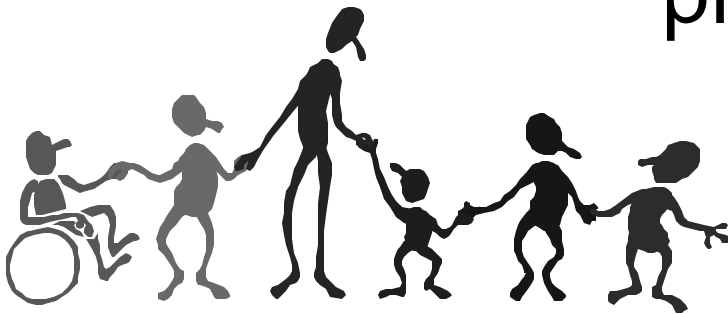
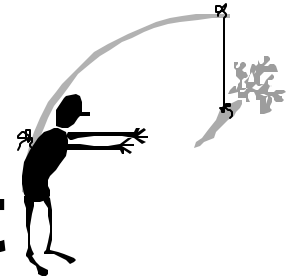


Designing & Writing for the Web

An overview & review of other presentations



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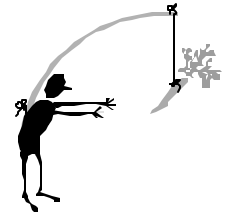


Importance of Content

- **Roughly half of online shoppers conduct research on a search engine before making an online purchase.**
 - across four categories: apparel; computer hardware; sports and fitness; and travel
 - most users complete product-related searches weeks ahead of their actual purchases
 - with a greater reliance on general searches than is usually presumed by marketers
- **“This study shows the opportunity posed by generic terms to influence potential buyers much earlier in the buying cycle.”**



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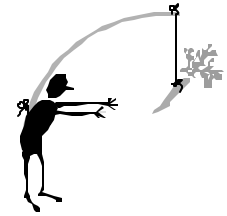


Importance of Content (2)

- **Many online marketers measure search marketing campaign effectiveness based on clicks that lead to a purchase in the same session or within a few days of purchase.**
- **Most buyers complete their relevant search activity well in advance of the online purchase.**
 - travel category, 64.7 percent of buyers' final searches occurred at least two weeks before the purchase;
 - 21.6 percent searched a week or more before buying;
 - and 23.8 percent bought during the same session



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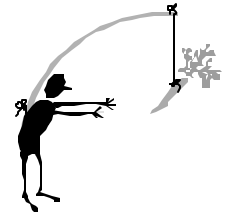


Importance of Content (3)

- **Buying decisions are generally spread out over a number of searches that vary by product category.**
 - sports/fitness sites conducted 2.5 searches in the 12 weeks preceding a purchase.
 - Apparel buyers made an average 4.7 searches beforehand.
 - Computer hardware buyers conducted 4.9 searches, and
 - travel buyers conducted 6 relevant searches in the 12 weeks before purchase.



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Importance of Content (4)

- **DoubleClick says it plans to encourage clients to invest more heavily in generic search terms and to do so earlier in the online buying cycle**
 - emphasis on generic search terms early in the cycle will lead to an increase in conversions that otherwise might seem generated by a branded search in a shorter timeframe.
 - The study finds the average buying cycle is often over one month, with 85 percent of the conversions categorized as "latent," or not resulting from a single direct search session.



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Before Redesign: Original Homepage

(an example from EyeTools)

