

## Leap of faith

You're investing:

- Time
- Money
- People

*Where will your site land?*



## Lots of targets

- Conversion rate
- Average order size
- Customer acquisition and retention
- Find-ability
- *and more...*



## Action plan

- Define your vision
- Create focus & prioritize
- Measure your results
- Arm yourself with knowledge



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## Define *your* vision

What are you trying to accomplish?

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## Identify your goals

### Increase Conversion

- Cross sell/Up sell
- Average order size

### Reduce Overhead

- Maintenance costs
- Technical infrastructure

### Engage and Retain

- Brand awareness & loyalty
- Qualified leads
- New & repeat customers
- Word of mouth / Buzz

***ROI is more than \$\$\$, it's also about creating time with your customers and your brand***

## Create focus

Put first things first



## What's on your list?

***Increase site traffic***

**Effective cross-sells**

***Shopping cart improvements***

**Effective navigation**

**Increase conversion rates**

**Product pages**

***Promotions***

***Visual design***

**Optimize for search engines**

**Customer feedback**

***Social Networking***

***Landing pages***

**Reduce abandonment**

## Renovation or Tear Down?



## Prioritize based on...

- Customer input (usability, surveys, feedback)
- Site analytics (abandonment, conversions, path analysis, etc)
- Industry and competitors
- Available resources (time, budget, people)

*Know where you are to quantify impact of your efforts*

## Measure your success

How effective were your efforts?

## Techniques and methods

**You CAN do these things on a budget**

- Usability testing
- Customer surveys
- Site analytics
- A/B testing

## Arm yourself ...

Leverage best practices for your site

## Shoppers concerns...

- How do I find what I'm looking for?
- I need more information
- Am I doing this right?
- What's it going to really cost me?
- Is my information secure?
- Can I trust this web site?

## How to address those concerns...

- Find-ability
  - Customer-centric navigation, organization, labeling
- Relevancy
  - The ***right content*** to the ***right user*** at the ***right time***
- Transparency
  - Is your site credible? Does it build trust?
- Security and privacy
  - Does your site make users feel safe and confident?



## Navigation

- You are not your customer
- Avoid 'mystery meat' navigation
- Good navigation aligns with your customers' expectations and should make them feel confident that they'll find what they seek

The screenshot shows the Braun Shavers website. At the top, the 'BRAUN' logo is on the left, and 'Shavers' with a dropdown arrow is on the right. Below this is a navigation bar with links: 'Series 7', 'Series 5', 'Series 3', 'Series 1', 'PocketGo', 'Replacement parts', and 'The well groomed man'. A yellow oval highlights this navigation bar. Below the navigation bar is a 'Compare' button. The main content area features five electric shavers: Series 7, Series 5, Series 3, Series 1, and PocketGo. A yellow callout box points to the shavers with the text 'Descriptions provide no differentiation'. Another yellow callout box points to the navigation bar with the text 'Navigation assumes user is familiar with the line of products'. At the bottom, there are five product descriptions, each preceded by a right-pointing arrow: 'Series 7: Outstanding smoothness & skin comfort.', 'Series 5: Smooth and precise.', 'Series 3: Smooth and adaptable.', 'Series 1: Smooth and convenient.', and 'PocketGo: Designed for men on the go.'. A yellow oval highlights these descriptions. The footer contains the copyright notice 'Copyright © 2009 Molecular, Inc. | www.molecular.com | Linked by Isobar' and the 'Molecular' logo.

**BRAUN** Shavers ▾

Series 7 Series 5 Series 3 Series 1 PocketGo Replacement parts The well groomed man

Compare

Navigation assumes user is familiar with the line of products

Descriptions provide no differentiation

Series 7  
Outstanding smoothness & skin comfort.

Series 5  
Smooth and precise.

Series 3  
Smooth and adaptable.


Series 1  
Smooth and convenient.

PocketGo  
Designed for men on the go.

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Laptops | Portable Electronics | Accessories | Projectors | Special Offers | Customer Support



**ultimate ultraportable**  
our newest Portégé® R600 features the world's first 512GB solid state drive  
[learn more](#)

**technical support**  
Downloads & Drivers »  
Warranty & Services »



Alternate methods for navigating to products, based on typical customer behaviors and needs

**shop for laptops** or call us at 800-316-0920

Free Shipping on orders over \$499

<p><b>by Price:</b></p> <ul style="list-style-type: none"> <li>Less than \$600</li> <li>\$600 - \$800</li> <li>\$800 - \$1,000</li> <li>\$1,000 - \$1,500</li> <li>\$1,500 - \$2,000</li> <li>More than \$2,000</li> </ul>	<p><b>by Category:</b></p> <ul style="list-style-type: none"> <li>Basic</li> <li>High Performance</li> <li>Lightweight</li> <li>Tablet PCs</li> <li>Gaming</li> </ul>	<p><b>by Screen Size:</b></p> <ul style="list-style-type: none"> <li>12.1 inches</li> <li>13.3 inches</li> <li>14.1 inches</li> <li>15.4 inches</li> <li>16.0 inches</li> <li>17.0 inches</li> </ul>	<p><b>by Family:</b></p> <ul style="list-style-type: none"> <li>Satellite®</li> <li>Satellite Pro®</li> <li>Tecra®</li> <li>Qosmio®</li> <li>Portégé®</li> </ul>
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[customize your laptop »](#) [see all laptops »](#)

**shop for laptop accessories**


- Toshiba Batteries »
- AC Adapters »
- Docking Stations »
- Laptop Cases »
- Hard Drives & Storage »
- Laptop Memory »

[see all Toshiba laptop accessories »](#)

**special offers**

[see all current promotions »](#)

[shop the outlet center »](#)



**still looking for XP?**

**refurbished laptops**

**save \$100** on the Qosmio® X305-Q706 portable

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## 'Bite size' content

- Users have short attention spans
- Majority of users prefer to scan page for key words and content
- Content should be chunked into bite size pieces for easy consumption
- Utilize bulleted lists, short summaries, section titles

Free FedEx Shipping on Every Order ▶

Home > Jewelry > Earrings > Pearl Earrings > Stock > Earring Details

**Premier Akoya Cultured Pearl Earrings in 18k White Gold (7.0-7.5mm)**

Our highest-quality Akoya cultured pearls are mounted on 18k white gold posts with push back closures for pierced ears.

