CREATING YOUR
WEBSITE

THE ULTIMATE A - Z GUIDE

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INTRODUCTION

Every business needs a website. Your website should be your number one marketing tool - a strong showcase what you can offer, so your customers can make the right decisions.

59% OF DIGITAL MARKETERS IN ASCEND2'S 2016 STATE OF DIGITAL MARKETING SURVEY USED THEIR WEBSITE AS AN EFFECTIVE MARKETING TOOL.

SOURCE

Having a strong and impactful online presence is incredibly important for businesses in the digital age. However, there are a lot of considerations that need to be made along the way in order to ensure that your business' website portrays your brand in the best light. Although ambitious, the investment you make in crafting your website masterpiece has the potential to deliver massive value for your business.

We will be examining everything you will need to know about creating an enviable website. We will be focused on creating websites that convert visitors to customers, that achieves your business objectives and fulfils customer's goals.

Your Number One Marketing Tool

It's important to prime your mindset to understand the importance of planning your website before development. You should start by recognising why your website is a phenomenal asset for the marketing of your business. It is very easy to let your website budgeting decisions become guided by criteria of price and time. However, by doing so, you essentially throw away the perfect opportunity to invest in your business' growth.

Among the myriad of reasons why investing in a stellar website is a good idea, the reasons below are some of the most compelling:

01 | Nail your first impression

81% of consumers will go online to research the product before making a major purchase (Source). This statistic speaks to consumer savviness, modern consumers now uses online tools to make informed decisions. Your website will need to captivate users and provide them the right information so they choose you.

02 | Earn business credibility

According to Invision, 75% of a website's credibility is judged based on a website's aesthetic. Your business' image will be reflected in the design and content of your site. If visitors are not able to trust your business, there is no way they will become customers of your product.

03

Put your best foot forward

By taking a more considered approach to crafting your website, you will be able to showcase the best your brand has to offer. Spotlighting aspects such as your product/service benefits, testimonials, case studies and values will show consumers your business can fulfil their needs.
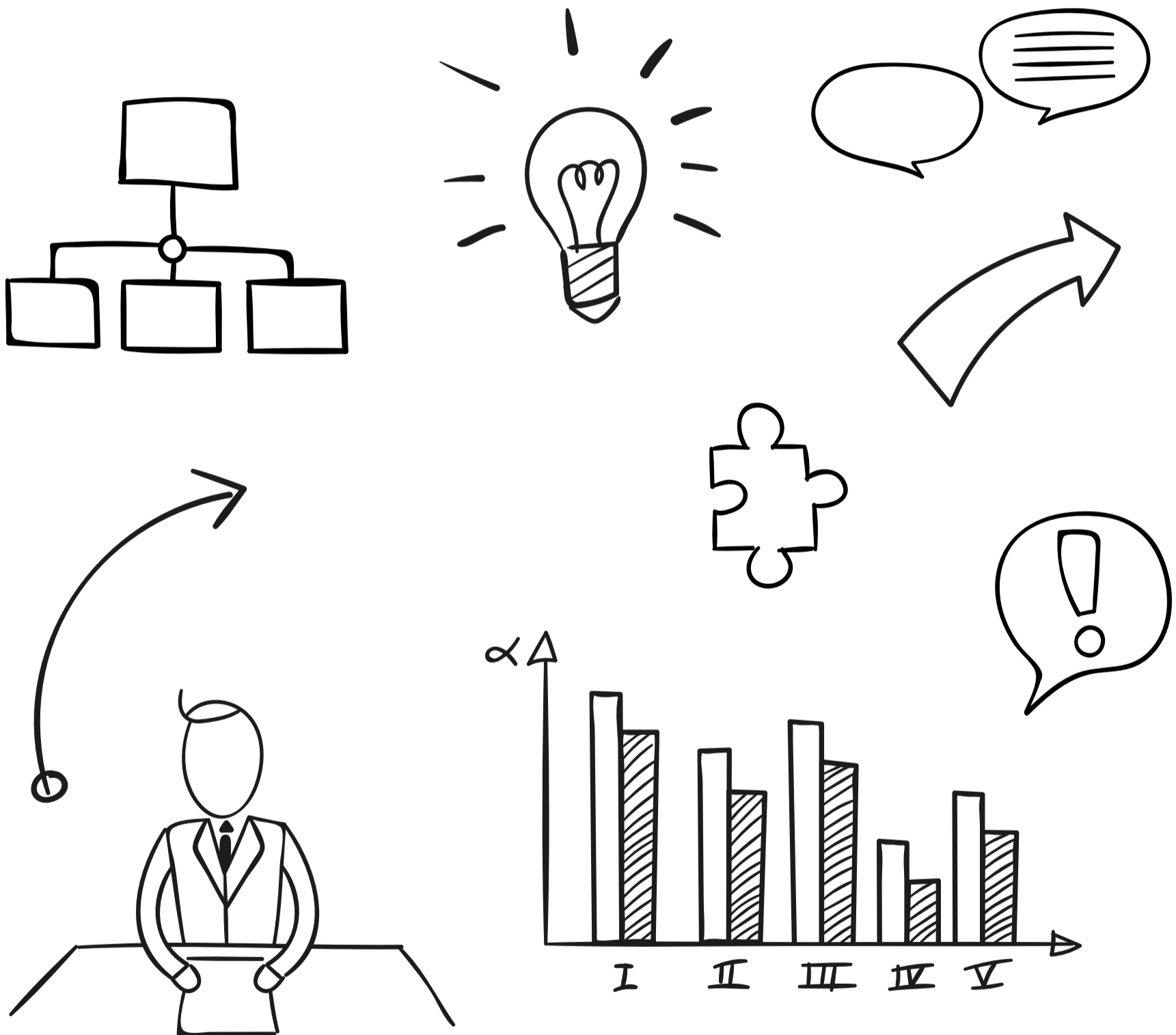
BUSINESS GOALS

First things first, we need to make sure that we have the right goals going into the project. This will help tremendously in keeping focus and setting benchmarks.