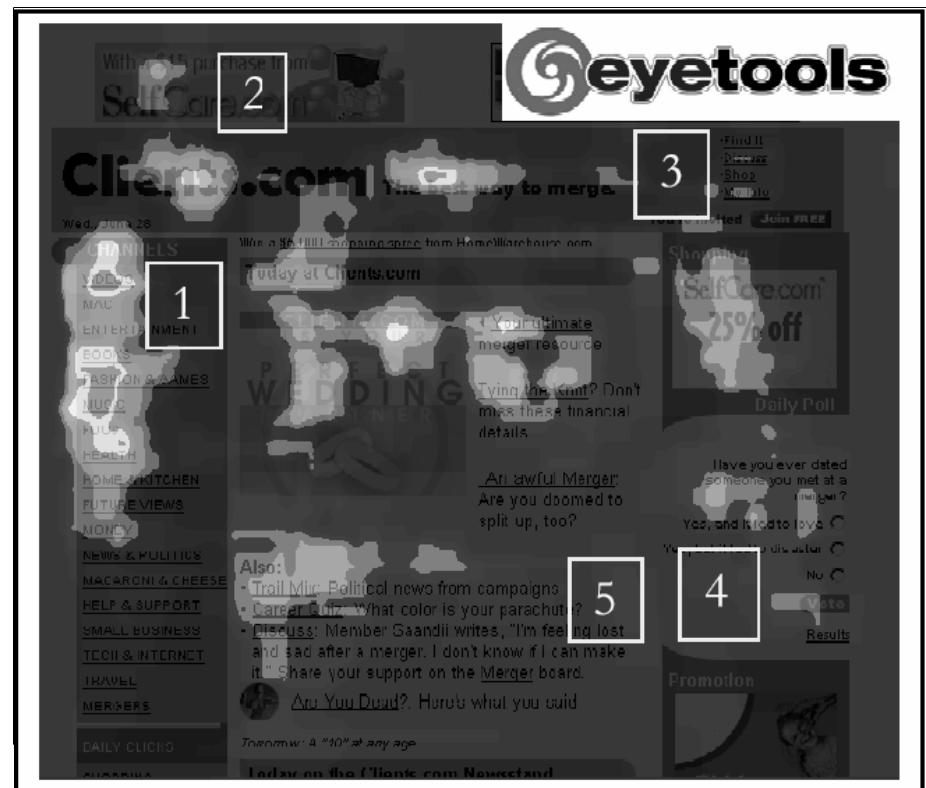
- The Client.com is the website that 12 subjects were asked to visit.
- As you can see from the website, the site seems fairly straightforward and easy to read.
- On the following pages see how this page performed.



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Before Redesign: Heatmap Analysis

- Eyetools analysis revealed that the web site was failing to guide visitors to its content.
- This heatmap identifies the positive visual “hotspots” where subjects looked on the page.
- People look most at the left navigational bar (yellow and orange).
- Even so, not everybody looked at the nav bar – only 70% of the people even bothered.
- The rest of the site (the dark blue or black areas) attracted no one’s eyes, or only those of one person.
- The yellow and red areas indicated where subjects looked the most, whereas dark blue and black show areas that were not seen at all.



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After Redesign: Improved Homepage

- Improved display of navigation elements draws all visitors' eyes.
- Left nav is still a stronger hotspot, other areas have become hotspots as well.
- Titles effectively draw attention, enabling visitors to focus on content that interests them.
- Left nav successfully pulls visitors' eyes to the bottom of the column.
- Column of paid content -specifically redesigned to pull visitors' eyes down the page.



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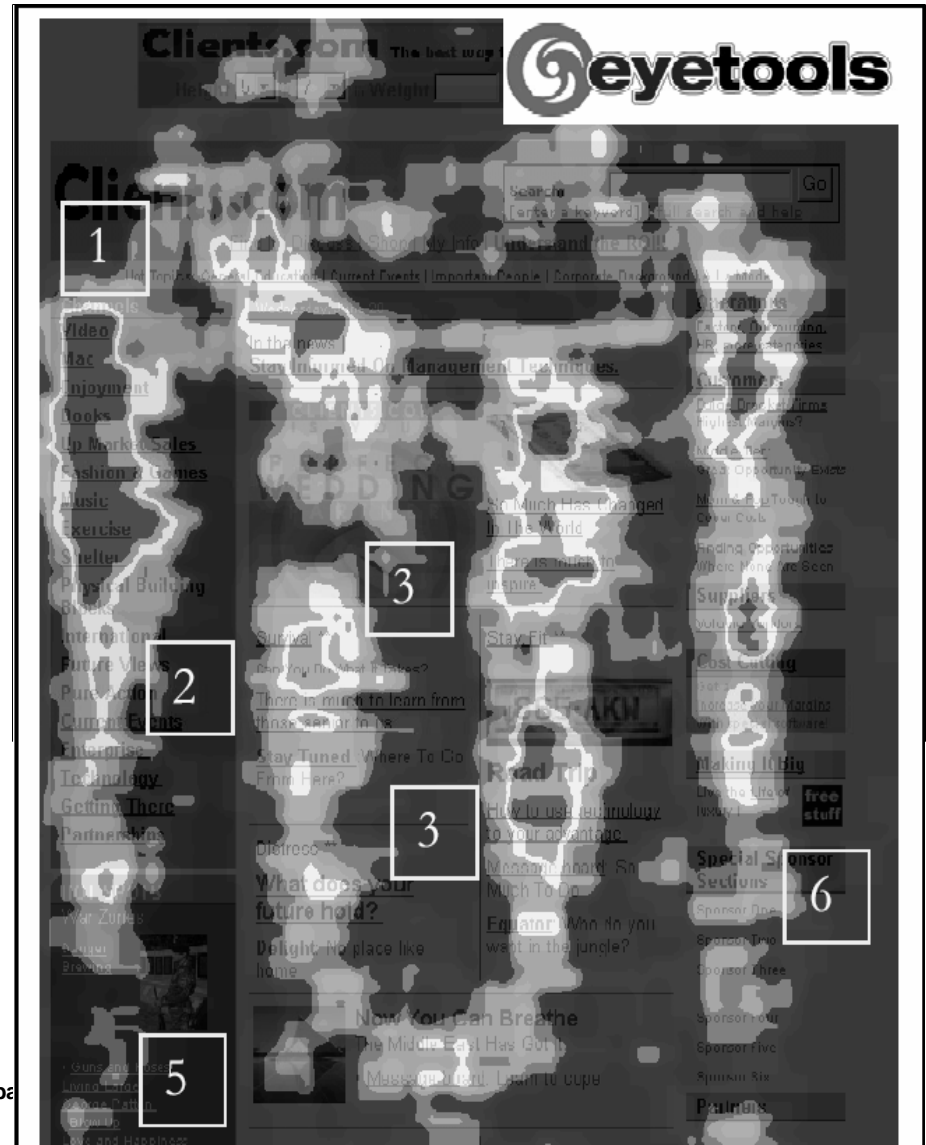
After Redesign: Heatmap Analysis