★★★★★ 4.7 Customer Feedback

Order now for free delivery on **Wednesday, June 17.**

Price: \$350

**add to basket**

**add to wishlist** **60 e-mail to a friend** **print**

**Shipping Information**

Order by: 6 PM EDT tomorrow  
 Receive on: Wednesday, June 17  
 Free shipping via FedEx 2Day®  
 Need it Faster? • FedEx Priority Overnight® Arrives Jun. 16 Cost \$5.50

**Related Items**

**Customer Feedback ★★★★★**

★★★★★ 4.7 Average customer rating for this product from 18 reviews.

★★★★★ They were the perfect gift! These pearls have a beautiful luster that will compliment any woman!  
 Jonathan, Langely-ATD VA - May 2009

★★★★★ Great Earrings! Perfect size and quality  
 Jordan, Bergenfield NJ - January 2009

**Product Details**

Earring Information:

Stock numbers:	7360
Metal:	18k white gold
Backing:	Push backing
Rhodium:	Yes

Pearl Information:

Akoya pearl minimum color:	White rose
Luster:	Very high
Shape:	All round
Uniformity:	Excellent
Surface markings:	Flawless to very slightly spotted
Minimum size:	7mm
Setting type:	Post
How It Works:	

**Discover Blue Nile**

▶ **In the News**  
 Read what's being said about Blue Nile in the news.

▶ **Customer Feedback**  
 Read how customers feel about Blue Nile.

**Educational Resources**

▶ **Diamonds** ▶ **Platinum**  
 ▶ **Pearls** ▶ **Gold**  
 ▶ **Gemstones** ▶ **Silver**

**Finance Your Purchase with Bill Me Later®**

▶ No Interest for up to 6 Months  
 ▶ Minimum purchase required  
 ▶ Quick application process  
 ▶ Checkout is fast, easy and secure  
 \* Subject to credit approval.

**Custom Special Orders**

Your options are limitless. Phone a Diamond and Jewelry Consultant to create your custom piece.

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## Contextual content

- **Right Information** to the **Right User** at the **Right Time**
- Don't make users hunt for key information – put it at their fingertips
- Anticipate where users might have questions and provide the right information to assist

**Pflueger® Fly Rod Starter Kit**

[Add To Cart](#)

This Fly Rod Starter Kit from Pflueger is a great way to get started in fly fishing at a price that fits any budget. The Fly Rod Starter Kit includes everything you need to get on the water quickly, 8', three-piece #5/6 weight fly rod, metal single-action fly reel, 50 yards of fly line backing, 25 yards of 6-weight fly line, 7'6" 4x tapered leader, knot booklet and fly assortment with box. Manufacturer model #: PFYKIT2.

**Customer Reviews Summary**

Overall Rating ★★★★★ 5 out of 5  
[Read all Reviews](#)  
[Have you used this product? Write a Review](#)  
 Share this Product: [Facebook](#) [Twitter](#) [LinkedIn](#) [Google+](#)

**Outdoor Answers**

2 Questions | 4 Answers  
 Get help about this item from fellow customers. Ask your questions. Share your answers.  
[Ask A New Question](#)

**Customers Who Viewed This Item Also Viewed**

[White River Fly Shop™ Dogwood... \\$89.99 ★★★★★](#)

**Outdoor Answers**  
 Get help about this item from fellow customers. Ask your questions. Share your answers.

[Q&A HOME](#) [BROWSE Q&A](#) [SEARCH Q&A](#)

Search all questions for this product  [Search](#)

Can you answer these questions?

[Would this be a good starter rod or is it just a budget choice?](#) 2 answers

[How long is this rod when it is collapsed?](#) 2 answers


[Ask A New Question](#) [Terms of Use](#)

Leverages users' input to anticipate questions that others may have

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## Shopping cart and checkout

- Avoid surprises which can stop users in their tracks
- Estimate shipping costs and taxes as early as possible
- Provide contextual information that helps users to complete the transaction
- Give user access to customer support options throughout

**BEST BUY** Weekly Ad Store Locator Outlet Center Gift Center Small Business Center  Cart 1 items

Gift Cards Credit Cards Reward Zone® Customer Service Wish List Order Status My Account

TV & VIDEO AUDIO CAR & GPS CAMERAS & CAMCORDERS COMPUTERS CELL PHONES & OFFICE MUSIC, MOVIES & BOOKS GAMES & TOYS HOME & APPLIANCES

SEARCH FOR Keyword or Item # IN All Categories GO Welcome. Please [create an account](#) or [Sign In](#).

## Your Cart

Qty.	Product Description	SHIP or PICK UP?	Price	Total
1	Seagate - 1TB External USB 2.0 Desktop Hard Drive - Black ST310005EXA101-RK	<input checked="" type="radio"/> Ship <input type="radio"/> Pick Up <a href="#">Select store</a>	\$107.99	\$107.99

Shipping: Usually leaves our warehouse in 1 business day

Shipping & Handling (Estimate): **FREE**

Shipping Help: Standard (est \$0.00)

Estimate Tax: Enter delivery ZIP code to calculate tax. [Tax?](#)

Product Total: \$107.99


Not ready to check out? [Create an account](#) to save items in your cart for later.

