INCUBATOR studio

Growth Catalyst

YOUR BUSINESS DREAMED IT, WE DID IT...

What no web designer has ever told you about a website that connects & sells in a few clicks.

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TABLE OF CONTENT

A WEBSITE IS NO DOUBT ESSENTIAL,
BUT MOST IMPORTANTLY, IT HAS TO BE STRATEGIC.

You use your website to build your business credibility & reputation. You sell your products or services online. As a result, you know that every aspect of your website has to look professional & reflect the image of your brand as well as its promises. Almost every company knows this.

42% of consumers say they judge a site on its design only.
52% of consumers say they have not returned to a website because of its unpleasant aesthetics.

What one doesn't talk about with enough insistence is that only a set of TECHNICAL, GRAPHIC & MARKETING elements combined, create an optimal user experience. It is this combination that turns your visitors into customers & then your customers into returning customers & leads generators. Whether you have created your website yourself or have hired a web designer, you often miss some pieces of the puzzle. This costs you money every day by repeatedly leaving value on the table . Shall that come to an end?

In the next coming pages, you'll find a list of important criteria not to be neglected in order to guarantee the effectiveness of your website as a tool for success & growth. We are happy to share it with you & invite you to review it on a regular basis.

TECHNICAL ASPECTS

1| TECHNICAL ASPECTS OF YOUR WEBSITE

☑ **SSL CERTIFICATE:** Your website must have an SSL certificate.

☑ **COOKIES:** Make sure you display the mandatory banner about the use of cookies.

☑ **URLs**: Your URLs must be simple, consistent & efficient. Choose 1 to 3 keywords for each page. No need to use small words such as &, from, to, in, the, …

☑ **UPDATES:** Update your plugins, theme & WordPress regularly, at least once a month.

☑ **BACKUP:** Backup your website regularly, if possible every other week.

☑ **LINKS:** If your website displays external links, make sure they open in a new tab so that your visitors do not leave your website.

☑ **MEASURE:** Set up an analysis system in order to measure the impact of your content & refine your understanding of its audience's profile.

☑ **PICTURES:**

Optimize the images of your site, their name & weight.

- The names of your images: write file names in small letters, without special signs, punctuation or spaces (use dashes instead). Use only 3 to 5 keywords that describe the image or appear in your article or page.

- The weight of your pictures should be reduced as much as possible. Optimized pictures (in size & weight) enable your site to load faster, to the benefit of your visitors, search engines & ranking.

STRUCTURE

2| YOUR WEBSITE'S STRUCTURE

☑ **MAIN OBJECTIVE:** In order to have a clear website that transforms, we advise you to define 1 main objective for your whole website by answering the following question: "Why do I need a website?" There are many valid reasons to have a website; choosing a single goal will allow you to create a website that achieves it.

☑ **SUB-OBJECTIVES:** In this logic, it is important to define 1 sub-objective per page : 1 page of the website = 1 sub-objective = 1 message = 1 specific call to action. The more choices you give your visitors, the harder the choice is for them. This is why it is advisable to focus on one main action per page, defined according to the website's overall objective.

☑ **NAVIGATION:** We recommend a simple navigation consisting of 5 to 7 entries (tabs) with easy-to-understand names. Sub-tabs, which redirect to specific places in the pages, are not always recommended.

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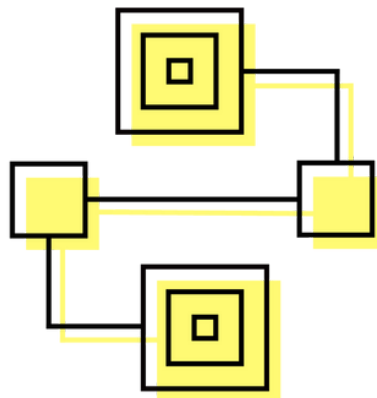
☑ **FOOTER:** One of the main roles of the footer (beyond the opportunity to contact you in one click) is to highlight information that is not available in the general navigation.

- Legal Notice. By creating your website, you become responsible for its content. You must therefore mention some information regarding your identity, your professional contact details or your hosting solution.

- Privacy Policy. Since May 25, 2018, a European regulation has been enforced, the famous GRDP (General Regulation on Data Protection). It is therefore mandatory to have a data privacy policy on your website. It allows the visitor of your website to know what you will do with the personal information he provides.

- Do not leave the name of the theme, e.g. Design by Elegant Themes | Powered by WordPress

- Put links that redirect to your company pages on social networks.