Let's get down to business

Many businesses make the mistake of thinking that their website is simply "a digital pamphlet". However, there is a lot more potential to leverage your website for revenue generation. That's why you should first define your business goals and objectives. A clear team vision will prevent scope creep, which can affect project deadlines and budget.

Rank Your Goals

In order to narrow down the direction your website should head, you'll need to think about what goals should be prioritised. Doing so will keep you focused during this process. We've provided some goals you may want to start with:

BUSINESS GOALS	Relevant Goal?	Importance
	X	3
Find new business/customers/donations	◯	☐
Support for existing customers	◯	☐
Online purchases	◯	☐
Raise awareness	◯	☐
Serve ads/affiliate links	◯	☐
Improve business credentials/Better corporate image	◯	☐
Higher customer satisfaction	◯	☐
More leads	◯	☐

One Clear Objective

Although, there may be many activities that are undertaken by users on a website, there should be one clear call-to-action on your site. The objective should be something that brings the greatest value to your company, directly achieving your business goals.

Some typical call-to-actions that you may want your users to perform include:

This call-to-action should be reinforced throughout the whole site, ideally on every page (possibly even sitting on your header).

Measuring Success through Data

Defining your goals now means you can also work out metrics you will use to track your progress. If you have data currently available, take note of data that may be affected after your website is launch. By doing so, you have a baseline from which compare your business performance from.

In the Data Analysis section of this eBook, we'll share some of our favourite tools to help you easily produce meaningful findings from your website. Your web developers should also be aware of your goals so that analysis tools can be properly integrated into your site.

CUSTOMER RESEARCH

It is imperative that your customers' interests and goals are at the forefront of your website design and development efforts - your business exists to serve them.

The science of customer research
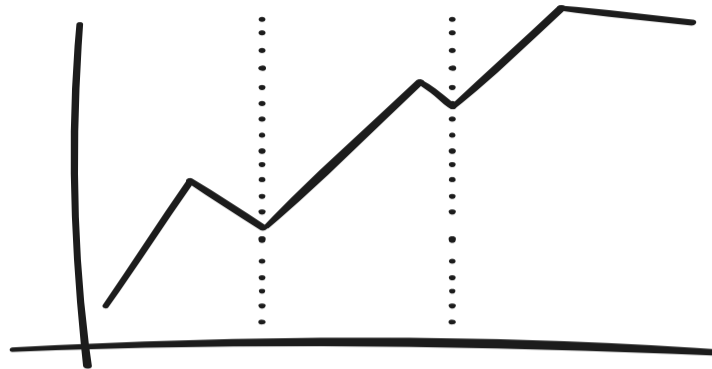
After you have determined the main business goals and objectives, the second part of the equation understanding the needs of your website visitors. It is important to highlight just how important this step is, especially since many simply glaze over or disregard this step altogether.

The naive approach is to solely focus on your business goals. Although important, it is not nearly as important as your users' goals. After all, your website exists to serve potential and existing customers. It is imperative to ensure your website allows them to achieve their goals with ease.

Current Website Analysis

If you have a current website, conducting an audit may prove very valuable for you. We have included our tips for getting the most out of your website analysis from Google Analytics, Moz, and Hotjar. Particularly take note of these key audit metrics:
- What pages are getting the most visits?
- Why are these pages effective, design and content wise?
- Which pages are getting the most conversions (i.e. turning visitors into potential leads)?
- What works for these pages?
- What are the common characteristics of people filling out your contact form or emailing you?

Vanity vs. Actionable Metrics

When analysing your website, you will need to know how to interpret your metrics properly. Serial entrepreneur and author of The Lean Startup, Eric Ries differentiates between two different types of metrics - vanity and actionable metrics.

VANITY METRICS	ACTIONABLE METRICS
Number of Site Visitors	A/B Testing Results
Number of Registered Users	Per-segment and Per-customer analysis
Number of Downloads	Engagement Time
SEO Analysis	Active Users

Examples of Vanity vs. Actionable Metrics

Vanity metrics are typically big-number statistics that bolster the real engagement you have on your site. They are simply "feel-good" analytics, but the metrics you should really be focused on are the actionable statistics. They are named so because they inspire action, measuring much more specific details about customer retention, engagement and repeat visits. The tools we'll cover later on focus on analysing actionable metrics.

What are your opinions about your site?

Your current website analysis shouldn't solely just be a data crunching exercise, but should also give you an opportunity to think about the current flow by which your users are navigating the site. Ask yourself:
- What is the current flow of information retrieval?
- Is it too long or complicated?
- Are users going to the places you want them to?

Having an existing website means that you have the added benefit of not starting from ground zero. You will be able to carry over the things that work to your new site, after all, "if it ain't broke, don't fix it." However, more often than not, after a thorough review of your current website you have identified some specific weak points that you can raise with your web designers to ensure that they can be addressed in your new website.

Customer Base Analysis

If you do not currently have a live website, there is still an opportunity to conduct customer research by using the data you have already collected about your current customers. If you are just a new business, with no current database about customers, we've written an article about how to gather this information, which you can read here.

Some key information you should be gathering from your customer base analysis, for the purposes of website development include:

INTRODUCTION
Basic demographic information about your customers

LOCATION
Where are your customers located?

NATURE
How do they behave? What are they looking for when making decisions?

UNIQUE USER GOALS
What are their specific goals? How does your product satisfy this need?

WHERE AND HOW DO CUSTOMERS FIND YOU
What channels are they engaging with to find your business?

Creating Personas

After you complete your current website and/or customer analysis, it's time to put this information together in a meaningful way. Creating personas is the secret to conducting effective customer research.

Personas are characters you create from your customer base analysis which reflect the common characteristics of different types of users that may use your website.