[CONTINUE SHOPPING](#)

Get it Faster [Pick up in store](#)

Safe and Secure [See Privacy Policy](#)

Online Returns [By mail or in store](#)

Need help with your order?  [click to talk](#)

Estimated tax tool reduces surprises during checkout

Clearly stated shipping policies & options lets user choose preferred methods

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**BEST BUY** Return to Cart

[Your Info](#) — [Shipping & Pickup](#) — [Payment](#) — [Review & Submit](#) — [Order Complete](#)

## Billing Address

Please use the address that appears on your credit card statement. Any discrepancy may result in a delay or cancellation of your order.

[Is it a Gift?](#) [Learn about Gifting Options](#)

[Address Tips](#)  
[General Information](#)  
[Attention: Puerto Rico Customers](#)  
[APO/FPO Military](#)  
[Corporate](#)  
[International](#)  
[College/School](#)

\*Last Name

\*Address

Address Line 2 (optional)

\*City \*State \*ZIP Code(5 digit)

Select a State

\*Country

USA [Important Note for International Customers](#)

Please enter your billing phone number, available with your credit card company.

\*Phone Other Phone

☐ Yes, my BILLING and SHIPPING addresses are the same

## Contact Information

Your e-mail address is required so we can send you a confirmation of your order. Any information you provide will be handled according to our [Privacy Policy](#).

[Required Fields](#)

\*E-Mail Address

\*Retype E-Mail Address

[CONTINUE](#)

Contextual content reduces obstacles

Creates transparency and trust by addressing privacy concerns

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amazon.com SIGN IN SHIPPING & PAYMENT GIFT-WRAP PLACE ORDER

How would you like to pay?

Sign up now Your cost could be **\$15.97 Instead of \$45.97!** Get the **Amazon.com Rewards Visa® Card** Instantly and you'll **automatically get \$30.00 back** as a credit on your credit card statement after your first purchase.

**Your credit cards** Name on card Expires on

VISA VISA ending in 1234 12/31/2009

**Order Summary**

Items:	\$45.97
Shipping & Handling:	\$5.97
Super Saver Discount:	-\$5.97
Total Before Tax:	\$45.97
Estimated Tax:	\$0.00
<b>Order Total:</b>	<b>\$45.97</b>

Continue (You can review this order before it's final.)

**Other payment options**

**Credit or Debit Card**  
Amazon.com accepts all major credit cards.  
If you're using an Amazon.com credit card, you'll get 5% off your purchase.

**Gift Cards & Promotional Codes**  
Enter a gift card, gift certificate or promotional code.

**Amazon.com Store Card**  
Access to exclusive Amazon offers. No annual fee. Zero fraud liability. [Learn more](#) [Apply now](#)

**Checking Account**  
Use your US checking account to pay for your order. [Link account](#)

**Persistent order summary clearly details total costs; no surprises and increased confidence**

**Contextual text reassures customers that they can check their information for accuracy**

Need a hand? Check our [help pages](#) or [contact us](#)  
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## Error recovery

- Provide easy to understand messages that help users to recover
- Visual cues should clearly indicate which areas need correction

Please correct the highlighted fields below

\*required fields

First Name\*  Please enter First Name.

Last Name\*  Please enter Last Name.

Company

Street Address\*  Please enter Street Address.

Address Line 2

City\*  Please enter City.

State\*

Country

Zip Code\*  Zip Code format is

Phone\*  Please enter Phone Number.

Same as billing address? ☐

Fields that require correction are highlighted

Instructions are provided inline with text field

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## Security and privacy


- 75% of users do not like giving credit card or personal information online (*Online Shopping, Pew Internet report Feb 13, 2008*)
- Simple actions can lead to increased confidence
  - Be explicit – tell users how you are protecting their information
  - Provide visual cues (https, SSL, security icons, guarantees and safeguards)



### Electronic Banking

#### The EasyWeb Security Guarantee

**You will receive 100% reimbursement in the unlikely event account losses occur resulting from unauthorized EasyWeb activity.**



We've made a commitment to keeping your confidential information as safe as possible. Our safeguards to protect the security and integrity of customers' information include:



**128-bit encryption** helps assure that your data can only be decoded and read by TD Canada Trust in our secure online environment.

**Secure firewalls** help prevent unauthorized access to our internal systems.

**Constant monitoring** maintains the quality of our systems, proactively identifies unusual customer account activity, and provides around-the-clock peace of mind.




#### More Information

- Online Safety and Security
- Online Fraud
- FAQ about Internet Safety
- Protecting Your Identity

TESTED 14-JUNE

VERIFY

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## Visual design

- Looks DO count!
- A professionally designed site makes an impression with users and builds credibility
- A poorly designed site distracts users and creates barriers to trust

# Hancock Fabrics

DISCOVER THE DESIGNER IN YOU

[Order Status](#) | [Your Account](#) | [Store Locator](#) | [Wish List](#) | [Sign In](#) | [Help](#) | [View Cart](#)

[STYLE STUDIO](#) | [COTTON LOFT](#) | [DESIGNER GALLERY](#) | [ACCESSORY WORKSHOP](#)

[FASHION FABRIC](#) | [FLEECE](#) | [COTTON FABRIC](#) | [QUILTING](#) | [DECORATOR FABRIC](#) | [HOME DÉCOR](#) | [NOTIONS](#) | [SEWING MACHINES](#) | [CRAFTS](#)

Search  Entire Site  [FREE SHIPPING](#) on orders \$60 or more!

[No Sale](#) NATIONAL SALES FLYER


[GIFT CARDS](#)

[STORE LOCATOR](#)

[RED TAG](#)

ST. JUDE

Finding cures. Saving children.  
Click now to help



St. Jude Children's  
Research Hospital

Email Sign Up

Enter your email for promotions & our special offers!