USER EXPERIENCE

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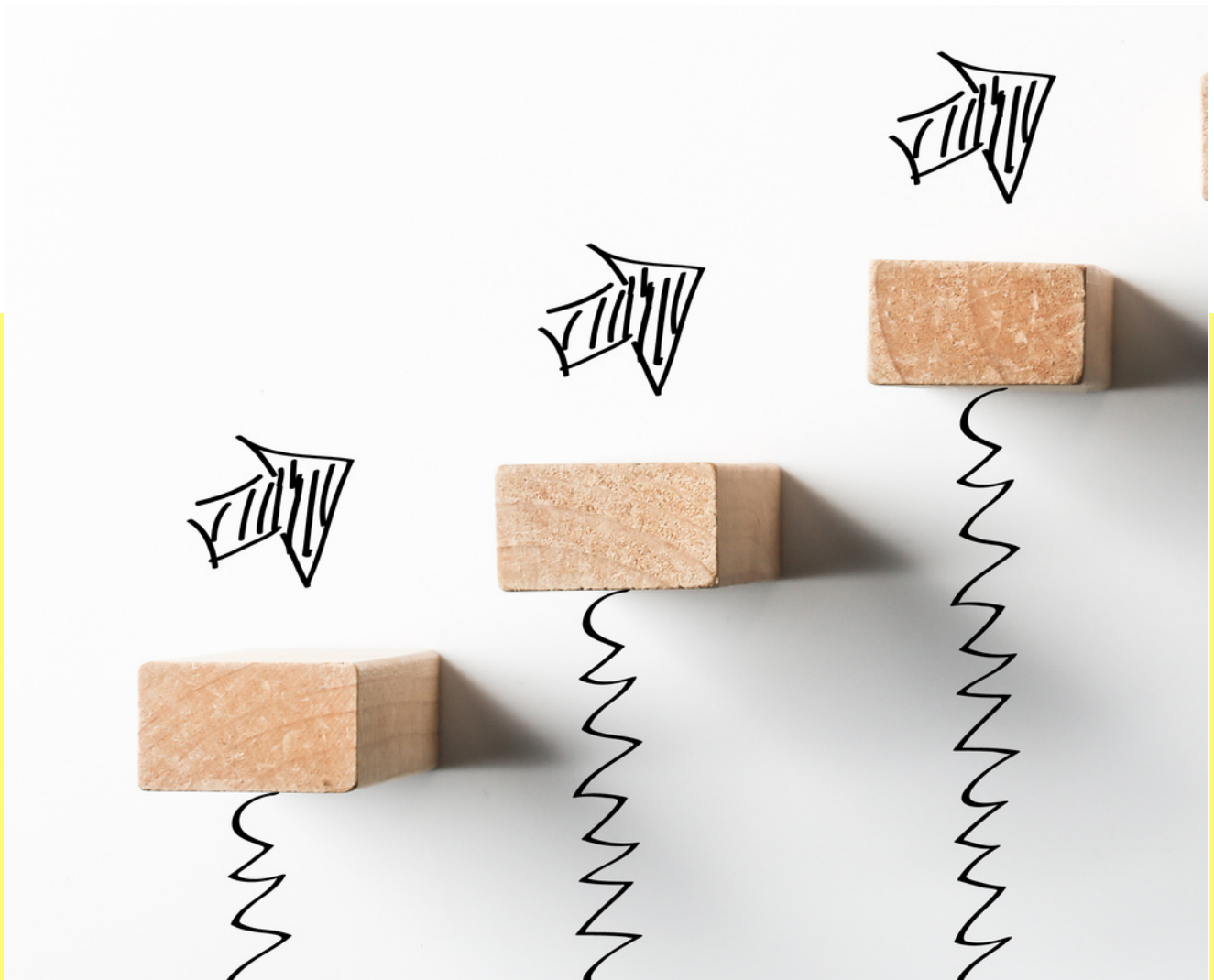
3 | USER EXPERIENCE ON YOUR WEBSITE

☑ **CONCISION:** Everything that appears on your website is necessary, every word is carefully chosen, nothing is random!

☑ **SOLUTION:** A web user lands on the page of your website that matches his needs & search - not necessarily on the home page of your website. His experience must be pleasant. He must feel that your website provides him quickly with the relevant answer he is looking for.

☑ **EFFECTIVENESS:** Your visitors should find the information they are looking for in less than 3 clicks.