01

The importance of creating personas

Taking your data and creating fictional characters to represent your users is an excellent exercise in empathy. By putting yourself in the shoes of the user, you will be able to gain insight into users' needs and behaviour.

It is easy to fall into the trap of looking after your business goals first, but your users should always have first preference. Keeping your personas at the back of your mind means you do not lose this focus and can make better decisions, as a result.

02

Finding Patterns in Your Data

At this point, you may have a huge clutter of data with very little organisation. To create effective personas, you should try to narrow down your data to workable clusters, by finding common characteristics.

Mark similarities between different people as you comb through your data, and eventually you'll find that there are customers whose correlation is greater than others. Cluster these interviewees together as "one character", and you've got yourself a persona. We will need to a do a little work on these to formalise your personas, but you've now prepared workable data to work with.

Characterising Personas

Now that you have gathered the similar traits, here's where you put your empathy and creativity to the test. Characterising your interviewees involves creating an imaginary user who encapsulates a segment of your target audience.

In order to solidify these characters, you should develop a persona report that can act as a reference. We've prepared a template with our essentials, which you can fill out below:

Name:

Age:

Gender:

Income:

Location:

Background:

Job:

Career Path:

Family:

Goals & Challenges:

Context Scenario:

Elevator Pitch:

After you have developed your personas, you should have a good idea of the customer segment you are targeting. This will not only help you in crafting your website, but will be invaluable for your general marketing endeavours. Remember to always have these 'characters' in mind when you are making decisions. You should always be asking, what does the customer want to see?

USER EXPERIENCE DESIGN

We need to start by laying down a strong foundation for the rest of the project. In this phase, we nail down the navigation, the basic structure and the skeleton of the site.

Defining the User Experience

Now that you have fleshed out the business and user goals, it's time to marry the two together. After you have sought out your web designer and developer and supplied the requirements of the project, the first phase is solution design. This involves strategising around the structure and layout of the site, essentially groundwork for the site.

Before we start, let's get familiar with some definitions of some terminology that may be used during this phase:

User Experience (UX):
Defined by Smashing Magazine as "how a person feels when interfacing with a system." (Source) You should work towards creating an enjoyable experience for your users.

Information Architecture (IA):
Working out how content will be structured on the site. This means working out what content will sit on what page and how the pages will be categorised. The result of IA will form the sitemap.

Wireframe:
Defining the basic layout of the pages. The wireframe does exactly that, it is a low fidelity, black-and-white and static snapshot of the pages.
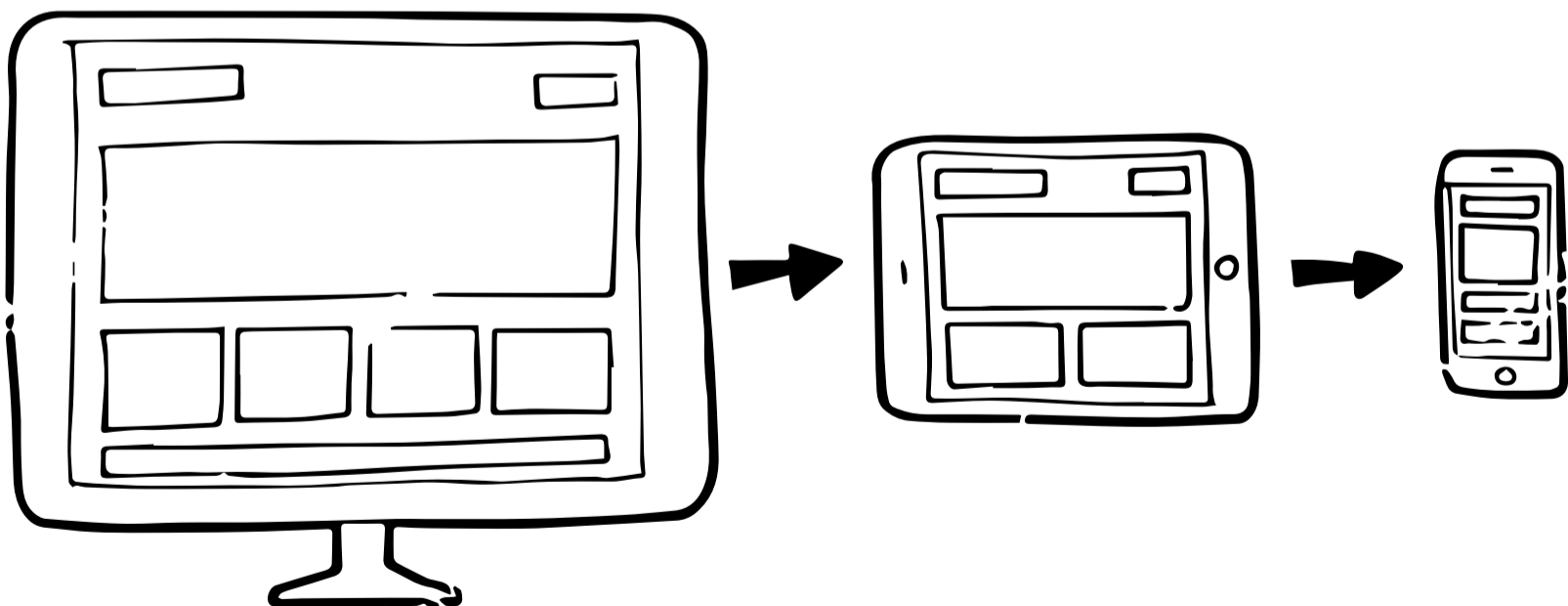
Template:
A template is a uniquely designed webpage that you can insert your own text, images and other media, within its layout.

How will the user navigate? - Information Architecture

Content is king for your websites, but business goals can only be achieved if users can find the information they need. Therefore, your content should be organised on your site in a logical manner. This is why information architecture is the foundation to the project's success.