[SIGN UP](#)

get your prom on!

Watch the Ultimate Prom competition webisodes

Get inspired by the contestant's prom dress and outfit designs

Let your inner designer shine by creating or enhancing your own prom outfit with our range of fabrics, accessories, and embellishments

All right here at [hancofabric.com/prom](#) the official fabric sponsor of The Ultimate Prom 2009!

1 2 3 4

Featured Products

On Sale

Free Projects

Alice's Garden Fabric

50% OFF

Reg. Marked Price

Kona Cotton

25% OFF

Reg. Marked Price

**MENU**

**HOME PAGE**

Help / FAQ frequently asked questions and conditions of sale

**RAISE**

**BONING AND HOOPING**

**BROCADES FOR EVENING AND BRIDAL WEAR**

**BRIDAL FABRICS**

**BRIDAL SATINS**

**PLAIN BUDGET SATIN AND NOVELTY SATINS**

**BROIDERY ANGLAIS**

**CHEAP FABRICS ALL SORTS**

**CHIFFONS and printed GEORGETTES**

**CHINESE BROCADES**

**COTTON BATIK PRINTS**

**SEERSUCKER COTTON**

45" 100%



# FABRIC LAND

PRESS [www.fabricland.co.uk](#) to get to the menu

A family FABRIC company

now established 24 years

21st February 1985 - 2009

**SERVING CUSTOMERS ON LINE SINCE 2000 (9 YEARS)**

Cutting the 2D MEYER CASE

Fabric Land (Bournemouth) Ltd.  
Fabric Town, Kingfisher Park,  
Hawland, Salisbury Road,  
Bournemouth, Dorset BH20 8EX  
Tel No. 01425 463448  
[www.fabricland.co.uk](#)



**WELCOME TO OUR FABRIC SITE**

**ORDER**

2

## Remember...

- **One size does not fit all**  
Best practices are only as good as how you apply them to ***your*** customers and ***your*** business
- **Improvements do not have to be all or nothing**  
Small changes can have big impact
- **Site redesign / updates are not one time events**  
They should happen regularly

## Thank you

Manivone Phommahaxay  
Principal Consultant, Experience Design  
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Molecular, Inc.

## Small Retailers' Survival Guide

### First Responder: What your site needs now

- **Sherry Comes**, President & Founder  
CoffeeCakes.com
- **Jon Hoch**, CEO & Founder Power Equipment  
Direct, Inc.
- **Manivone Phommahaxay**, Senior User  
Experience Specialist, Molecular, Inc.



## Small Retailers' Survival Guide Take Aways from this Session

1. When should you change your site?
2. Considerations for when to tweak and when to overhaul
3. So you have decided to make the change - how does this affect the front-end and back-end?
4. Customer experience considerations
5. Framework for priorities



## Introduction: Who is Sherry Comes?

### Healthy balance of business and technical expertise:

- Over 20 years of professional IT consulting experience
- CTO Complex Systems Integration / Distinguished Engineer Fortune 20 IT Consulting Firm
- Computer Science Degree - University of Colorado, Boulder 1987
- Open Group Master Certified IT Architect & Patent holder:  
<http://www.faqso.org/patents/inv/154291>
- Entrepreneur who started CoffeeCakes.com in 1995
- Joined forces with Gillian Anderson (from the X-Files fame), to raise money for NeuroFibromatosis (NF) Research
- Received National Association of Women Owned Business Jean Yancey Small Business Award 2008



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## Introduction: About CoffeeCakes.com

- **Exclusively Internet Retail**  
Specialty food and gourmet gift Internet retailer
- **14 years Internet Retail Experience**  
Company founded in 1995
- **Grown mostly by word of mouth**  
Prior to new web design, consistently experienced 30% per year revenue growth



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▪ **First major redesign, Nov. 2008**

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## When should you change your site?



- We were reluctant to redesign our website, since we were experiencing 30% year over year revenue growth.
- We knew it was time to change when we started to hear that our print marketing was far more professional and attractive than our website.
- Also, SEO/SEM experts were telling us that a major overhaul was critical to search engine success.
- Also, our Creative Director had been after us for YEARS to give the website a facelift.
- For all of these reasons we decided to make the jump!



## We Decided to Tweak – now what?



## THINK BIG, Start Small, Scale Quickly

-- Louis V. Gerstner, Jr.  
IBM CEO – Apr 1993 – Mar 2003

It took less than one month from our decision to redesign our website, to present our new site to the public! But a website is always a work in progress, continually improving, never finished!



## Small Retailers' Survival Guide Framework for Priorities

### All about Balancing and Blending:

- **B**usiness goals and needs
- **U**ser goals and needs
- **R**egulatory issues
- **T**echnology
- **I**ndustry

Think **BURTI**

You can build an affordable site! Think BIG then add features as you go based on the BURTI process of balancing and blending your goals, needs constraints and what your competition is doing.



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## Small Retailers' Survival Guide Goals of Design

- Stay within design budget
- Improve SEM
- Increase revenue
- Keep site fresh, keep customers coming back to order
- Refresh each month, allow us to focus on holidays/special occasions to promote related products
- Promote specials, call to action for upselling and cross selling
- Promote new products and specials, not just to sell but to look new and as exciting as we can be



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## Why outsource web design? Why didn't we do this ourselves?



- Our core competency is Specialty Food Internet Retail, **NOT** Web Design or Usability
- Wanted a professional, not home grown, look and feel
- Wanted to establish a relationship with a design firm that we could...
  - Build a relationship over time
  - Continue to outsource more and more work to over time
  - Be our experts in latest and greatest features, upgrades, etc. going forward
  - Eventually take over more of our website maintenance
  - Primarily help us improve SEO and SEM
- Plus, believe or not, there is A LOT that goes into the user experience design behind every web site – leverage those with expertise in this area – it is not just HTML and pretty pictures!



