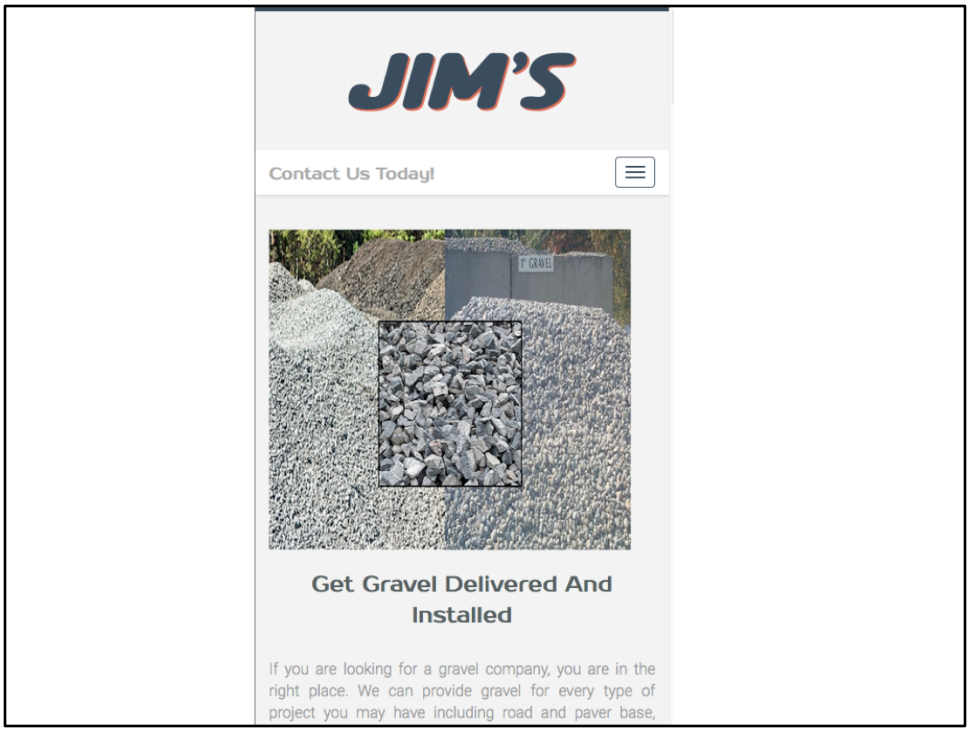


https://www.eyequant.com/reviews-and-case-studies.