What are the pages you need?

You need to first determine what content should be included. To assist with determining these pages, you may want to consider the top pages users are looking for when landing on a business' website.

- Products/Services
- Contact
- About Us
- Testimonials

Understanding Navigation

Getting the navigation correct means that you are able to define the flow of user behaviour, ensuring they are able to easily locate the information they need to make their decisions. You and your UX specialist will work with you to optimise your navigation. But, you can equip yourself some knowledge to assist with this collaboration.

Top Navigation Menu Bar

The top navigation menu bar is the most important navigation point for your site. Typically, it is located next to or underneath the logo and is one of the first things your users will see.

Due to its importance, the pages included must be carefully included. You should highlight the pages that will drive the most value for your business.

Footer

The footer is located at the bottom of the screen, usually overlooked, but still relatively important. The primary purpose of the footer is to serve users who have not been able locate the information they need, having scrolled down the page they are on. Therefore, you must ensure your footer contains adequate information to help them navigate to the information they need.

Side Navigation Menu

Usually you will have a side menu for inner pages to allow for easy navigation to other pages that may be related or under the same category. Many websites are moving away from the side menu due to the rise of mobile browsing. Side Menus usually lose their effectiveness on smaller devices since they are usually hidden or collapsed.

Breadcrumbs

These are usually located at the top left, below the top navigation. They allow users to trace back to previous pages. The breadcrumbs are organised based on categorisation, so they are mostly used on websites that have a more complicated structure.

ACCORDING TO KO MARKETING'S WEB USABILITY REPORT 2015, ALMOST 50% OF USERS USE THE NAVIGATION MENU TO ORIENT THEMSELVES.

SOURCE

Organise your pages

Once you have your pages, the next step is to organise them appropriately. If you have many pages, you should first determine what pages are classified as primary pages and which are secondary. This classification will help you define what will be on the top navigation and what can sit in the footer. To further organise your primary and secondary pages, you may need to categorise them under certain sections, which can form the dropdown titles on your top navigation bar.

How will the content be structured? - Wireframing

The primary deliverable of this phase is the wireframe. After determining the flow of the website, your UX designer will create the blueprint of your website.

Purpose of Wireframing

Although you may wish to proceed to visual design from the very beginning, wireframing forms its foundation. As such, it is a very important component to website design and development.

Solidify UX and Flow

Working out the navigation is not enough to define how the user will flow through the site. It is important to structure the content on the specific pages to ensure user engagement, whilst conveying your business' unique value proposition.

Focusing on User Action

Whilst it is important to deliver the information that users require, we ultimately want users to take action and become customers of your product. Therefore, it is important to ensure that there are clear 'call-to-actions' on the site to allow your users to take the next step, after digesting the necessary information to make their decision. It is also important to consider in this phase, the specifics regarding how forms will be structured and how your website will integrate with your current lead management system.
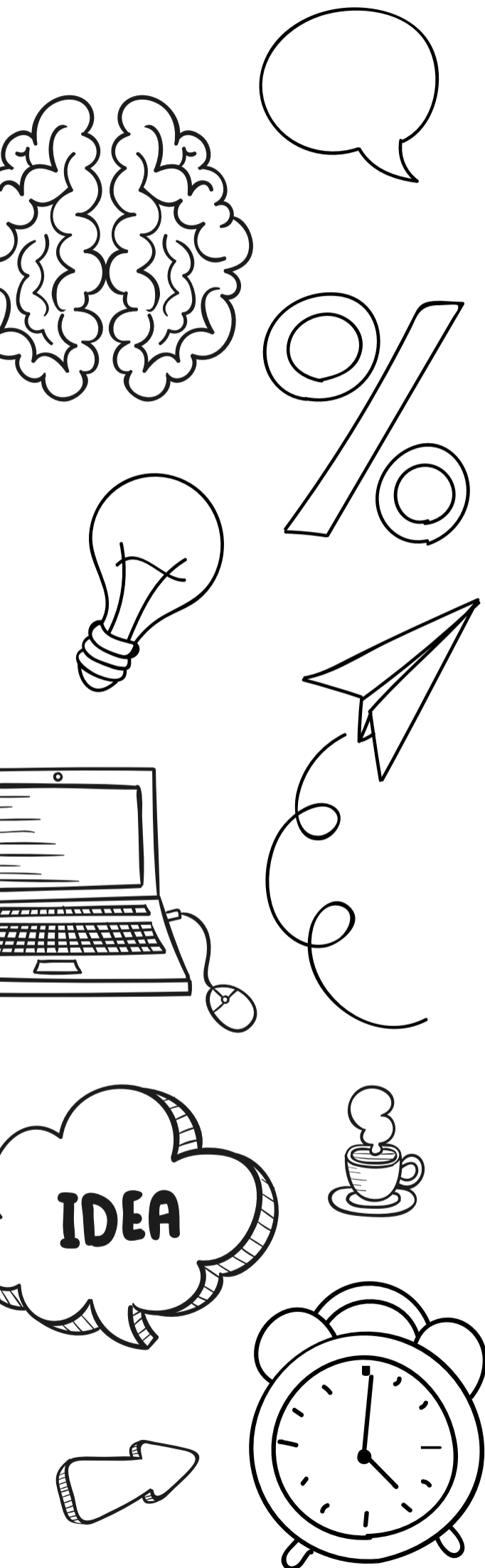
Low Fidelity = Low Risk

Wireframes give a basic blueprint for both design and development to base their work off. Changes to structural layout needs to happen here. Changes post design and development sets the project back as they need to go back through wireframing, resulting in more costly changes further into the process. From a technical perspective, the wireframe will also provide a good visibility of the functional requirements and allow for the assessing of technical feasibility.