- Improved display of navigation elements draws all visitors' eyes.
- The left nav is still a stronger hotspot, and other areas have become hotspots as well.
- Titles effectively draw attention, enabling visitors to focus on content that interests them.
- The left nav successfully pulls visitors' eyes to the bottom of the column.
- This column of paid content was specifically redesigned to pull visitors' eyes down the page.



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Page Design for Performance

(an example from MarketingPilot)

- Illustrating redesign of a site to reflect changed marketing conditions.
- Built in 1999, the home page's goal: entice prospects to start clicking deeper into the site to learn more about the company's software, and ultimately register as sales leads.
 - Kornbluth's prospects, executives at large companies with six figure budgets for software, would only give a typical vendor's home page a few seconds of glance-time before moving on.
 - Why waste any of those precious seconds on happy people photos or by forcing a visitor to roll over a menu with their mouse to discover what their navigation options were?



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You, 02/09/2005, <http://www.marketingsherpa.com/print.cfm?contentid=2911#>

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Page Design for Performance

- **Kornbluth forced the Web designers to strip off all photos and extraneous graphics, colors, and information.**
 - The Home page became extremely focused on getting that next click.
 - It contained nothing more than a giant, black-text on white background navigation bar along with a brief non-buzz-wordy summary of what MarketingPilot is.
 - In effect, the home page was nothing more than a site map.



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Page Design for Performance (2)

- Changes in strategy?
 - the Web's changed since 1999.
 - Like most well-promoted sites, MarketingPilot now gets far more clicks deep-linking directly into internal pages than it does to its home page.
 - Email newsletter links, press release links, paid search links, links from search engine optimized pages, deep links sales reps send to prospects, etc.
 - Interior pages are now the new "home."



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Page Design for Performance (3)

- Kornbluth asked his Web designers to create the cleanest, clearest, easiest-to-use left vertical navigation bar in Web history.
 - Most Web sites' vertical navigation bars are colored -- either the background or the text or both. However, that's hard for the eye to read.
 - Instead, the team made the navigation bar strictly black and white.
 - Lists of underlined text is also hard to read, so instead of underlining everything to indicate a hotlink, the team had the lines appear as a mouse scrolled over them.
 - They also added "folder" and "document" icons in front of each item on the list.
 - This helps the eye separate different items from each other (normally hard on a long list of text),
 - plus it intuitively feels very useful.
 - Everyone is used to these icons from various computer applications for their own email and Word files.