☑ **CONTACT :** Your visitors should be able to contact you easily from any page of your website (homepage included). Nowadays, customers are looking for faces, real people & not just beautiful messages & websites.

☑ **NOISE:** Don't put on a music or video that starts automatically! This will scare users away from your website.
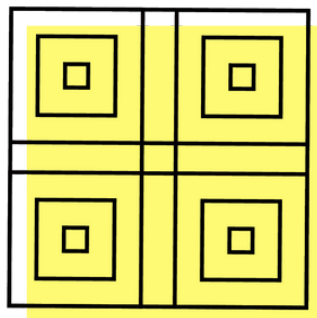
DESIGN

4 | THE DESIGN OF YOUR WEBSITE

☑ **PURITY:** Don't be afraid to put white or empty spaces around your content, this has a calming effect on the visitor who will not feel overwhelmed by the information you share.

☑ **DESIGN CONSISTENCY:** Your visual identity must be respected & declined on all pages of your website, down to the details. We advise you to use a maximum of 3 colours, 3 different fonts & matching icons.

☑ **PICTURES:** Whether it is stock photos, professional headshots or pictures made by you , your imagery must be consistent, harmonious & of high quality.

☑ **FAVICON:** Your website must have a personalized favicon. This is the small icon coming next to the name of your website in the browser tab.

☑ **RESPONSIVE DESIGN:** Your website must adapt to all screens (computers, tablets, smartphones). Make sure to check how the design of your website works on these different screens & optimize accordingly.

☑ **ERROR PAGE:** Don't forget to create a customized 404 page. Down to the smallest details, perfectionism is appreciated.

PAGES'
CONTENT

5| PAGES' CONTENT

☑ **TEXTS:**   Write rich & original content, composed of simple & short sentences. Keep in mind that we read 25% slower on screen than on paper.

☑ **REVIEWS:** If you used mock-ups or a pre-filled theme to create your website, remember to review it with a fine-toothed comb to make sure that no temporary text is left behind.

☑ **TESTIMONIALS:** Your website must have written or video testimonials, or display other social evidence such as opinions left on your Facebook or Google pages. Sharing testimonials from your former customers or anyone who has worked with you, helps reassure the visitor who doesn't know you yet. Those are signs of trust.

☑ **FREQUENTLY ASKED QUESTIONS:** List FAQs to answer common questions asked by your ideal customers or prospects.

☑ **BLOG:**   Share quality content regularly through your blog to showcase your expertise.

☑ **FREEBIES:** Set up a sign-up box system to exchange an email address against a free pdf, whose rich content will help your ideal customer get closer to you.

SEO

6| SEARCH ENGINE OPTIMIZATION

SEO is managed at several levels: clean & well-used code, well thought-out & architected design, well-written content.

☑ **KEYWORDS:** When someone types a query in Google, your website must appear in their search results. How do you want to be found? You need to identify which keywords/queries will be typed by your customers.

☑ **TEXT:** In order for search engines to reference your website correctly, you must fill in the following elements for each page & blog article:

- Title tag: write your title tag so that it answers precisely to a query such as it could be formulated by a human being. The good average for the content of a title tag is 55 to 65 characters.

- Meta description: the summary of the page for search engines.

- Text size: for a good SEO, your site must display at least 1000 words per page.

**Optimizing the above elements can be done with Yoast SEO plugin.**

☑ PICTURES:

- The name of your pictures: when the robots of a search engine scan your website, they can read your text, but they can't understand what your pictures represent like a human would. It is the file name that gives them this information, as well as its alternative text.

- The alternative text: Alt-Text is a short text that is added to images to briefly describe them. Your visitors don't see the alternative text because it is part of your website's source code, which improves its accessibility.

- The weight & size of your pictures: cf "technical aspects"

