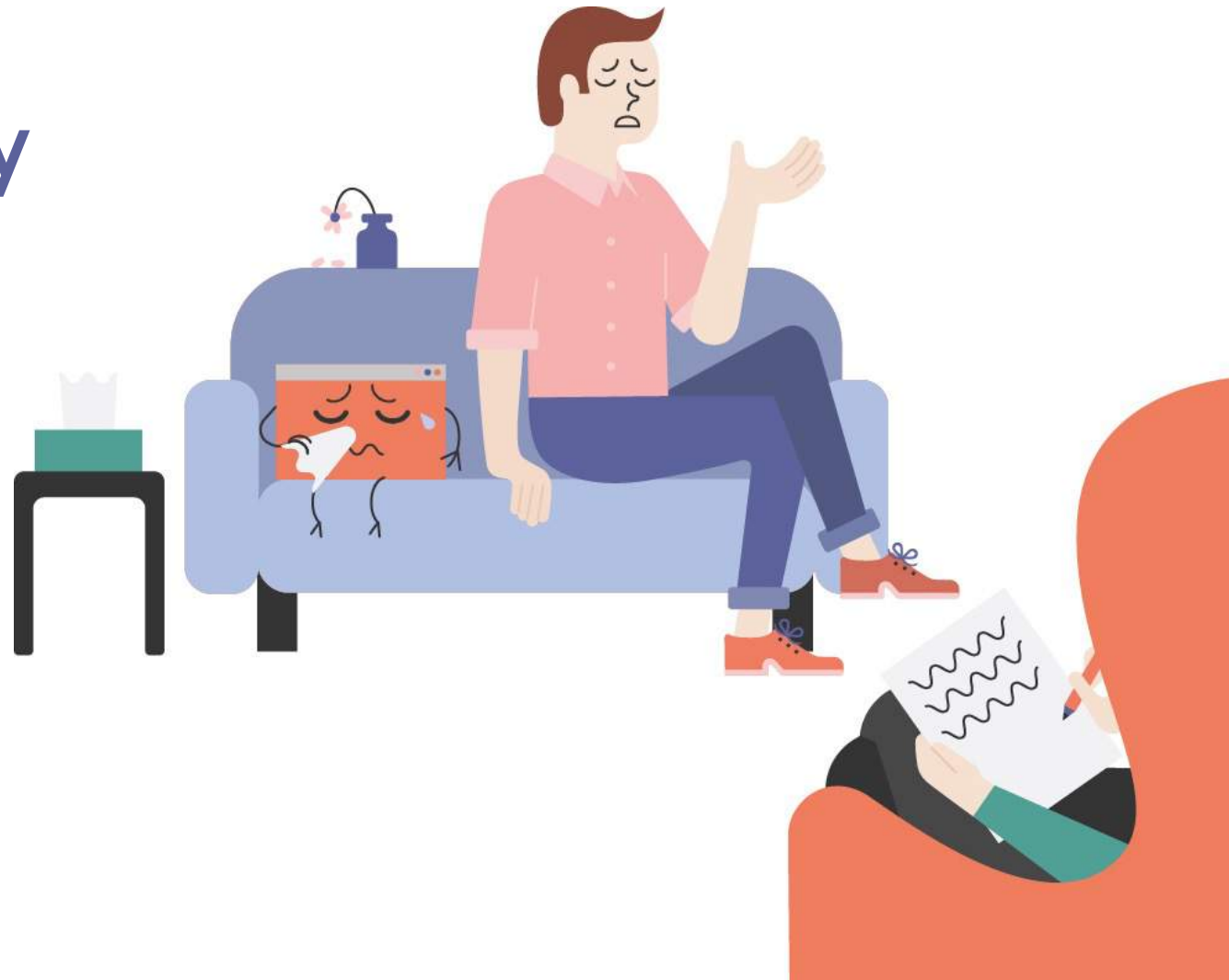
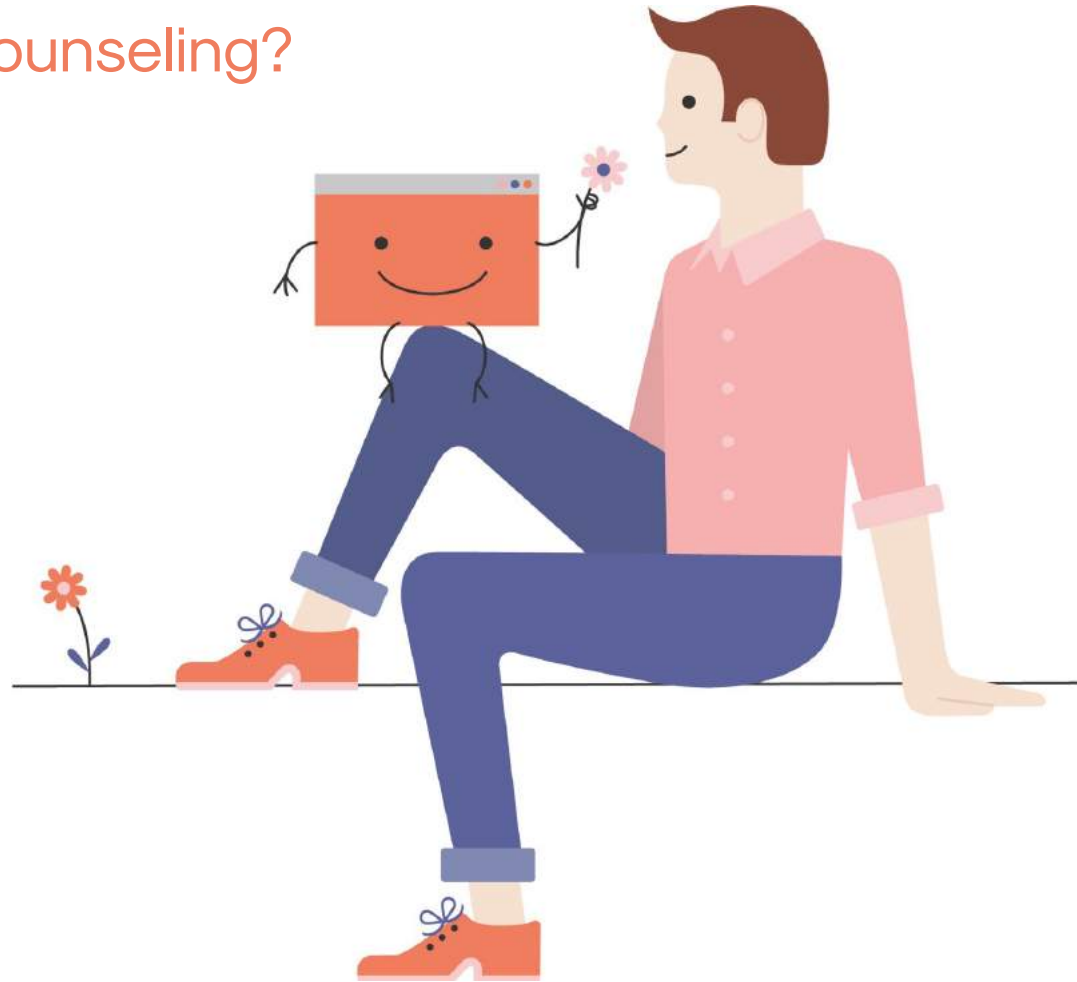