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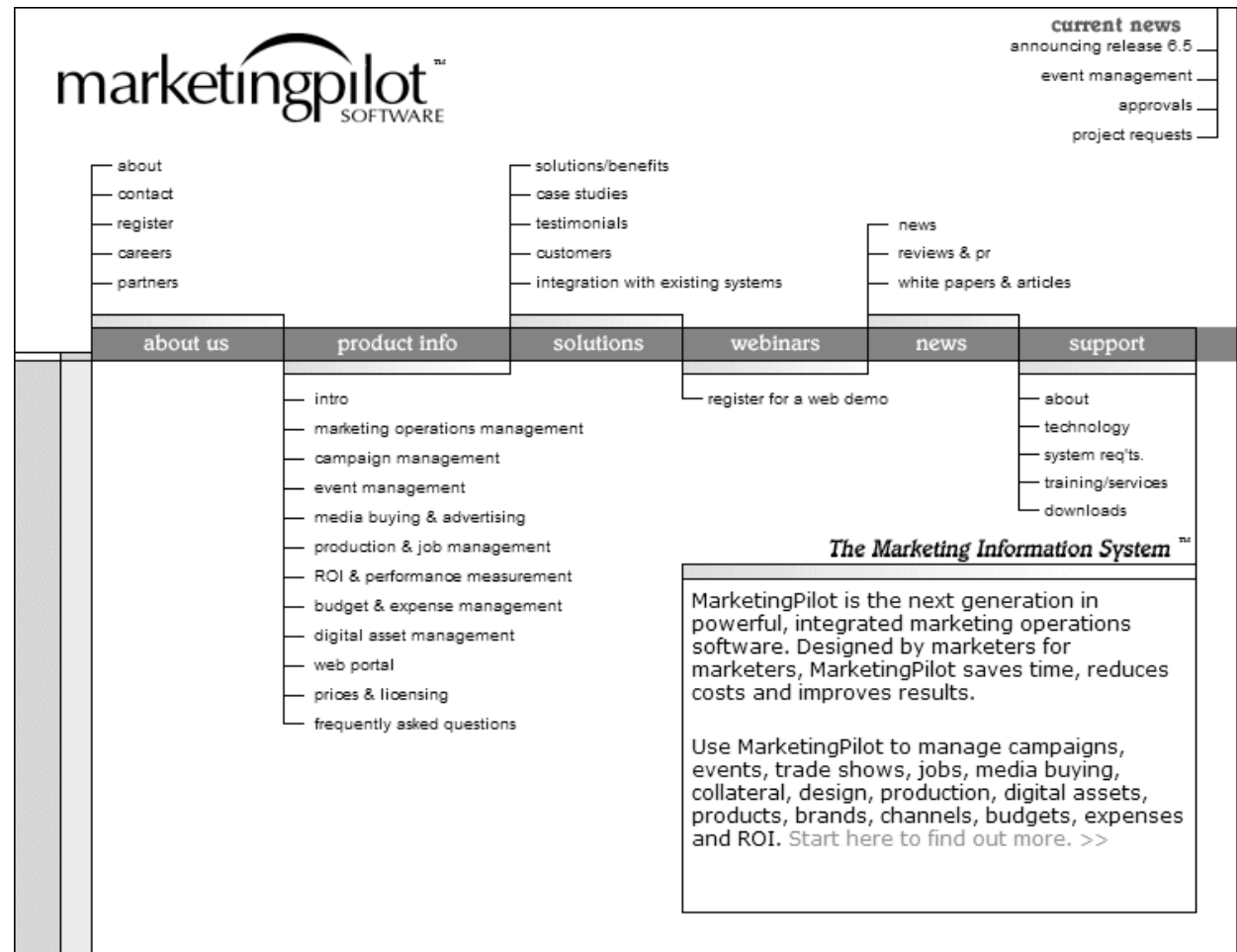
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Revised Home Page Design

- Note the clean appearance.
- Also note the absence of “rollover” navigation.



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Page Design for Performance (4)

- They began refining four specific types of pages to increase sales lead generation:
 - Revamping Product Info Landing Pages
 - Revamping Product Tour Pages
 - Revamping White Paper Sign-up Forms
 - Revamping Webinar Sign-up Forms



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Revamping Product Info Landing Pages

- When a prospect clicked on a specific product or solution page from a link in search advertising, email campaigns, or a sales rep's notes, Kornbluth didn't want to risk losing their attention by mentioning (or obviously linking to) extraneous information.
- So, he ripped off the intensely clickable left vertical navigation bar and replaced it with specific calls to action instead.
 - Visitors could request a white paper, call a phone number, sign up for a webinar, or take a product tour.




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Product Info Landing Pages

- Note leftnav bar
 - “Call to action”
- Links in text nav at bottom




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Event	Facilities	Brief	Schedule	Registration	Contacts	Materials	Equipment	Transportation	Tasks	Jobs							
*Status	Planning					Attendance	45,625					Address				123 Main Street	
Event Code	TS2					*Start Date	11/29/2004		12:00 AM		City		Anyt				
*Event	TS2					*End Date	12/08/2004		12:00 AM		State		Idaho				
Description	The Trade Show About Trade Shows!					Contract Due	12/03/2004				Postal C						
						Sponsor	Jim Jones ADVOCATE										
						Type	Tradeshaw										
						Requested By	Sorraya Williams Direct M										
*Created By	Sorraya Williams Direct Marketing					Budget	\$75.80										

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Revamping Product Tour Pages

- Kornbluth tested two different types of navigation to increase conversions on the product tour pages.
 - The first test was using big fat "back" and "next" buttons on the page to allow visitors to click through the tour.
 - The second test was replacing these with a detailed tour navigation list of hotlinks, so prospects could decide which tour page they wanted to see when.
- Would more control be too much "work" or would busy prospects appreciate it?