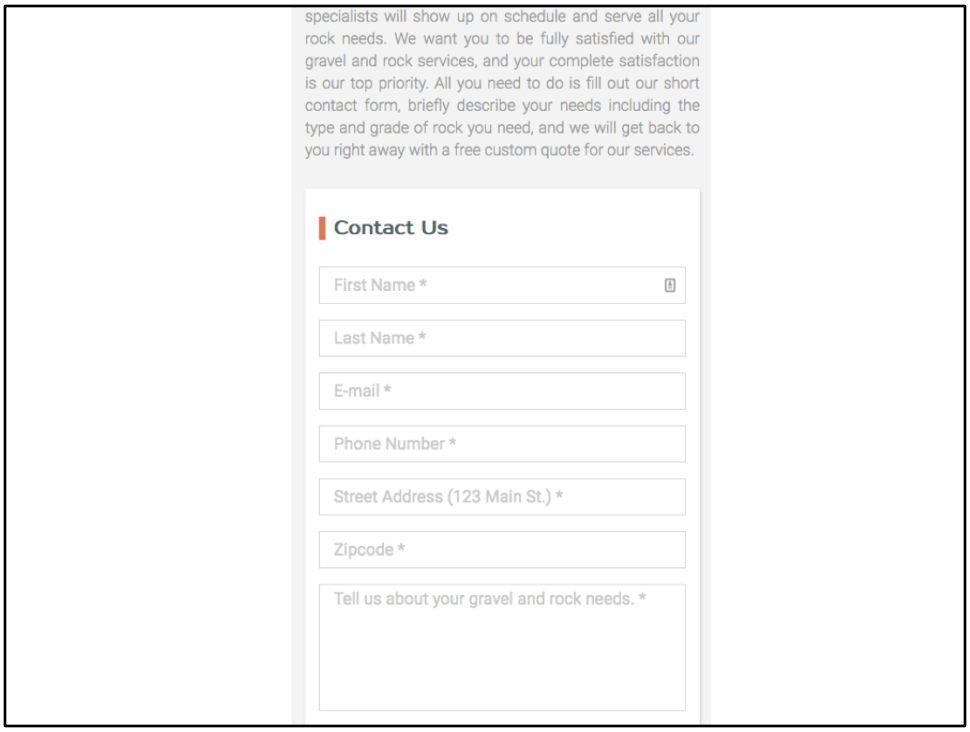
Build trust:
Make it clear and simple

Visitors expect the same or better experience on a mobile phone.

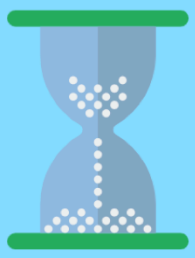
Does important content (contact form) go to the very bottom?



Here Jim does something right − he has a contact us link at the top, even though the form is later down.


specialists will show up on schedule and serve all your rock needs. We want you to be fully satisfied with our gravel and rock services, and your complete satisfaction is our top priority. All you need to do is fill out our short contact form, briefly describe your needs including the type and grade of rock you need, and we will get back to you right away with a free custom quote for our services.
Contact Us
First Name *
Last Name *
E-mail *
Phone Number *
Street Address (123 Main St.) *
Zipcode *
Tell us about your gravel and rock needs. *

Usefulness:
Show you are efficient



32% of visitors abandon a website if it takes over 3 seconds to load.

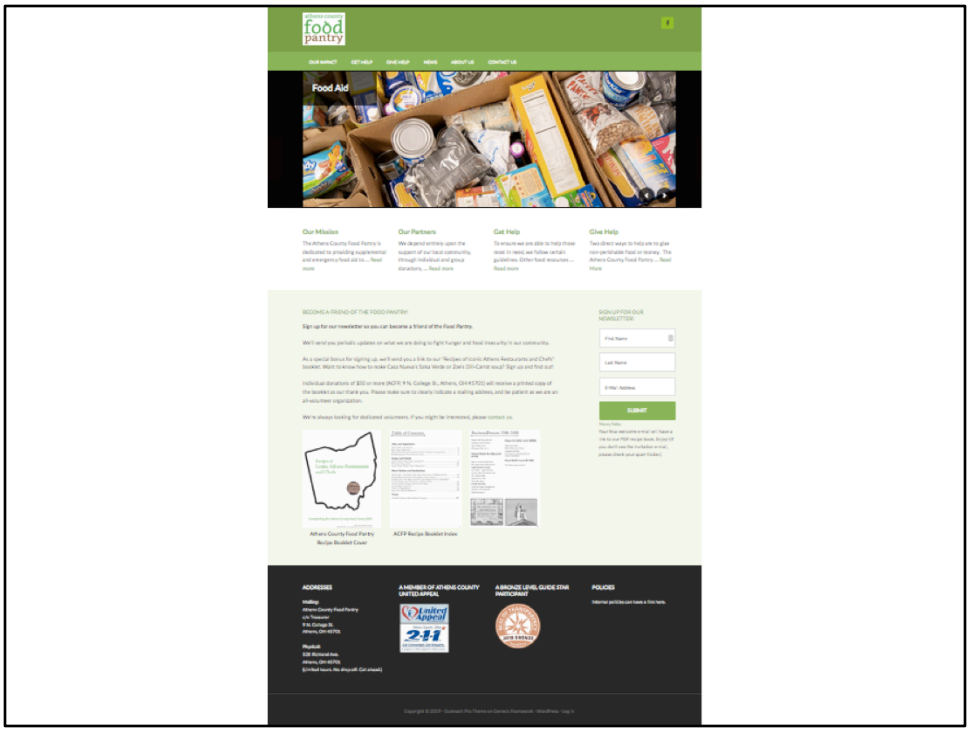
That increases to 90% for 5 seconds.