Website Therapy

What is going on with
you and your website?



Who is Website Counseling?

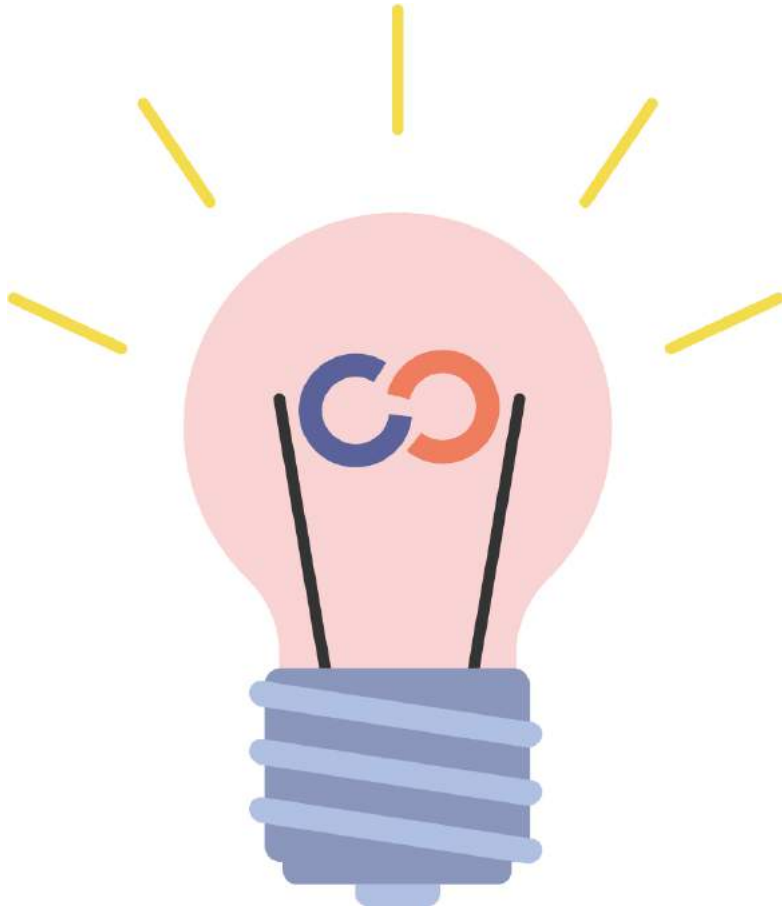




Our services

- Website Strategy
- Website Audit
- Website Optimization
- Website Development
- Content Creation
- Digital Marketing Strategy





Today's goals

- ✓ Understand your website users
- ✓ Define your website goals & KPIs
- ✓ Learn about the User-intent framework
- ✓ Learn about some quick fixes



Website
COUNSELING

3 Reasons

Why your website
is not successful.

Reason No. 1

You don't know your users.



What do you need to know about your users?

- What are their problems and challenges?
- How are they searching for solutions?
- Can your product help and how?
- What is their personal background?
- What type of personality are they?
- Where do they live?
- Etc.