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Revamping Product Tour Pages

- In addition, he wanted a hero shot on each page so prospects could see something specific visually about the product.
 - But, how do you show a compelling picture of enterprise software without resorting to happy people pictures?
- MarketingPilot's clever solution -- take a screenshot of their software in action, but "rip" off a jagged edge so it looks more interesting than a rectangle.
 - Plus, by ripping away part of the rectangle, there's more room to blow the screenshot up so visitors can really see details of the exciting part of the screen.



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- Note the amount of text supplementing the illustration.
- Illustration is more focused by “tearing” image.



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Revamping White Paper Sign-up Forms

1. They stripped off the vertical navigation bar (why allow a prospect to stray once you've gotten them down the funnel to register?)
2. In the nav bar's place they added several copy blurbs hoping to increase conversions, such as a glowing testimonial from a white paper recipient about the quality of the paper, and email privacy information.
 - "I hoped if we had a testimonial, people would be reassured that what they're getting is worth the trouble. People don't want to register to get stuff. You're always sitting there going 'Do I really want to do this?'"
3. They reviewed every single entry box on the registration form to make sure MarketingPilot really, absolutely, needed the information from the prospect at that stage of the relationship.
 - If it was nice-to-know but not need-to-know, they canned it.
 - Example, they removed the box asking for fax number, and a menu item asking "Where did you hear about us?"



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Revamping White Paper Sign-up Forms

4. Killing the "reset" button.
 - A. Originally the form had two buttons at the bottom -- "submit" and "reset."
 - B. Kornbluth had no idea why the reset button was there in the first place -- probably added by a Web designer years ago who re-used a script from a form elsewhere on the Internet. Then it got added to future forms out of habit more than strategic thinking.
 - C. Reset buttons can reduce your conversion rate because people may click them by mistake, thus wiping out the name and address they've just laboriously typed.
 - D. Most prospects will give up in disgust at that point rather than retyping.





Whitepaper Signup

- Leftnav bar changed to promote signup instead of providing site navigation.



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Revamping Webinar Sign-up Forms

- The team also revamped the webinar sign-up forms by stripping off vertical navigation.
 - The form included several dates in the upcoming two week period, so prospects can quickly choose the date that's best for them rather than being shoehorned into a one-size-fits-all time and date.
- Plus, to appeal to as many prospects as possible, Kornbluth added two clever alternate options to the webinar sign-up form:
 - Please have someone contact me for a personal demonstration.
 - Scheduled seminars don't fit into my schedule; contact me to set up a briefing at a convenient time.



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Webinar Sign-up

- No site supplemental navigation offered.
- Complete focus on purpose of page.

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Click submit to complete your registration.



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Results

- Although Kornbluth is very happy with resulting leads from all the site tweaks, he says,
 - "One result statistic really blew us away. People are really calling from our landing pages.
 - Ten times more people call now.
 - The reason is we ask them to call. Most landing pages don't do that!"
- Why would these busy executives call rather than read online info and fill out online forms?
 - Kornbluth suspects it's precisely because they are so busy.
 - "It's simple. They don't want to waste time."



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Results (2)

- More interesting results:
 - The self-guided site tour where visitors can choose from a list of pages to visit won hands-down over the tour with "Next" and "Back" buttons.
 - Executives preferred having the control over which content to view in what order.
 - And, they tend to view twice as many pages on average per tour -- on average six pages per tour.
 - Prospects love the extra webinar options on the sign-up form.
 - People at the start of the sales cycle or from smaller companies tend to pick a pre-determined time.
 - Kornbluth guesses, "It sounds like there's less commitment."



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Results (3)

- More interesting results:
 - However, prospects further down the sales cycle or from very large companies tend to prefer requesting a custom time for a personal webinar.
 - "They may have a very specific question so they want the presentation customized.
 - Or they are from such an important company they feel they deserve a personal webinar."

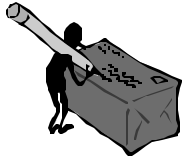


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End of Presentation

Questions?



**Don't forget to complete your class
evaluation form and turn it in at the
back of the class!**

**We need to clear the room promptly at
9:00 p.m. so the staff can go home.
Thanks for your cooperation.**



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