FINAL WORD

The start of the "click, connect & sell" era!
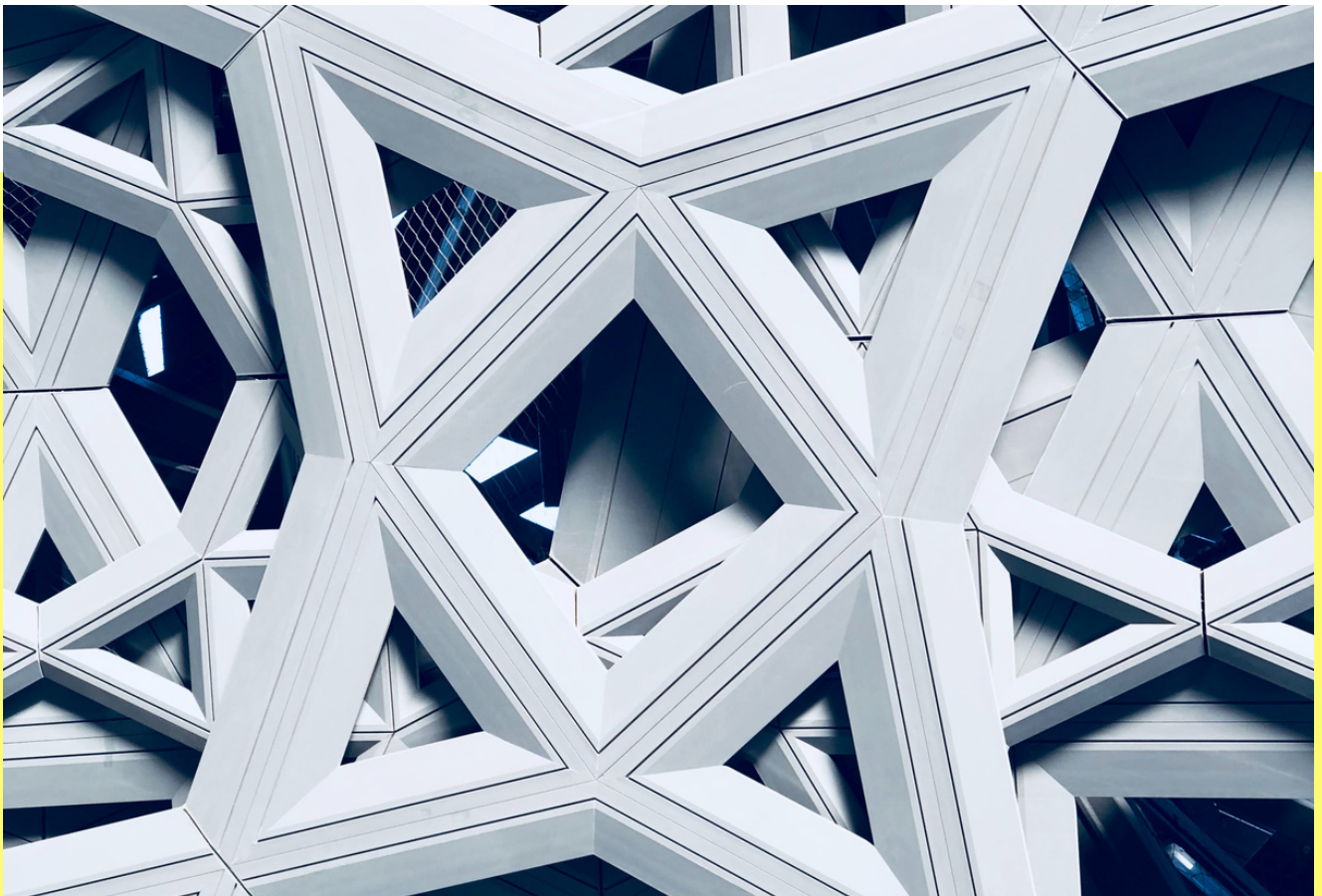
A website, whether it is a simple or eleborated, basic or sophisticated showcase or shop, is a tool that evolves along with your business, that is to say every single day. It will never be "ready", perfect or finished. This is why it is essential to be able to modify it in all autonomy, as days, product launches, repositioning, team members, events add up...

A website created & delivered as a packaged gift by a professional, is not an efficient business tool. In order to be impactful & sustain the growth of your business, your website must be:

- co-designed with a professional who understands your company's goals & challenges on a three-year horizon,
- delivered with all the access codes necessary to be secured & updated as your company evolves & grows,
- accompanied by a complete technical training that turns you into a confident website manager.

Do you tick all the above boxes? Congratulations, you own a professional website that can support the growth & success of your business. Don't forget to work on your content strategy to increase its outreach & your revenue!

WHO ARE WE?

AURÉLIE BÉCAT

*Positioning Strategist &
Brand Therapist*

CORALIE ROCQUE

*Art Director &
Web Identity Designer*

Extracting from your brand essence
the strategic acceleration of your success.

We designed & built a boutique consultancy that supports the go-to-market & growth of solopreneurs, startups & SMEs. Incubator Studio increases small companies' authority, reach, traction, impact, success & profits.

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Let us brand you!

www.incubator.studio