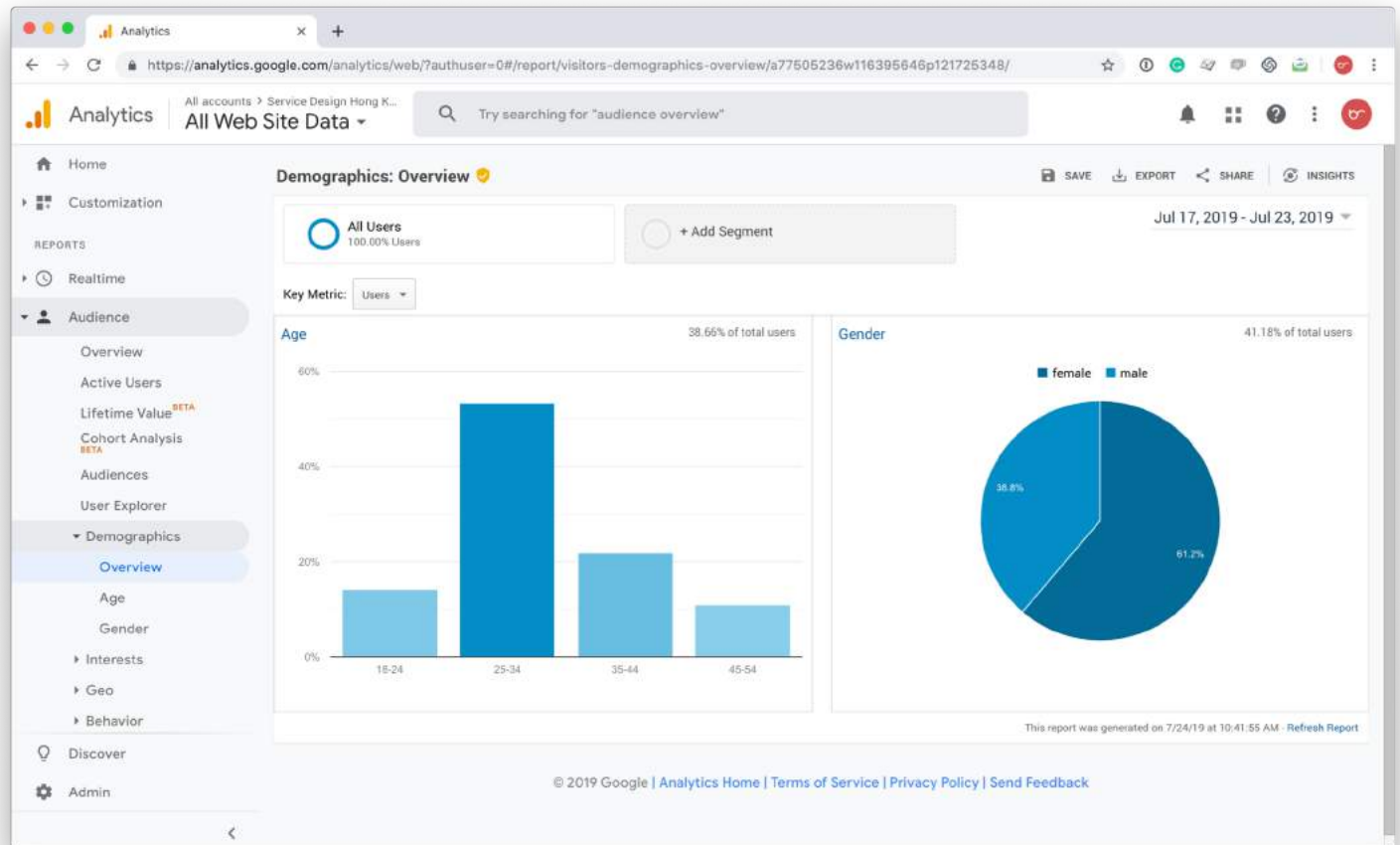


How to get to know your users?

- ✓ Set up user surveys.
- ✓ Use forums and groups to find out what and how they talk about.
- ✓ 1-on-1 interviews with clients AND churned clients.
- ✓ Google Analytics and Facebook page audience.