## You've decided to outsource, so now what do you do?

### Use standard selection methodology

1. Document weighted requirements (a lot of time spent here!)
2. Do a broad market scan and select top 5 companies
3. Choose top 3 web designers based on your key requirements
4. Narrow selection to top 2 designers
5. Interview top 2, build matrix and compare against your requirements
6. Make final selection: Your primary design team and a backup
7. Start building your partnership with primary. If it doesn't work, go to backups



## Small Retailers' Survival Guide

### Keys to Success



- Prior planning
- Excellent requirements
- Mutual trust and respect
- Strong teaming with design team and your own staff
- Constant communication
- Constant tweaking, keep what works and eliminate what doesn't

All the work goes into the detailed requirements up front. Make sure your design team knows what your goals for success are. This is KEY!



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## Small Retailers' Survival Guide

### Design with the customer in mind

- Share examples of print marketing that you like, and don't like
  - Share colors you'd like to see on the site. For examples of color combinations, see <http://www.colorcombos.com/>
  - Share site experiences that made you feel good, or that you like to use yourself and why
  - Share site experiences that you did not like
  - Share usage data (activate web analytics if you don't have it running already)
  - Always think of the customer
  - Look at sites you "want to be like" when you grow up
- ...we must focus on one thing, **our customers!**



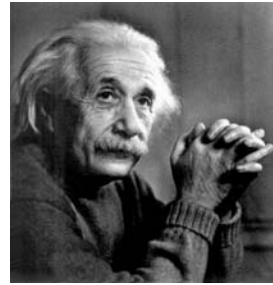
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## Keep it simple

"The world that we have made as a result of the level of thinking thus far, creates problems that we cannot solve using the same level of thinking that existed when we created them"

-- Albert Einstein



"Almost all quality improvement comes via simplification of design, manufacturing... layout, processes, and procedures."

-Tom Peters – Author of [\*In Search of Excellence\*](#)

**KEY:** We knew that our customers had little time on their hands. This meant that the design had to be simple, clean and uncluttered and that the pages had to load and function quickly.



## Product Positioning Considerations

- Who is your target audience?
- How do you plan on positioning your products,?
- Will you be relying on sales and discounting?
- Will you be targeting high end customers?
- Will your site focus on product offerings, informational offerings or graphical presentation?
- How do you plan on driving traffic to your site?
- Will you be using Adwords, or other pay-per-click programs, link exchanges, affiliate programs, direct mail or email campaigning?



## Before Redesign



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## After Redesign



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## Small Retailers' Survival Guide

### Entrepreneur Magazine did a critique on our web redesign – before and after

To read the entire Entrepreneur Magazine article “**Five Great -- and Necessary -Marketing Makeovers**”:

<http://www.entrepreneur.com/magazine/entrepreneur/2009/february/199650-4.html>

Expert reviewers were:

**Lynette Xanders:** Founder - Wild Alchemy, a Portland, OR branding and research firm

**Karen Post:** The Branding Diva; a Tampa, FL branding consultant and author of “*Brand Tattoos: Creating Unique Brands that Stick in Your Customers' Minds*”

**Jeff Fisher:** Founder- Jeff Fisher LogoMotives; a Portland, OR design firm, and author of “Identity Crisis! 50 Redesigns That Transformed State Identities into Successful Brands”



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## Before Redesign

- Note clutter – written for SEO/SEM
- Product photos too small
- Product links lost in the clutter
- Text heavy home page

**Post:** “Some of the copywriting sounds like it’s straight out of a business plan instead of a human conversation between friends.”

**Fisher:** “The original text-heavy homepage seemed overwhelming.”



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## After Redesign

- Note easier to navigate
- Less clutter
- Product photos are highlight/focus

**Xanders:** "The redesign is far better. The visceral effect of reducing clutter and increasing the experience is always good. The product is the hero in this case, as it should be."

**Fisher:** "The brown elements make the site look much richer and provide a great background for making the food products look more appetizing."

**Post:** "The quality photography adds to the image of an established business."



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## After Redesign

**Post:** "Because this company is all about generating sales on the web, redesigning its website is a major brand evolution factor. The new look is appetizing and sends a strong message of trust from a friendly company."

**Fisher:** "I don't think the lack of interactive features is a negative for the site. Too often websites are over-designed with too many special effects and bells and whistles, so the usability suffers."

- Alternatives for getting feedback on your website are to take advantage of a professional usability expert such as <http://usablefeedback.com>



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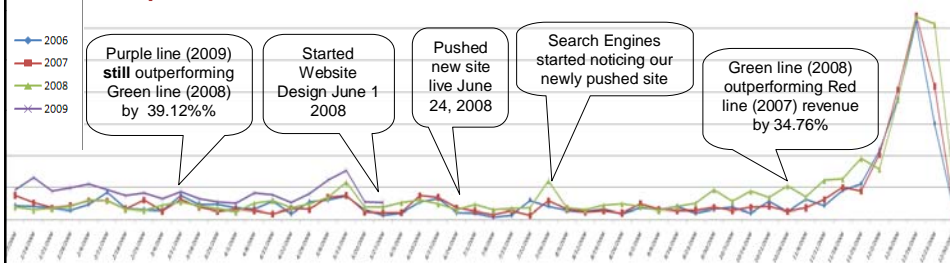


## Small Retailers' Survival Guide

### Results

- In the first few days of testing the new design, traffic to CoffeeCakes.com's site increased by approximately 70% - largely attributable to the site's enhanced search engine optimization capabilities.
- Also, the company has seen a sharp increase in catalog requests (up 2,500%) over this time last year. This is most likely due to the fact that every page of the website now offers a "request for catalog" option.