Wireframing Preparation

Your involvement in this phase is absolutely imperative to making sure that the wireframe created is aligned with the website's purpose. The clearer this is at this stage the less costly it will be (in terms of changes).

Business Goals and Target Audience

Your UX designer must thoroughly understand your business goals and who your website is targeting. This is the perfect time to share the summaries of your findings from your previous business learnings. Both parties are on the same page going forward after these summaries are shared and collated in a business requirements documentation.

Content

Your UX designer will need to have an good idea about what content you are wanting to feature on each of the pages. If you have any drafts of the website copy ready, sharing this will assist with content organisation.

It may also be constructive to figure out what visual assets you would like to feature on your site. In general, presenting meaningful images and videos mean higher engagement from users. Therefore, it is worthwhile to consider if your product propositions can benefit from images or videos.

Users only remember 20% of text written and 90% of all information transmitted to the brain is visual (Source)

Inspiration

Since the wireframe will define the direction of the design, there is an opportunity to take a look at other websites and what they are doing well. There are surely some websites you visit often that offer a great user experience. Make a short list of your favourites and go through them with your UX designer. Articulate what you like about the site specifically, so your UX designer can keep this in mind when creating the wireframe.

Conducting some competitor analysis enables you to see where your business fits within the market. It is tempting to directly copy something that a competitor is doing, but this eventually means there is very little differentiating your products, and people will lose interest. Instead, you should ask why the things they do work, and take those lessons away.

- Can all the content you want to feature fit into the structure of the different templates that have
    been wireframed?
- Is there too much/too little content on certain pages?
- Will your length of your copy fit within the constraints presented in the wireframe?
- Are images and videos adequately featured?

Does the wireframe follow web best practices?

As part of UX design, there are some common practices that are widely accepted. Following these standards means that it is universally easier for users to navigate having a 'general structure' to follow when finding the elements they need. By no means, are these set-in-stone rules, so long as there is still some logical flow to its structure.
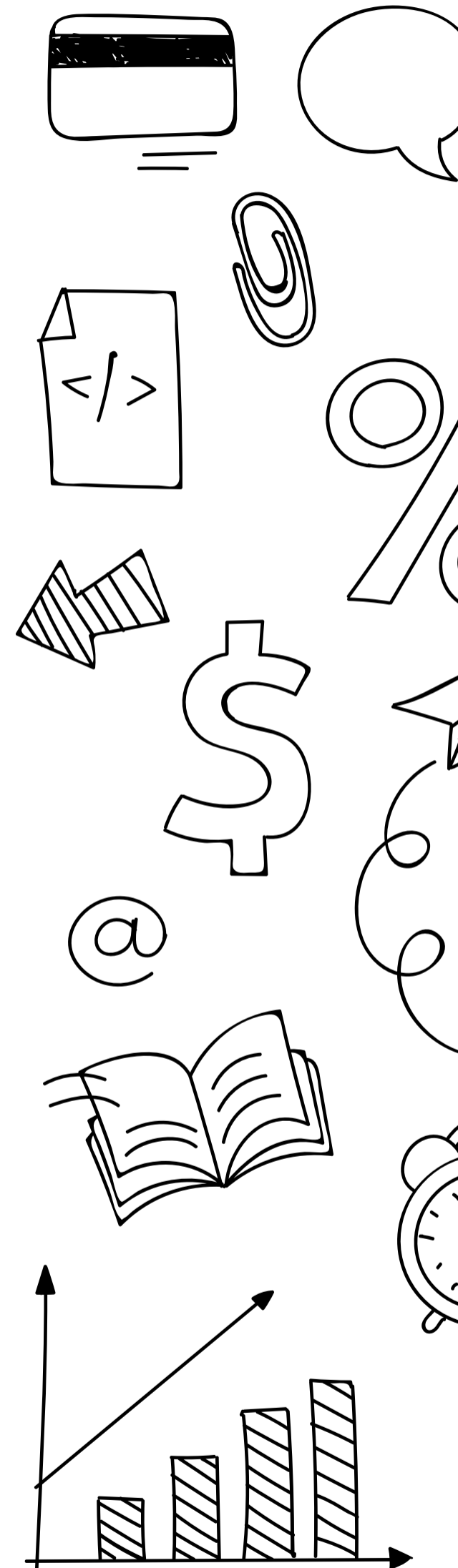
Some common practices are listed below:

Observing the F-shaped Reading Pattern to ensure that the most important information is accessible immediately. ([Source](#))

Located at the top of the page:

Logo
Main navigation bar
Search (if applicable)
Cart (if applicable)
Login (if applicable)

Located in the footer:

Sitemap
Legal Information and Copyright Notice
Contact Information (if applicable)
Social Media Links (if applicable)
Email Newsletter Sign Up (if applicable)

VISUAL DESIGN

In this phase, we make the structure we defined previously much more lively and colourful - nail your users' first impression.

Pixel Perfect Design

Once you have the skeleton of your website, it's time to start breathing some colour into it. This is where the user interface design comes into play. This is when you will be able to begin to see what the pages will look like in more detail.

Design Preparation

As with the wireframing phase, your involvement in this phase is crucial to delivering the best results. With some direction, your web designer will be able to craft a website that is aesthetically pleasing and user friendly.

Wireframe Handover

The first step is to make sure your designer has the approved wireframe from your UX designer, so they understand how the site will be structured. If you haven't already, you should also provide your designer with the items detailed in the 'Wireframing Preparation' section. These details will also be very beneficial in understanding the project in more detail.
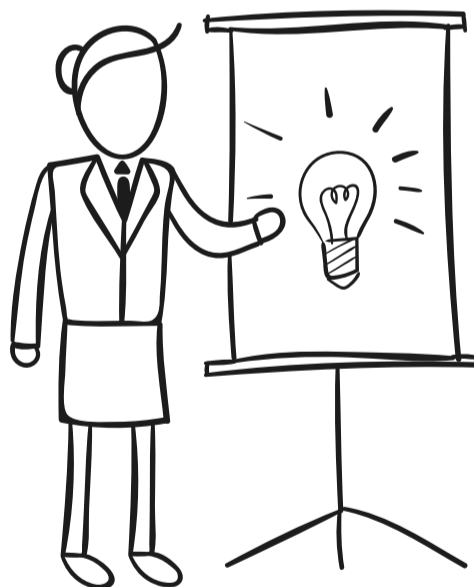
Design Assets

Your website's design will need reflect your existing branding. Therefore, your web designer will need to receive your logo and any branding guidelines you might have. Providing some sample images and/or you want to feature on your site will also assist in the visual composition of the pages.