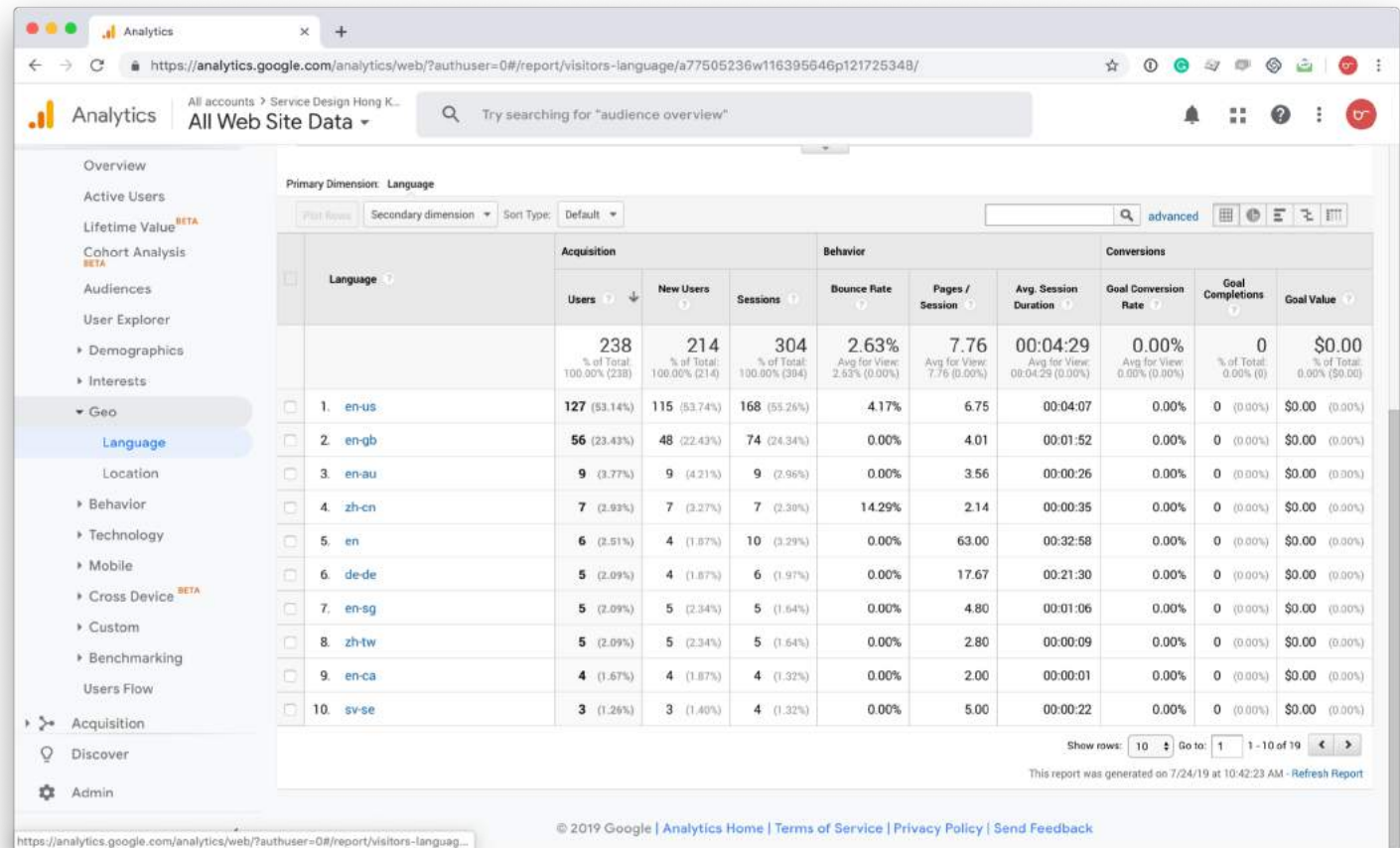
Google Analytics Example

Age & Gender



Google Analytics Example

Language



The screenshot shows the Google Analytics 'Visitors by Language' report. The primary dimension is 'Language'. The table lists 10 languages with their respective acquisition, behavior, and conversion metrics.

Language	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	238 (100.00% of Total)	214 (100.00% of Total)	304 (100.00% of Total)	2.63% (Avg for View: 2.63%)	7.76 (Avg for View: 7.76)	00:04:29 (Avg for View: 00:04:29)	0.00% (Avg for View: 0.00%)	0 (0.00% of Total)	\$0.00 (0.00% of Total)
1. en-us	127 (53.14%)	115 (53.74%)	168 (55.26%)	4.17%	6.75	00:04:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. en-gb	56 (23.43%)	48 (22.43%)	74 (24.34%)	0.00%	4.01	00:01:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. en-au	9 (3.77%)	9 (4.21%)	9 (2.96%)	0.00%	3.56	00:00:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. zh-cn	7 (2.93%)	7 (3.27%)	7 (2.30%)	14.29%	2.14	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. en	6 (2.51%)	4 (1.87%)	10 (3.29%)	0.00%	63.00	00:32:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. de-de	5 (2.09%)	4 (1.87%)	6 (1.97%)	0.00%	17.67	00:21:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. en-sg	5 (2.09%)	5 (2.34%)	5 (1.64%)	0.00%	4.80	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. zh-tw	5 (2.09%)	5 (2.34%)	5 (1.64%)	0.00%	2.80	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. en-ca	4 (1.67%)	4 (1.87%)	4 (1.32%)	0.00%	2.00	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. sv-se	3 (1.26%)	3 (1.40%)	4 (1.32%)	0.00%	5.00	00:00:22	0.00%	0 (0.00%)	\$0.00 (0.00%)

Google Analytics Example

Location

Analytics

All accounts > Service Design Hong K...
All Web Site Data

Try searching for "audience overview"

Overview
Active Users
Lifetime Value BETA
Cohort Analysis BETA
Audiences
User Explorer
Demographics
Interests
Geo
Language
Location
Behavior
Technology
Mobile
Cross Device BETA
Custom
Benchmarking
Users Flow
Acquisition
Discover
Admin

Primary Dimension: Country City Continent Sub Continent

Secondary dimension

Country	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	238 (100.00%) (238)	214 (100.00%) (214)	304 (100.00%) (304)	2.63% Avg for View: 2.63% (0.00%)	7.76 Avg for View: 7.76 (0.00%)	00:04:29 Avg for View: 00:04:29 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 (0.00%) (0)	\$0.00 (0.00%) (\$0.00)
1. Hong Kong	106 (43.80%)	90 (42.06%)	159 (52.30%)	1.25%	10.70	00:06:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. United States	22 (9.09%)	21 (9.81%)	23 (7.57%)	8.70%	3.65	00:02:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Australia	21 (8.68%)	20 (9.35%)	21 (6.91%)	0.00%	3.90	00:00:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Singapore	13 (5.37%)	11 (5.14%)	14 (4.61%)	0.00%	3.71	00:01:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Germany	11 (4.55%)	9 (4.21%)	11 (3.62%)	18.18%	8.00	00:05:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Thailand	8 (3.31%)	7 (3.27%)	10 (3.29%)	0.00%	4.60	00:03:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. United Kingdom	7 (2.89%)	6 (2.80%)	8 (2.62%)	0.00%	4.25	00:00:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. India	7 (2.89%)	6 (2.80%)	8 (2.62%)	0.00%	3.50	00:00:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Netherlands	6 (2.48%)	5 (2.34%)	6 (1.97%)	33.33%	6.67	00:05:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. France	5 (2.07%)	5 (2.34%)	5 (1.64%)	0.00%	6.20	00:05:49	0.00%	0 (0.00%)	\$0.00 (0.00%)