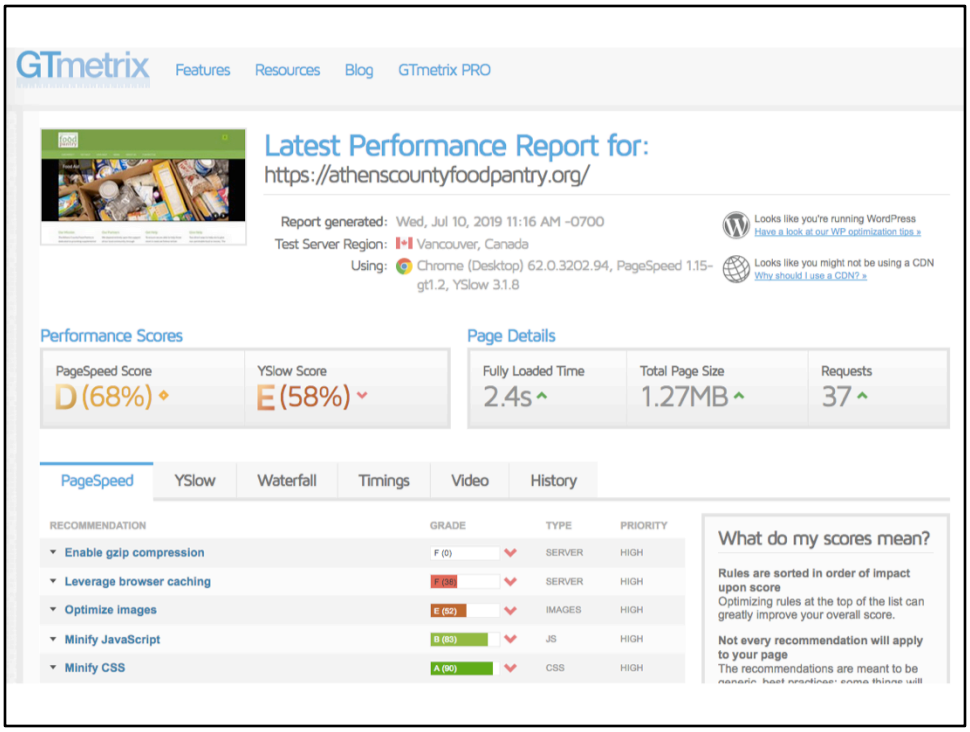
https://www.thinkwithgoogle.com/marketing-resources/data-measurement/mobile-page-speed-new-industry-benchmarks/