#### 4 Year Comparison of 52 Week Internet Retail Revenue



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## Small Retailers' Survival Guide

### Recommend Redesign at Least Every 2 Years!

- In today's economy, when marketing dollars are at a premium, companies may be reluctant to commit the necessary capital to redesigning their websites for Search Engine Marketing (SEM). However, it has been determined that 85% of all visits to websites originate through major search engine and shopping engine searches.
- Most SEM experts agree that companies should do their utmost to be ranked within the top 10 listings of a search engine result.
- A website needs to be kept fresh, constantly changing, always a work in progress adding things that work, eliminating things that don't and/or have gotten stale.

*"At CoffeeCakes.com, we know we have a great product and exceptional customer service, but that's all meaningless if our customers and prospective customers can't find our site or find it difficult to use."* Sherry Comes, President & Founder CoffeeCakes.com



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## Small Retailers' Survival Guide Partners

- Web Design by Colorado Web Solutions <http://www.coloradowebolutions.com/>
- Copy writing, PR & Communications was handled by Celine Hundt Communications, LLC
- All creative handled by independent Creative Director Tami Dickson with TamiCreates
- User experience design by Lyn Bain Chili Interactive  
<http://www.chiliinteractive.com/>
- Usability expert reviewer <http://usablefeedback.com>
- SEO Services and Reporting - [15SEO.com](http://15SEO.com)

*"I've tasted these coffee cakes and they're every bit as good as they look - sweet and scrumptious. Too good - one slice leads to another!"*

- Gillian Anderson

“(Agent Dana Scully from the X-Files, Lady Dedlock in Bleak House and Dr. Sara Zach in The Last King of Scotland)”



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## Small Retailers' Survival Guide Questions / Follow Up

**If you have any questions please do not hesitate to contact me anytime!**

**Sherry Comes**  
**scomes@CoffeeCakes.com**

**Thank You!**

*"Your service AND product(s) are out of this world. What a hit this gift was....tasty too! Thank you for excellent product and superb service!"*

-- CoffeeCakes.com Customer



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## Redesign Case Study: Pressure Washers Direct

Jon Hoch  
Founder & CEO



pressure washer

Google Search

I'm Feeling Lucky

[Advanced Search](#)  
[Preferences](#)  
[Language Tools](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#)

©2009 - [Privacy](#)

Google   [Advanced Search](#) [Preferences](#)


Web [Show options...](#)

**Pressure Washer-Hot/Steam**  
[www.silvereaglemanufacturing.com](http://www.silvereaglemanufacturing.com) Factory Direct Industrial Stainless Gas, elec, diesel, trailer pkgs

**Pressure Washer Direct**  
[PressureWashersDirect.com](http://PressureWashersDirect.com) Online Pressure Washer Superstore. Buy Factory Direct and Save!

**Pressure Washer**  
[PAndPPainting-IL.com](http://PAndPPainting-IL.com) Need local cleaning services? We do it all!

**News results for pressure washer**

 [Pa. man uses pressure washer indoors; 6 made ill](#) - 5 days ago  
 Officials say six people suffered the effects of carbon monoxide fumes in a Philadelphia-area home when a man used a gasoline-powered **pressure washer** to ...  
[Philadelphia Inquirer](#) - [12 related articles >](#)

**Pressure Washers Direct - Your Online Pressure Washer Superstore ...**  
 Pressure Washers Direct com - Buy Direct and Save! Specializing in Pressure Washer, Pressure Washers, Power Washer, Power Washers, Karcher Pressure Washers, ...  
[www.pressurewashersdirect.com/](http://www.pressurewashersdirect.com/) - 151k - [Cached](#) - [Similar pages](#)

[Buyer's Guide \(Consumer\)](#) [Accessories](#)  
[Karcher](#) [Shop by Pressure Washer Brand](#)  
[Shop by Power Washer PSI](#) [Shop by Power Washer Grade](#)  
[How To Pick The Perfect ...](#) [Biggs & Stratton](#)  
[More results from pressurewashersdirect.com >](#)

**Pressure Washer Buyers Guide @ Pressure Washers Direct -- Power ...**  
 Our Interactive Pressure Washer Buyers Guide Will Help You Pick the Perfect Power Washer.  
[www.pressurewashersdirect.com/howtoselect.php](http://www.pressurewashersdirect.com/howtoselect.php) - 69k - [Cached](#) - [Similar pages](#)

**Pressure Washer Buying Guide**  
 Pressure washers are great tools for cleaning a variety of outdoor items. Not only are they ten to fifty times more powerful than a garden hose, ...  
[www.lowes.com/lowes/lkn?action=howTo&p=BuyGuide/pressurewasher.html](http://www.lowes.com/lowes/lkn?action=howTo&p=BuyGuide/pressurewasher.html) - 48k - [Cached](#) - [Similar pages](#)

## Fewer People Searching For...



Internet Archive  
WayBackMachine

July  
2003

Order Online or Call Toll-Free 1-877-256-9069

**Pressure Washers DIRECT™** Factory-Direct Discounts Tax-Free Guarantee Free Freight\*

shop by brand shop by style shop by price shop by psi accessories contact us

Top » Catalog My Account | Cart Contents | Checkout

**Categories**

Shop by Brand->  
Shop by Style->  
Shop by Price->  
Shop by PSI->  
Accessories->


**Quick Find**

Use keywords to find the product you are looking for.  
**Advanced Search**

**Manufacturers**

Please Select

**What's New?**




Briggs & Stratton 3400 PSI Pressure Washer  
\*\*FREE FREIGHT\*\*  
\$799.99


**Information**

Shipping & Returns  
Privacy Notice  
Contact Us

**Pressure Washers Direct** is your one-stop power washer superstore. We offer a wide selection of "new-in-the-box" and "reconditioned" pressure washers from Aqua Blast, Briggs & Stratton, Campbell Hausfeld, Coleman Powermate, Generac and Karcher, plus a full selection of accessories.