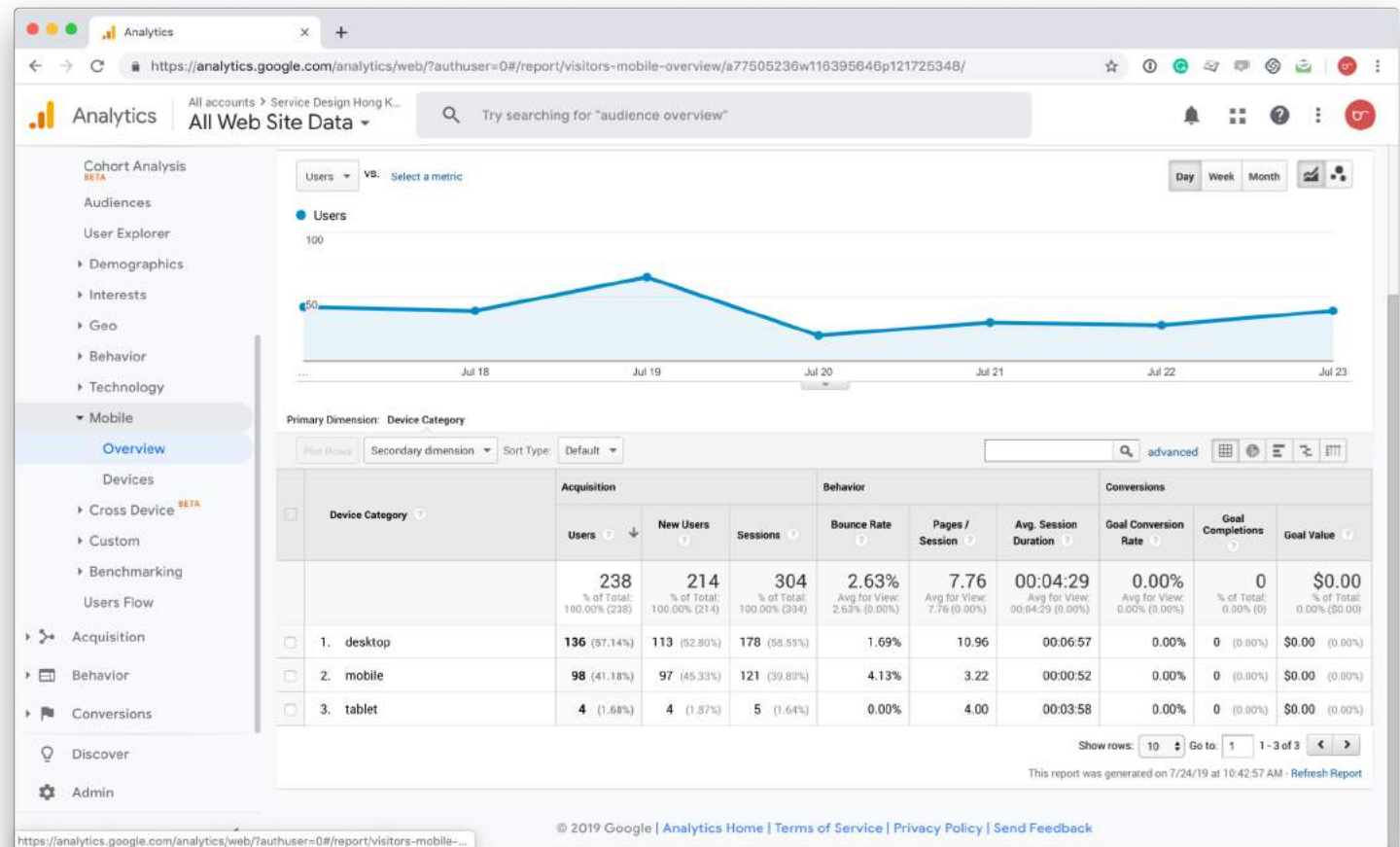
Show rows: 10 Go to: 1 1 - 10 of 24

This report was generated on 7/24/19 at 10:42:42 AM - Refresh Report

© 2019 Google | Analytics Home | Terms of Service | Privacy Policy | Send Feedback

Google Analytics Example

Devices



Bring the information together with Personas


Representation of a particular audience
segment for a website, product or service.

Define:

- Motivations
- Frustrations
- Problems & Needs
- “Essence” of who they are

PERSONA		Website COUNSELING
Name & Age	Image	
Position and role in the company (B2B) // Family situation (B2C)		
Personality type	Goals	
Needs	Pains	

Persona Example

<p>Name & Age</p> <p>Sharyl Stone, 42 years</p>	<p>Image</p> 
<p>Position and role in the company (B2B) // Family situation (B2C)</p> <p>CMO //</p> <p>Married, two children (4 + 8), lives in the suburb</p>	
<p>Personality type</p> <ul style="list-style-type: none">- Open-minded- Extrovert- Data driven but also design-savy	<p>Goals</p> <ul style="list-style-type: none">- Find information about how to make the best out of her marketing budget- Get a picture of the agency- Can find a way to get more information- Hire an agency- Skyrockets the revenue- Get promoted
<p>Needs</p> <ul style="list-style-type: none">- She is looking for the newest marketing trends & best practices- She wants to stay ahead of the curve- She needs a trustworthy partner at her side	<p>Pains</p> <ul style="list-style-type: none">- Unrealistic expectations and high pressure to deliver results- No development support- Budget cuts

Reason No.2

Your website has no goal.





If you don't have a goal, how do you know where you are going?

What is your business trying to achieve?

BUSINESS GOAL
Sell software to SMEs



WEBSITE GOAL
Generate leads for sales



How can your website help to achieve this goal?

How can you get there?

OBJECTIVE 1

Increase Newsletter signups



OBJECTIVE 2

Increase quote requests



KPI 1

Increase traffic to blog articles by 10%



KPI 2

Increase Newsletter signups by 25%



KPI 1

Increase submissions by 5%



What needs to be done?



Reason No. 3

Your website is not helping your users.