Usefulness:
Show you are efficient

https://gtmetrix.com/

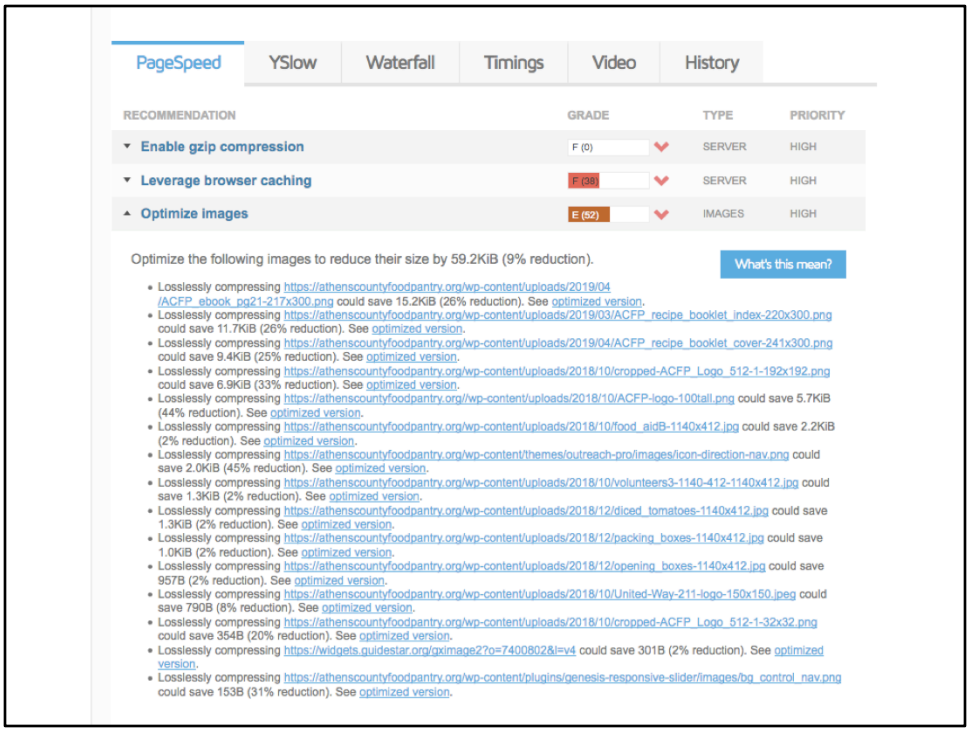
https://developers.google.com/speed/pagespeed/insights/


food pantry
Food Aid
Our Mission
Our Partners
Get Help
Give Help
SUBMIT
ADDRESSES
A MEMBER OF ATHENS COUNTY UNITED APPEAL
A BRONZE LEVEL GUIDE STAR PARTICIPANT
POLICIES


GTmetrix
Features
Resources
Blog
GTmetrix PRO
Latest Performance Report for:
https://athenscountyfoodpantry.org/
Report generated: Wed, Jul 10, 2019 11:16 AM -0700
Test Server Region: Vancouver, Canada
Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1.2, YSlow 3.1.8
Looks like you're running WordPress
Have a look at our WP optimization tips »
Looks like you might not be using a CDN
Why should I use a CDN? »
Performance Scores
PageSpeed Score
D (68%)
YSlow Score
E (58%)
Page Details
Fully Loaded Time
2.4s
Total Page Size
1.27MB
Requests
37
PageSpeed
YSlow
Waterfall
Timings
Video
History
RECOMMENDATION
GRADE
TYPE
PRIORITY
Enable gzip compression
F (0)
SERVER
HIGH
Leverage browser caching
F (38)
SERVER
HIGH
Optimize images
E (52)
IMAGES
HIGH
Minify JavaScript
B (83)
JS
HIGH
Minify CSS
A (90)
CSS
HIGH
What do my scores mean?
Rules are sorted in order of impact upon score
Optimizing rules at the top of the list can greatly improve your overall score.
Not every recommendation will apply to your page
The recommendations are meant to be

Usefulness: Show you are efficient

- Optimize images
  - Size
  - Lazy load



PageSpeed | YSlow | Waterfall | Timings | Video | History

RECOMMENDATION	GRADE	TYPE	PRIORITY
Enable gzip compression	F (0)	SERVER	HIGH
Leverage browser caching	F (38)	SERVER	HIGH
Optimize images	E (52)	IMAGES	HIGH