Design Feedback

As with all phases, your comments are invaluable to creating the perfect end product. When providing your feedback, here's some things to look out for:

Prioritise Legibility and Functionality

It is tempting to put more emphasis on the aesthetics of the website, but you should always ensure that you prioritise the user's ability to navigate the site. First and foremost, there should be clarity in what is being presented and prompts to encourage user interaction. In order make sure the design has this legibility, you can conduct the 'eye-squint' test which has you squinting your eyes and assessing:
- Do the elements you want to stand out, actually stand out?
- Is the content clearly divided in logical sections?

White Space

Intuitively, spacing between elements clearly divides content, so that users can distinguish between them. White space also allows your website to 'breathe'. By doing so, you reduce the visual tension that may occur from elements being too close to each other. All in all, the user experience is much more pleasurable if white space is utilised properly.

Colours and Font

It is a good rule of thumb to only have 3-4 colours in your main colour palette and a maximum of 3 fonts on your site. Of course, there are exceptions to the rule, but all in all, the aim to make sure that users experience consistency and are not overly distracted by a carnival of colours. Additionally, to ensure legibility, it is also worthwhile to ensure that the font chosen for paragraph text is readable.

Correct Tone

It is important to ensure that the overall look and feel of the site is aligned with how you are want to present your brand. Again, it is important to think about this from the perspective of a user, how will they feel after visiting your site? What first impression does your site exude?

BUILD YOUR WEBSITE

Your developers will now turn static images into dynamic pages - giving life into your website.

Technical Development Process

After defining the design, it's just a matter of building the dynamic and interactive site. Thankfully, your web developers will sort out the technical details. However, you will still be contributing your feedback as the pages are built, ensuring that the site reflects the designs.

Make sure that the content structure is in order during wireframing and design, prior to moving into development, since the developers will rely solely on these pieces to build your website.

Although your web developers will be most of the heavy lifting, it is important to have some level of understanding of what happens in this phase, aiding communication with your project manager. Here are some buzzwords you might want to know.

Frontend Development:
Building what the user sees when they browse the site. This part of development controls the basic structure as well as the design of your business' website.

Backend Development:
Here, we build what the administrator is able update to change the content on the website.

Importance of Modular Content

Since your business is always changing, you will need a system that will allow you to change your website easily. Before you start development, confirm with your web developer that they will be building the backend using a modular approach.

This means that, as an administrator, you will have the flexibility to choose what type of sections you want to add, remove or edit in the backend with ease. Ultimately this means you will allow you to have agile control of your online presence.

LAUNCH YOUR WEBSITE

During the launch phase, you should also make sure that your website is setup for success. Taking speed and search optimisation measures and driving traffic to your site will help you in this phase.

Ready, Set, Lift Off

There is only one thing left to do - launch. There are some very important considerations during this phase to ensure that your website gets started on the right foot. There are optimisation measures you should make. You must also ensure that you are directing energy towards the right marketing efforts to drive traffic.

What does Search Engine Optimisation (SEO) mean?

One of the primary ways your target audience will find your website is through search engines such as Google, Bing and Yahoo. Search Engine Optimisation agencies specialise in getting your site to rank at the top of these results for words searched in your industry (keywords).

It is however important that your web developer prepares your website in a particular way to handover to your SEO service provider. Below you can find a SEO checklist of the measures your website developer should take for your website.

DURING DEVELOPMENT

- ☐ Building mobile-first
- ☐ At least one H1 per page
- ☐ Alt tags on all images
- ☐ Max. 3 clicks for each page
- ☐ No inline CSS
- ☐ Clean HTML structure

AFTER DEVELOPMENT

- ☐ Google Analytics setup
- ☐ Google Webmasers Tool setup
- ☐ Submit XML sitemap to GWT
- ☐ Submit robots.txt to GWT
- ☐ Page load speed benchmarking
- ☐ 301 redirects
- ☐ Permalinks verification
- ☐ Page titles & meta descriptions

Why is Speed Optimisation Important?

One of the main reasons why websites fail to convert visitors to customers is because their their site is far too slow and they lose patience. In fact, countless studies have found that your website only has a very short period of time to keep your users engaged.

1%
**increase
in revenue**

Walmart and Amazon
experienced a 1% increase
in revenue for every 100ms
improvement in speed (Source)

88%
**consumers
will not return**

88% of online consumers said
they were less likely to return to
a website after experiencing slow
load times (Source)

39%
**users will not
engage**

Adobe found that 39% users will
not engage with a website whose
images take too long or don't
load. (Source)

26%
**increase in
frustration**

A delay of 500ms caused an
increase in peak frustration by up
to 26%. (Source)

Thus, you could imagine that you and your developers will have to take the necessary measures to ensure that your site load time does not deter users from engaging with your website.

For example, one of the most important speed optimisations you can do is ensure images are uploaded at the correct size. Images that are too large cause slow page load speeds.

Get Visitors to your Website

One of the primary ways your target audience will find your website is through search engines such as Google, Bing and Yahoo. Search Engine Optimisation agencies specialise in getting your site to rank at the top of these results for words searched in your industry (keywords).