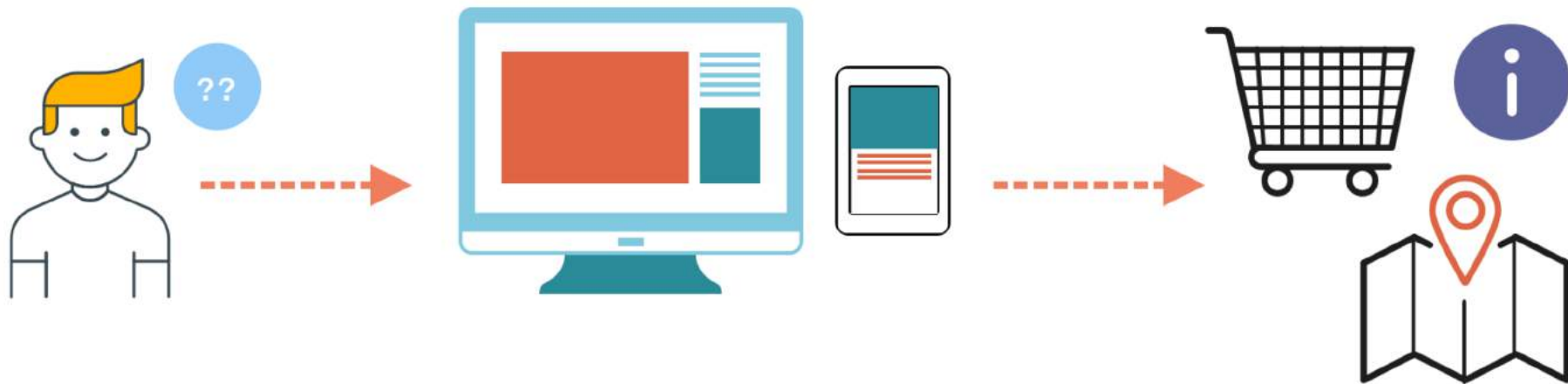


Purchasing a product

Searching for an answer

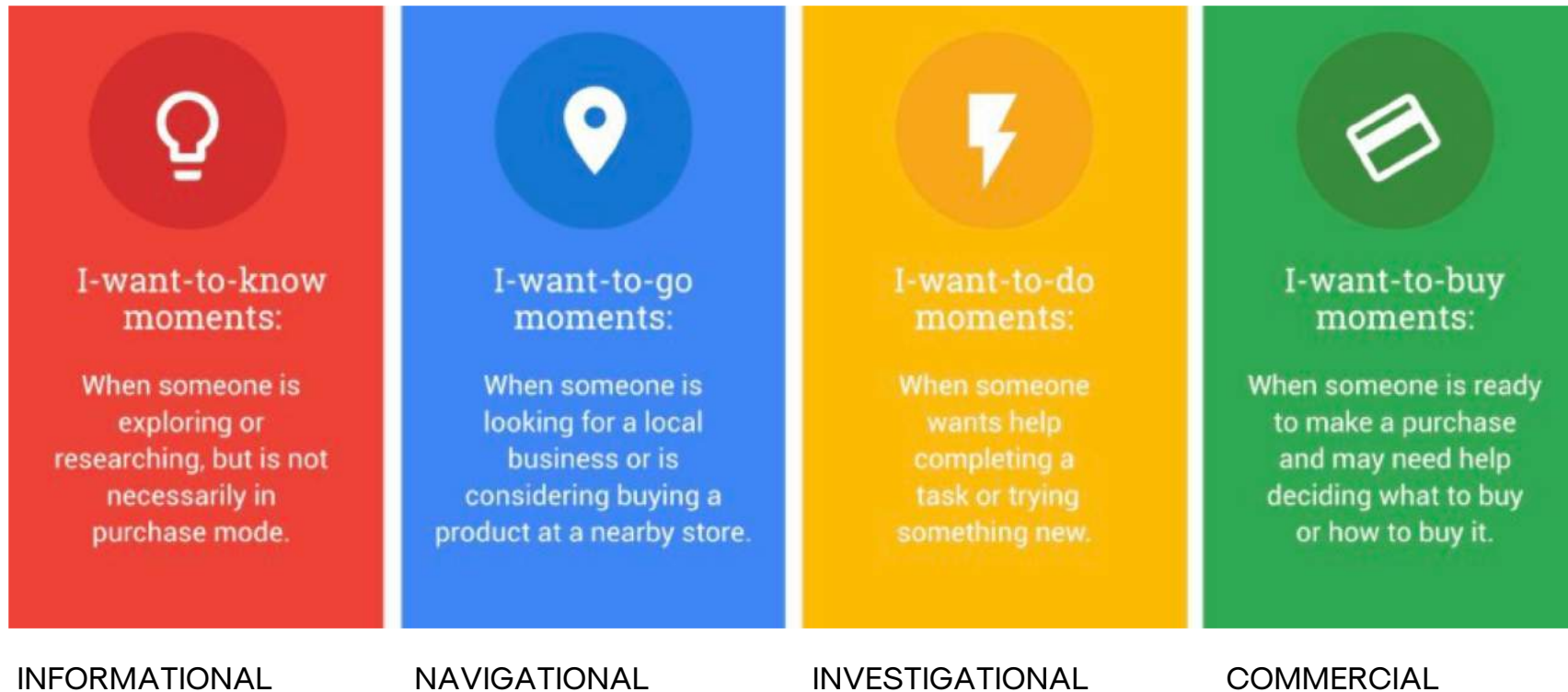
Finding the nearest
supermarket

What is user intent?



- Make sure users find what they are looking for
- Provide information at every step of the journey
- Engage with users to convince them to purchase

4 ways of user intent



User intent on your website

TOPIC

INTENTION	Informational	Navigational	Investigational	Commercial
SOURCE				
QUESTION				
CONTENT				
NEXT STEP				

User intent example

TOPIC Building a new website

INTENTION	Informational	Navigational	Investigational	Commercial
SOURCE	Search	Direct Organic Search	Newsletter Organic Search Retargeting (Facebook Ads)	Direct Newsletter
QUESTION	Do I need a new website or should I only use Social Media?	Does Website Counseling offer website development services?	How much is a new website going to cost me?	I want to hire Website Counseling for a new website.
CONTENT	Blog article about why websites matter for a business	Services page showing information on website development	Website calculator on website page	Quote form on contact us page
NEXT STEP	Link to Website calculator Newsletter signup CTA	Link to Website calculator Retargeting Ads	Link to Contact page Retargeting Ads	E-Mail contact