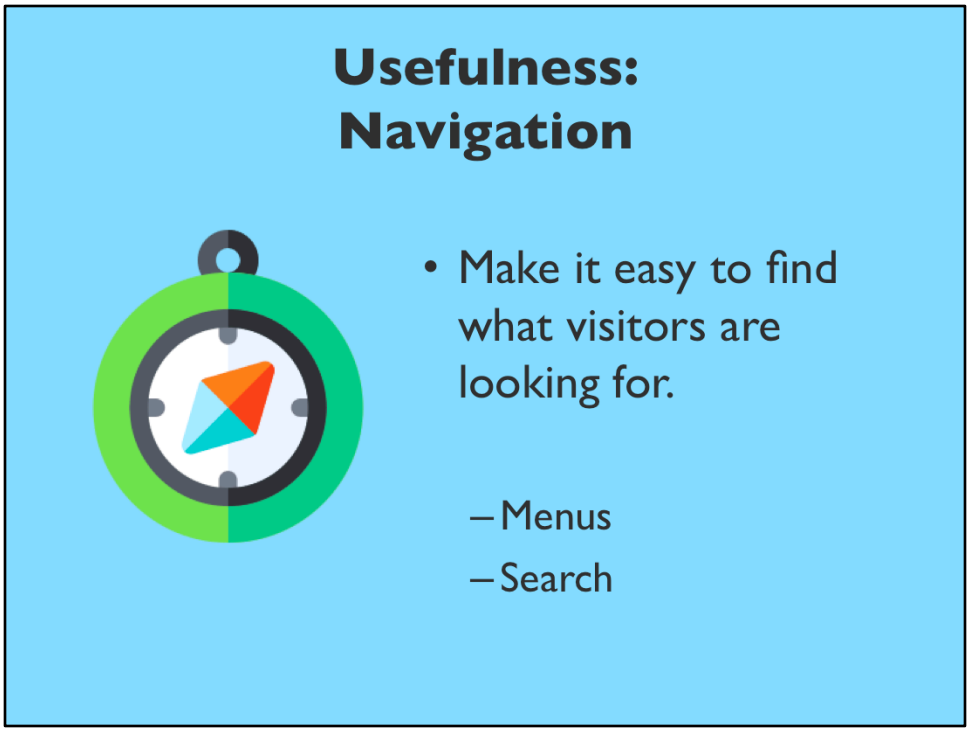
Optimize the following images to reduce their size by 59.2KiB (9% reduction).

What's this mean?

- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/uploads/2019/04/ACFP_ebook_pg21-217x300.png could save 15.2KiB (26% reduction). See optimized version.
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/uploads/2019/03/ACFP_recipe_booklet_index-220x300.png could save 11.7KiB (26% reduction). See optimized version.
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/uploads/2019/04/ACFP_recipe_booklet_cover-241x300.png could save 9.4KiB (25% reduction). See optimized version.
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/uploads/2018/10/cropped-ACFP_Logo_512-1-192x192.png could save 6.9KiB (33% reduction). See optimized version.
- Losslessly compressing https://athenscountyfoodpantry.org//wp-content/uploads/2018/10/ACFP-logo-100tall.png could save 5.7KiB (44% reduction). See optimized version.
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/uploads/2018/10/food_aidB-1140x412.jpg could save 2.2KiB (2% reduction). See optimized version.
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/themes/outreach-pro/images/icon-direction-nav.png could save 2.0KiB (45% reduction). See optimized version.
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/uploads/2018/10/volunteers3-1140-412-1140x412.jpg could save 1.3KiB (2% reduction). See optimized version.
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/uploads/2018/12/diced_tomatoes-1140x412.jpg could save 1.3KiB (2% reduction). See optimized version.
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/uploads/2018/12/packing_boxes-1140x412.jpg could save 1.0KiB (2% reduction). See optimized version.
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/uploads/2018/12/opening_boxes-1140x412.jpg could save 957B (2% reduction). See optimized version.
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/uploads/2018/10/United-Way-211-logo-150x150.jpeg could save 790B (8% reduction). See optimized version.
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/uploads/2018/10/cropped-ACFP_Logo_512-1-32x32.png could save 354B (20% reduction). See optimized version.
- Losslessly compressing https://widgets.guidestar.org/gximage2?o=7400802&l=v4 could save 301B (2% reduction). See optimized version.
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/plugins/genesis-responsive-slider/images/bg_control_nav.png could save 153B (31% reduction). See optimized version.

Usefulness: Show you are efficient

- Work with site developer on load times, investigate plug-ins.



Why is the visitor there? To lean or to buy?

Instead of “Products and Services” or “Marketplace”, indicate the specifics: clothing, embroidery supplies, embroidery how-to’s

Two good examples.