It is however important that your web developer prepares your website in a particular way to handover to your SEO service provider. Below you can find a SEO checklist of the measures your website developer should include in your website.

Organic vs. Paid Traffic

You can classify the type of people who enter your site in two different categories, they will be considered either organic or paid. What's the difference?

There are many ways you can achieve your business goals through various marketing strategies, including paid and organic traffic to your website.

Organic Traffic:
Users that come to your site after discovering you through means that were paid for. Examples of organic traffic sources include:
- Directly inputting the address into the browser
- Search Engine Results
- Social Media
- Word-Of-Mouth

Paid Traffic:
If you have paid some sum of money to get users to your site, it is considered paid traffic. Examples of paid traffic sources include
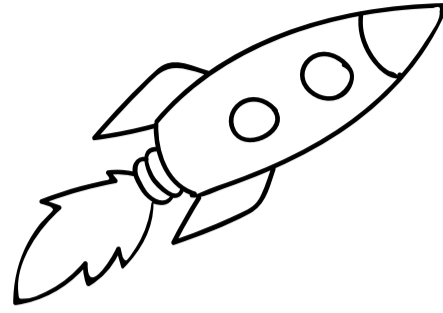- Banner Advertising
- Paid Search
- Remarketing

ANALYSE YOUR DATA

You can continue to improve your website by conducting the right kinds of analysis. We'll take a look at Google Analytics, Moz, Hotjar and Optimizely.

Collect the Data and Iterate

There are many excellent analytical tools that are available to help you understand how your site is performing. We've collected a few of our favourites that you may want to consider using and how you can begin using these tools to get the most out of them.

If you're a novice in the digital analytics sphere, we're here to help. Here are some definitions that might be useful:

CONVERSION

This is the process of converting someone who does not know about your product to someone who is interested in becoming a customer.

DIMENSION

A characteristic that can be analysed.

BOUNCE RATE

This is the ratio of people who leave your site, without interacting with the site, in relation to the total number of visitors, represented as a percentage.

A/B TESTING

A lot of marketing is experimenting to find out what works and what doesn't. A/B testing allows you to simultaneously run different user interfaces at the same time, giving you opportunity to analyse why one approach might convert more than another.

Google Analytics

Google Analytics (https://www.google.com/analytics/) is a fantastic tool that will offer you amazing insights into who your users are, how exactly you are acquiring your them, how they are behaving on your site and how well your site is converting users into customers.

Audience

The purpose of the audience tab is to reveal insights into who you are exactly targeting with your site. Google Analytics supplies you with several categories of customer demographics, including age, locations and interests, which can help you cater your content towards these audiences. These insights are also a great resource for general customer segmentation, assisting in other marketing efforts.

In addition, you can also track how many return visitors are you receiving, through the dimension of 'Active Users'. From this data, you can derive:
- How much of an impression your site has made
- How strong brand recognition and engagement is
- How successful remarketing efforts are

Acquisition

The acquisition tab allows you to analyse what channels are bringing you the most traffic to your site, the general breakdown is:
- **Organic Search:** Search engine results (non-paid)
- **Direct:** Directly from typing your URL or accessing the site through bookmarks
- **Social:** Social media platforms
- **Paid Search:** Adword clickthroughs
- **Referrals:** Links on other websites
- **Affiliate:** Paid affiliation efforts
- **Email:** Email newsletters

Using this data, you can take a look at the channels you should focus on optimising, so that there is even more growth in the number of visitors from particular channels.

Behaviour

Behaviour examines how users are navigating your site. By exploring these data sets, you will be able to identify where you may be able to improve in terms of user experience and flow.

The overview reports allow you to see the breakdown of:
- Volume of people visiting your site pages

- Unique visitors to the site page
- Bounce rate (with no interaction with the page)
- Exit rate (includes no interaction and interaction with the page)

Valuable insights can be derived from this data. For example:
- Pages with more users visiting may indicate that this is the information that people are looking for.
- Pages with high bounce rates may indicate that information users were looking for was not available immediately or perhaps that the site did not give a good impression.
- Pages with high exit rates don't necessarily mean problematic areas, it may mean that users have achieved the goal they desired and have left the site.

Behaviour also includes the dimension of page speeds. Average load times overall and per browser are collated. Google Analytics also offers some suggestions to speed optimisations that can be made to improve.

Conversion

Google Analytics allows you to track the goals that you are trying to achieve through this Conversion tab. You are able to create custom activities your users should fulfill while visiting your site.

This is where you can begin to value the cost of acquisition and return on acquisition by analysing how much your conversions are bringing for your business. This may be more abstract for non-eCommerce stores, but you may evaluate it in terms of other measures, for example - for every 1 000 visitors, I receive $100 in client work after the converted users contact me.

Google Analytics also allows you to drill down on the conversions by acquisition channels, so you also see the conversion rate by source.

Conclusion

Google Analytics is a comprehensive tool which gives all-encompassing overview of your website performance. Best of all, Google Analytics is free (unless you are looking for an enterprise solution), so it is definitely a missed opportunity if you're not taking advantage of this great tool. Additional details about Google Analytics can be found here: https://www.google.com/analytics/.

MOZ

Moz (https://moz.com/) will allow you to track how well your website is faring when it comes to search engine optimisation. The Moz platform offers you insight into the performance of your rankings based on your specific keywords. In addition, Moz will also let you analyse your website to see if you have any onsite issues that may be hampering your SEO, so you can catch any problem points immediately.

Search Engine Rankings

Moz will allow you to add and track various keywords that you may be targeting through search. You will be able to see your search visibility, which is the estimated number of clicks depending on your ranking position. There is also the opportunity to see how your ranking has improved over time and to analyse data based on device and location.

Competitors and how they are performing is also available for your perusal. Needless to say, these a very valuable insights so you can use to your advantage for analysis and benchmarking purposes.