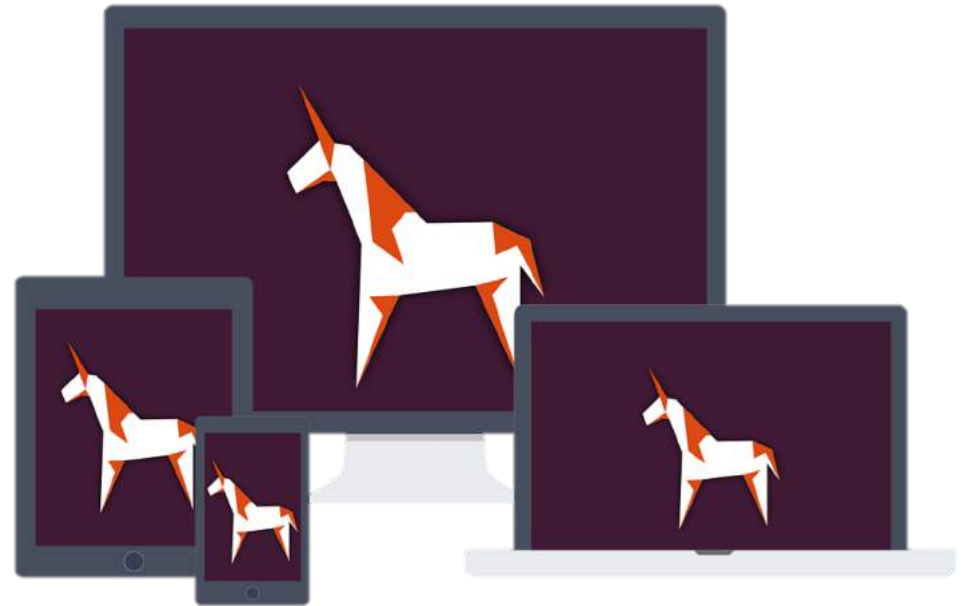


Quick fixes!



Browser and mobile optimization

Check if your website looks good on all devices and browsers.