Usefulness

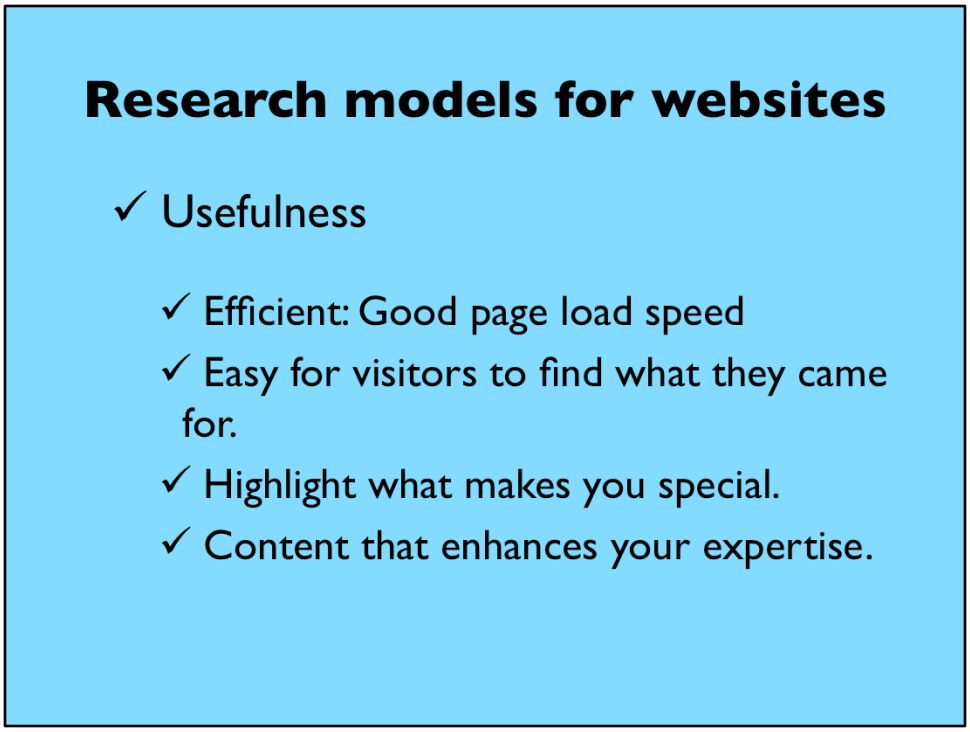
- Showcase your products and services (e.g., Free WIFI).
- Post your hours
- What differentiates you from your competition?

Incorrect opening hours online damage the business trust of 51% of consumers. https://www.brightlocal.com/research/local-citations-trust-report/

What can you put on your website that is of value to the customer? For a jewelry store, maybe birthstone chart.

Large body of research on what makes websites effective.

https://conversionxl.com/blog/website-credibility-checklist-factors/
https://pdfs.semanticscholar.org/33ae/fe7d30303e440dff4e7ae839e0f910688715.pdf
https://www.slideshare.net/bjfogg/web-credibility-bj-fogg-stanford-university/8-Highly_credible_websites_have_ulliHigh
https://www.sciencedirect.com/science/article/pii/S074756321730064X