Optimise Your Website for Search

Moz also allows you have conduct a scan of your website and lets you know if there are any problems on the site that may inhibit your ability to rank higher on search engines. By rectifying the issues you have found on your site, you can drive more organic traffic to your site.

Conclusion

Moz is considered the must-have tool for SEO management and with the data it makes available for you, this is no surprise. You can find more information about Moz at their website: https://moz.com/.

hotjar
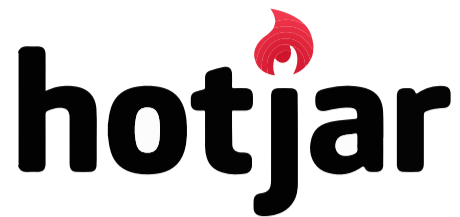
Hotjar (https://www.hotjar.com/) takes analytics to the next level with accurate visualisations of how users really navigate your site, through the use of heatmaps and recordings. In addition, you will also have access to cumulative reports about your site's conversion overall. Let's take a look at some of the primary features of HotJar and how they can help you:

Heatmaps

Hotjar offers three different types of heatmaps. Each allowing you to understand user behaviour and goals on different devices. Thus, you are able to figure out if your site structure needs to be reshuffled to ensure the best experience for your users.

The first type is your 'Click Heatmap' which areas your users are clicking on the most. Examples of insight that can be derived from this include:
- What content are users most interested in?
- What call-to-action phrasings are the most effective?

You also have access to a 'Scroll Heatmap' which highlights the sections that people will scroll to and what sections users are usually missing. Using this data, you can determine:
- Are users missing the most important information? (i.e. Should content be pushed further up in the page?)
- Is your page too long/too short?
- What information is the user looking for (i.e. where people stop may indicate they have found the information they are after clicking away to that page)

You can also find analysing your 'Move Heatmap' useful, since this indicates where your users are moving their mouse to navigate the site. Useful insights from Move Heatmap analysis include:
- Can I reduce the amount of movement the user needs to do to get to information?
- What content is the user looking for?

Recordings

Hotjar also provides video recordings of how users navigating your site. Although heatmaps are excellent indicators of overall behaviours of users, your recordings will provide you some individual case studies you can examine.

Assessing this real life data can allow you to identify trends in user behaviour, revealing strong aspects of your site which convert well and which may need to be improved. Hotjar provides the ability to tag recordings, allowing you to cluster similar experiences together and the ability to record your notes as you're viewing the recording. These additional tools are sure to help you enormously when it comes to your analysis of the recordings.

Reporting

Hotjar is also able to collect data related to both page and form conversions. You can dictate a certain path you want to analyse (similar to Google Analytics). By looking at page conversions, you can identify the pages within the 'funnel' that you may want to optimise in terms of engagement via content or layout.

Hotjar also offer analysis for the forms of your site. It will present you data about fields that may have been confusing, by recording average time and percentages of fields left empty and fields that had to be refilled. You can also track the conversion rate of form completion, with statistics detailing how much of a form users complete before leaving.

Feedback

Nothing is more valuable than real customer feedback and Hotjar gives you access to tools you can use to collect feedback from users, while they use the site. Hotjar can prompt and ask users to answer polls, surveys or participate in user studies. Access to this data provides real life accounts and the ability to obtain customised feedback. However, these prompts may distract users from your site, so our advice is to use them sparingly.

Conclusion

Hotjar is a fantastic tool if you are after an easy way to digest website data. Even for the simpleton website administrator, Hotjar's very visual platform allows you to easily digest and analyse your website's performance.

For more information about Hotjar, you can take a look at https://www.hotjar.com/

Optimizely

Optimizely (https://www.optimizely.com/) will allow you to conduct effective A/B testing for your website. Its product, Optimizely X, can offer you the opportunity to conduct usability experiments and personalisations, so that you can, as the name suggest, optimise the user's experience.

Experimentation

Optimizely allows you to change certain elements of your web pages, releasing the variations to randomised users, with some users landing on the original site (Group A) and others landing on your new experiment (Group B). You are able to then compare website performance to the original webpage so that you can assess if the alternative experiment you are running will engage and convert more users.

Optimizely is perfect for website administrators, since it does not require you to know how any coding, with its simple drag and drop visual editor. In addition, you'll have the flexibility to choose different options like device, location, etc. to serve your experiments to your needs.

Personalisation

Optimizely X also offers the ability to personalise website content based on different characteristics, like location, behaviour and past purchases. This means you will be able to deliver the right information to the customer, increasing the chances of successful conversion.

Like Optimizely's experimentation platform, you are also offered additional analysis about the targeting efforts. This allows you to assess their effectiveness and modify if necessary.

Conclusion

Using a tool like Optimizely offers a world of potential, you are able to test out your ideas for perfecting your site's user experience, with data to justify any changes you might want to make.

To find out more about Optimizely, you can visit https://www.optimizely.com/.

IN SUMMARY

Let's wrap up everything! Your website has successfully launched, but remember to always iterate and improve.

Conclusion

There is definitely a lot that needs to be considered when creating your website. Hopefully this eBook has served as a useful resource for you throughout the entire process, from start to finish. Understanding the process is half the battle, and the other half is execution. Luckily, however, helping hands are available during the design, development and marketing phases.

As you may have gathered, the process is never really finished. You will be continually improving as you receive data from your feedback loops and data analysis. The foundations of knowledge you have laid will definitely help in carrying out any future iterations. Good luck!

ABOUT US

EB Pearls is a digital agency which offers high quality services in mobile app design and development. We have worked on over 300 projects, which means we have ample experience in creating applications, with many appearing in top charts on app stores.

We believe in the power of collaboration, working closely with you and your team so that we create the exact product you envision. Our talented designers and developers are able to take your plans and craft applications with unparallelled visuals and performance.

If you have any questions or thoughts about anything you have read, or have a project you'd like to work on, we'd love to hear from you!

EB pearls

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