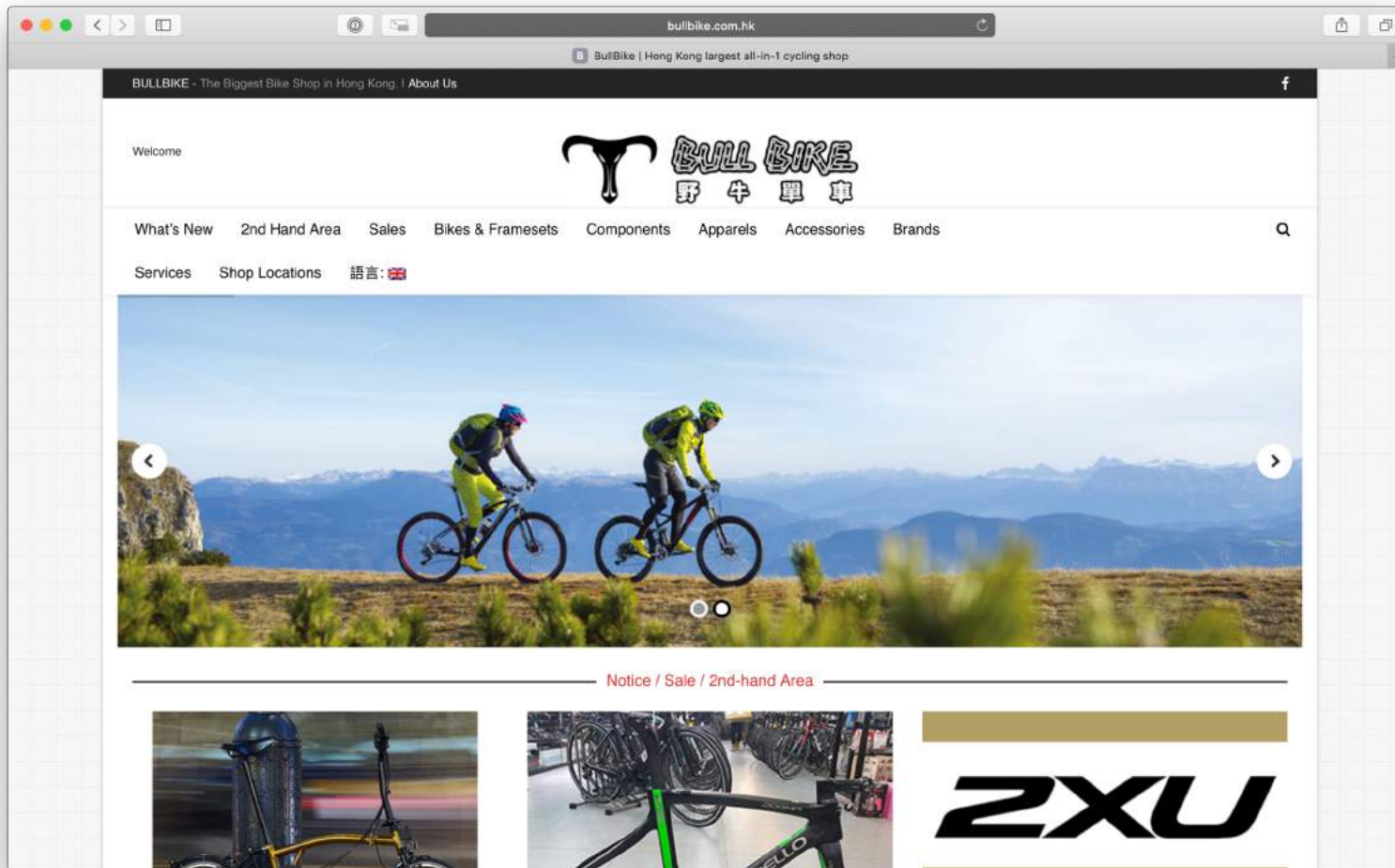


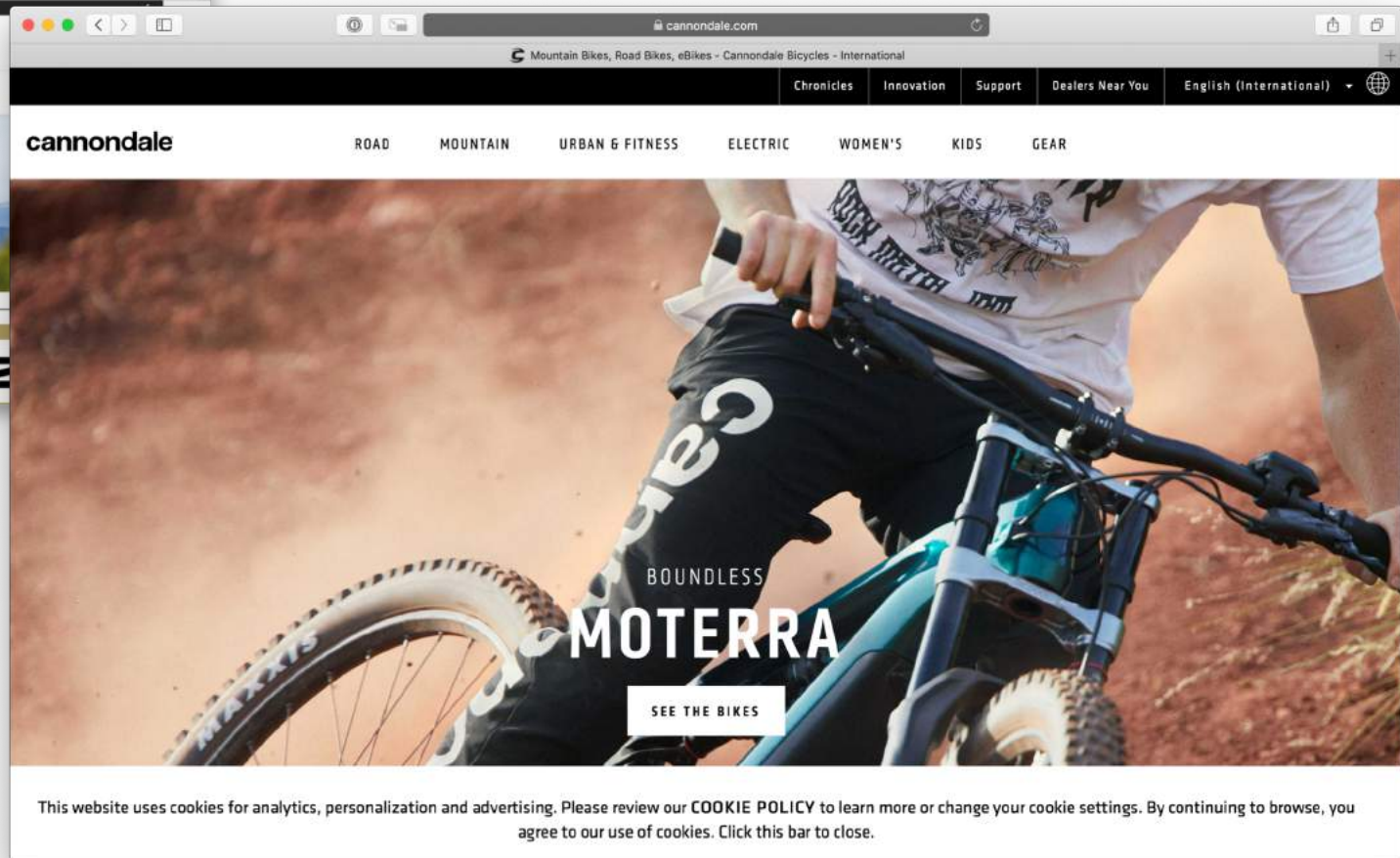
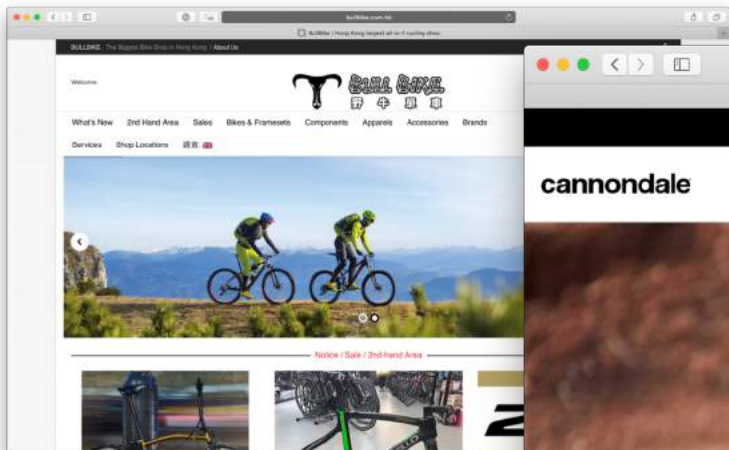
Navigation

Don't overwhelm your customers with too many navigation points.

Keep it simple with the most important pages.

Use the footer as an extended navigation to link to more pages.





SEO Quick Check

- Check your website loading time
- Check if your headlines and meta tags are set correctly
- Remember to set one H1 per page only

FREE TOOLS TO USE:

- website.grader.com
- sitechecker.pro
- neilpatel.com/seo-analyzer/

Conversion path

The conversion path (Checkout, signup, etc.) is the most important part of your website. It has to be flawless!

Check for these challenges:

- Forms: Delete all unnecessary form fields
- eCommerce: Add payment trust badges to your website
- Minimize the steps to the checkout or signup



Lucky draw!

We want your feedback.

Please fill out our VERY short survey.

<https://website-counseling.typeform.com/to/glsWrd>