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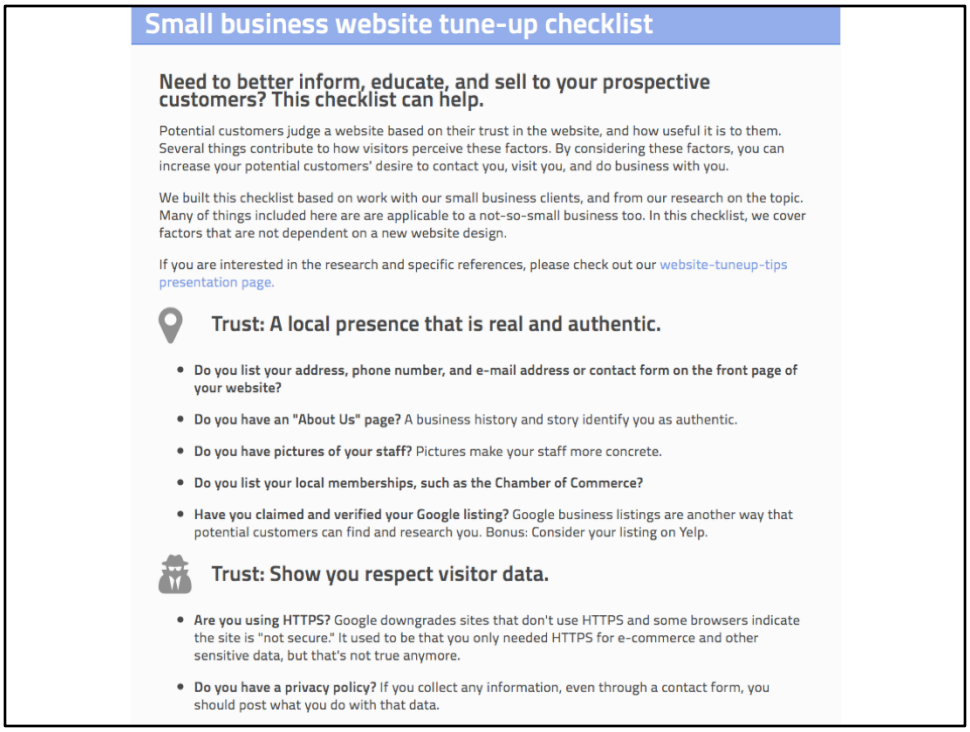
https://conversionxl.com/blog/website-credibility-checklist-factors/
https://pdfs.semanticscholar.org/33ae/fe7d30303e440dff4e7ae839e0f910688715.pdf
https://www.slideshare.net/bjfogg/web-credibility-bj-fogg-stanford-university/8-Highly_credible_websites_have_ulliHigh
https://www.sciencedirect.com/science/article/pii/S074756321730064X

Next Steps

- Download the presentation and checklist:
- https://kosada.com/website-tune-up-tips-presentation-2019
- https://kosada.com/website-tune-up-tips-checklist

- Make a list – one thing at a time



Small business website tune-up checklist

Need to better inform, educate, and sell to your prospective customers? This checklist can help.

Potential customers judge a website based on their trust in the website, and how useful it is to them. Several things contribute to how visitors perceive these factors. By considering these factors, you can increase your potential customers' desire to contact you, visit you, and do business with you.

We built this checklist based on work with our small business clients, and from our research on the topic. Many of things included here are are applicable to a not-so-small business too. In this checklist, we cover factors that are not dependent on a new website design.

If you are interested in the research and specific references, please check out our website-tuneup-tips presentation page.

Trust: A local presence that is real and authentic.

- **Do you list your address, phone number, and e-mail address or contact form on the front page of your website?**
- **Do you have an "About Us" page?** A business history and story identify you as authentic.
- **Do you have pictures of your staff?** Pictures make your staff more concrete.
- **Do you list your local memberships, such as the Chamber of Commerce?**
- **Have you claimed and verified your Google listing?** Google business listings are another way that potential customers can find and research you. Bonus: Consider your listing on Yelp.

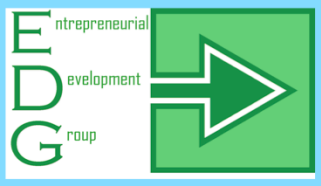
Trust: Show you respect visitor data.

- **Are you using HTTPS?** Google downgrades sites that don't use HTTPS and some browsers indicate the site is "not secure." It used to be that you only needed HTTPS for e-commerce and other sensitive data, but that's not true anymore.
- **Do you have a privacy policy?** If you collect any information, even through a contact form, you should post what you do with that data.

Next Steps

- Do you need a tune-up, or do you need to start thinking about bigger changes?
  - Does the website still meet your business goals?
  - Do you understand the tradeoffs?

Thank You!

jmcc@kosada.com

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