Select the Perfect Pressure Washer



How to Use a Pressure Washer

**Factory-Direct Discounts**

All Pressure Washers Direct orders are shipped directly from the top manufacturers to your door.

By eliminating the middleman, we can instantly save you up to 20%.

[Learn More](#)

**Tax-Free Guarantee**

You will NEVER pay sales tax at Pressure Washers Direct.

If you live in a state where we are required to collect sales taxes, we'll pay the sales tax for you.

[Learn More](#)

**Super Selection**

Why buy one of four pressure washers collecting dust in some home improvement warehouse?


At Pressure Washers Direct, you choose the ideal pressure washer and accessories.

[Learn More](#)

**Shopping Cart**

0 items

**Specials**



**Best Seller**

Karcher 3600 PSI w/ Honda Engine \*\*\*FREE FREIGHT\*\*\*  
~~\$1,999.99~~  
**\$999.99**

**Bestsellers**

01. Karcher 2400 PSI w/ Honda Engine \*\*\*FREE FREIGHT\*\*\*
02. Reconditioned Campbell Hausfeld 1300 PSI Electric w/ Turbo Nozzle
03. Reconditioned Campbell Hausfeld 1300 PSI Electric w/ Turbo Nozzle
04. Campbell Hausfeld Concrete Cleaner
05. Campbell Hausfeld Car & Boat Wash

Internet Archive  
WayBackMachine

July  
2005

NEWS: Pressure Washers Direct Unveils 5 Best Selling Power Washers!

**Pressure Washers DIRECT™** Factory-Direct Discounts Tax-Free Guarantee Free Freight\*

shop by brand shop by style shop by price shop by psi accessories contact us

Home » How to Articles My Account | Cart Contents | Checkout


**Categories**

Shop by Brand->  
Shop by Style->  
Shop by Price->  
Shop by PSI->  
Accessories->

**Quick Find**

Advanced Search

**What's New?**




**Best Seller**

Reconditioned Campbell 1650/1950 PSI Power Washer w/ Tank  
~~\$250.00~~  
**\$175.00**


**Safe Shopping**

Shipping  
Order Tracking  
Cancellations  
Returns  
Service Centers  
Privacy Notice  
Contact Us

**Pressure Washers Direct** is your online power washer superstore. We offer a wide selection of pressure washers and accessories from the leading power washer manufacturers, including Karcher, Briggs & Stratton, Campbell Hausfeld, Coleman Powermate, Generac, and Sistema.



How to Pick the Perfect Pressure Washer



How to Find an Affordable Pressure Washer

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If you live in a state where we are required to collect sales taxes, we'll pay the sales tax for you.

[Learn More](#)

**Super Selection**

Why buy one of four pressure washers collecting dust in some home improvement warehouse?


At Pressure Washers Direct, you choose the ideal pressure washer and accessories.

[Learn More](#)

**Shopping Cart**

0 items

**Specials**



**Best Seller**

Karcher 2400 PSI Pressure Washer w/ Turbo Nozzle  
~~\$499.99~~  
**\$399.99**

**Bestsellers**

01. Karcher 2400 PSI Pressure Washer w/ Turbo Nozzle
02. Reconditioned Campbell Hausfeld 1600/1700 PSI Power Washer w/ Tank
03. Briggs & Stratton 3400 PSI Pressure Washer
04. Xtreme Klean 1650 PSI Heavy-Duty Electric Pressure Washer
05. Karcher 1600 PSI Electric Pressure Washer
06. Campbell Hausfeld Concrete Cleaner

waybackmachine

February  
2007

**PRESSURE WASHERS DIRECT**

Factory-Direct Discounts Tax-Free Guarantee Free Freight

shop by brand shop by style shop by price shop by psi accessories contact us

Pressure Washers Direct - How to Articles

**Start Shopping**

**Pressure Washers**

- Shop by Brand
- Shop by Style
- Shop by Price
- Shop by PSI
- Reconditioned

**Accessories**

- Brushes
- Detergents
- Hoses
- Spray Guns
- Spray Nozzles
- Spray Tips
- Spray Wands
- Surface Cleaners
- Parts
- More...

**Search**

**Manufacturers**

- Briggs & Stratton
- Cam Spray
- Campbell Hausfeld
- Classic Accessories
- Coleman Powermate
- Generac
- Karcher
- Makita
- McCulloch
- PowerBoss
- Powerwasher
- Sistema

**We Recommend**

**PRESSURE WASHERS DIRECT Recommends**

**Our Suggestions by Category**

Pressure Washer Recommendations

**Pressure Washers Direct** is your online power washer superstore. We offer a wide selection of pressure washers and accessories from the leading power washer manufacturers, including Karcher, Briggs & Stratton, Campbell Hausfeld and Powerwasher.

**How to Select**  
Finding the Perfect Pressure Washer

**How to Save**  
Finding an Affordable Pressure Washer

**How to Pick the Perfect Pressure Washer**

**How to Find an Affordable Pressure Washer**

**PRESSURE WASHING TIPS**

**DECKS**  
Revitalize Your Dirty Old Deck

**Best Sellers**  
2006 Best-Selling Pressure Washers

**VEHICLES**  
Convert Your Driveway into a Car Wash

**Why Pressure Washers Direct?**

Click Here to Learn More About Our Factory-Direct

**FACTORY-DIRECT DISCOUNTS**

**TAX-FREE GUARANTEE**

**FREE FREIGHT**

**Shipping**  
Order Tracking

**Cancellations**  
Returns

**Service Centers**  
Privacy Notice

**News Releases**  
Contact Us

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waybackmachine

February  
2008

**PRESSURE WASHERS DIRECT**

LOG IN | SHOPPING CART | CONTACT US | SITE SEARCH

FACTORY-DIRECT DISCOUNTS TAX-FREE GUARANTEE FREE FREIGHT

HOW TO ADVISE SHOP BY BRAND SHOP BY STYLE SHOP BY PRICE SHOP BY PSI ACCESSORIES

**Start Shopping**

**Pressure Washers**

- Shop by Brand
- Shop by Style
- Shop by Price
- Shop by PSI
- Reconditioned

**Accessories**

- Brushes
- Detergents
- Hoses
- Spray Guns
- Spray Nozzles
- Spray Tips
- Spray Wands
- Surface Cleaners
- Parts
- More...

**Manufacturers**

- Briggs & Stratton
- Cam Spray
- Campbell Hausfeld
- Classic Accessories
- Coleman Powermate
- Generac
- Karcher
- Makita
- McCulloch
- McNeil
- PowerBoss
- Powerwasher
- Secher
- Shark
- Simple Green
- Simpson
- Sistema
- Star-Bit

**We Recommend**

**PRESSURE WASHERS DIRECT Recommends**

**Our Suggestions by Category**

Pressure Washer Recommendations

**Pressure Washers Direct** is your online power washer superstore. We offer a wide selection of pressure washers and accessories from the leading power washer manufacturers, including Karcher, Briggs & Stratton, Campbell Hausfeld and Powerwasher.

**How to Select**  
Finding the Perfect Pressure Washer

**How to Save**  
Finding an Affordable Pressure Washer

**How to Pick the Perfect Pressure Washer**

**How to Find an Affordable Pressure Washer**

**PRESSURE WASHING TIPS**

**DECKS**  
Revitalize Your Dirty Old Deck

**CONCRETE**  
Reclaim Your Clean Garage Floor

**VEHICLES**  
Convert Your Driveway into a Car Wash

**Why Pressure Washers Direct?**

**FACTORY-DIRECT DISCOUNTS**

**TAX-FREE GUARANTEE**

**FREE FREIGHT**

**What's New?**

Karcher Underbody & Gutter Cleaner Wand \$29.99

**What's Hot!**

Campbell Hausfeld 1800 PSI Power Washer w/ Dual Detergent Tanks \$125.00

**Specials**

Karcher 2800 PSI Pressure Washer w/ Honda Engine & Degreaser \$499.99

**PRESSURE WASHERS DIRECT**

Login | Items in Cart | Checkout | Contact Us

Factory-Direct Discounts Tax-Free \*Except IL Free Freight\*

Shop by Brand Shop by Grade Shop by Style Shop by PSI Accessories

Pressure Washers Direct SEARCH

### QUICK SEARCH

Select Grade [v]  
Select Style [v]  
Select PSI [v]  
Select Brand [v]

226 Pressure Washers Available

Shop by Brand [-]

Shop by Grade [+]

### How to Pick the Perfect Pressure Washer

START HERE

### RECOMMENDED Large Consumer Electric Pressure Washers

Good	Better	Best
<p>Kärcher 1800 PSI Electric Pressure Washer w/ Induction Motor \$109.95</p> <p>Read Recommendation</p> <p>COMPARE</p>	<p>Campbell Hausfeld 1800 PSI Power Washer w/ Dual Detergent Tanks \$715.00</p> <p>Read Recommendation</p> <p>COMPARE</p>	<p>Kärcher 1800 PSI Electric Pressure Washer w/ Induction Motor \$129.95</p> <p>Read Recommendation</p> <p>COMPARE</p>

### EXPERTS AVAILABLE (866) 618-WASH See Store Hours

### CLOSEOUT CENTRAL

White Supplies Last  
See Closeouts

### LATEST NEWS

Pressure Washers Direct Adds BE Power Washers  
Read More

### GET OUR NEWSLETTER

Sign up to receive our pressure washer tips and specials.

March 2008





**PRESSURE WASHERS**  
**DIRECT.**



**Nothing  
Nada  
Zilch**

**PRESSURE WASHERS**  
**DIRECT.**



**Why?**

- Changing a graphic doesn't double conversion rates
- Google isn't pretty, but it works
- Customers want usability and functionality first



## Redesign Isn't Just Graphics



- Data-Base Driven Products
- Filters, Sorting and Comparing
- Real-Time Inventory
- Recommendations & Reviews
- How to Videos
- SEO Friendly Inner Pages

## It Worked After All



- ← + 21% Increase in Web Traffic
- ← Record Number of Orders in 2009
- ← Record Sales in 2009

### Dashboard

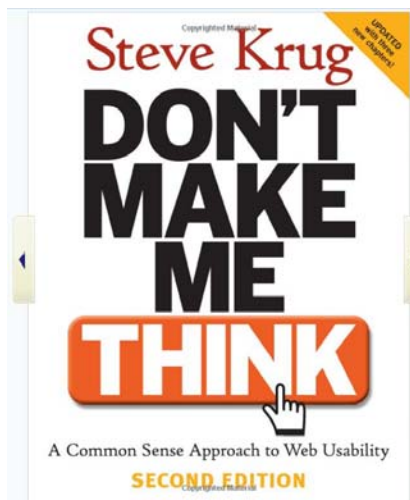
Jan 1, 2009 - Apr 27, 2009  
Comparing to: Jan 1, 2008 - Apr 27, 2008



## Lessons Learned

- Total Makeover Every 5 Years
- Lose Money During Redesign
- Always Takes Longer Than Planned
- Results Are Not Instantaneous
- Redesign Never Ends

## My Gospel to Web Site Usability



### Topics

How We Really Use The Web

Billboard Design 101

Animal, Vegetable or Mineral?

Happy Talk Must Die!

Omit ~~Needless~~ Words

Street Signs & Breadcrumbs