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Website Evolution

A Strategic Transformation
For Staying On Top



Updating Old Content Can Increase
Organic Traffic By 111%

Websites with 51-100 Pages Generate 1.5X
More Traffic Than Websites With 1-50 Pages



Common Updates

1. Updating Certifications, Adding New Certifications
2. Updating Header Images
3. Updating Service Page Images
4. Adding More Descriptive Text to pages
5. Update/Add PDF Documentation
6. Geotagging Images
7. Updating News/Industry Articles
8. Updating Terms & Conditions
9. Adding New Case Studies/Success Stories
10. Adding General Info Pages to build relevant content
11. Keeping the Project Galleries fresh with new images and new projects
12. Adding New Videos to the site, for new processes or new services
13. Updating Site announcements/news, (Pricing Changes, Policy Changes, etc.)
14. Adding buttons/backlinks to connect the pages throughout the site
15. Adding calls to action. Pop up forms, floating, buttons, links
16. Adding Industry Served Pages or additional information
17. Adding Value Information/Pictures (example veteran owned business, Minority owned, linking to member organizations)
18. Display information in a new way (I.e. Adding “advantages pages” with diagrams that change when hovered over)
19. Updating any places that display the year (when new year happens)
20. Adding Accordion tabs for pages to better organize information.
21. Adding SSL certificates
22. Social Media Links and Integration
23. Create new pages for new services
24. Adjusting the navigation menus based on search paths to improve user experience.
25. Using Analytics data to identify where users are navigating the most, then optimizing those pages to generate more leads (call to action buttons, links to RFQ forms, etc.)
26. Updating Site Load Speeds (re-cache, re-index, etc.)
27. Focus on key services a customer provides, and expand those services to provide more detail and include more keyword-dense language for SEO
28. Wordpress Platform Updates (25 last year)
29. Test after Wordpress version updates to ensure all functions are behaving normally
30. Provide training to client staff on how to make edits to the website



70% of consumers learn about a company through their blog rather than an ad



50% of Sales are Lost Because Consumers Cannot Find the Content They're Looking For

Catalog Updates

1. Adding More Descriptive Text to products and category pages
2. Create new pages for new products
3. Removing Discontinued Products from the Site and Pages
4. Updating Featured/Related Products in Shop as the website grows
5. Adding new products/categories for new products and adjusting product tree integration

Greater Than 30% of an Average B2B Company's Revenue Comes From E-Commerce



6. Adding New Dimensional Drawings to Products
7. Adding a Create PDF option on product pages to make it easier to share and order
8. Updating Product Images, (i.e. Customers send products and we will shoot & photo-shop pics)
9. Adding Product Spec Sheets/PDF's for products
10. Update Pricing as requested
11. Adding Product Filters to help sort products
12. Product Attribute updates as needed
13. Adding new payment methods
14. Adding Account Pricing/My account, users can make an account and save their orders
15. Adding Tier Pricing, different levels of prices for each customer
16. Adding Variant option to products (accessories, additional parts, etc.)
17. Changing Regular Product Pages to Chart Page for better access to comparison data
18. Adding Tool Tip/Hover Boxes to products not getting enough traffic (display a message explain what the thing you are looking at is/does)
19. Using Analytics data, identify Strong and Weak points of RFQ ordering process, and make adjustments accordingly (adding descriptive text, adding additional navigation links, etc.)
20. Updating Catalog Platform core files (9 updates last year)



Almost 50% of Consumers Check the Products/Services Pages of a Website First


52% Of Consumers Report "Aesthetics" As The Main Reason They Would Not Return to a Website



Ongoing Analysis & Updates Services Provided With
TotalWeb Partners Website Packages

More Updates

1. Updating RFQ Form as your business grows
2. Updating Logo Image
3. Updating RWD settings for new technology
4. Adding Borders to current site images to better match site look
5. Updating Homepage layout, removing things as their business changes
6. Adding a sidebar links to pages; news, archives, social media icons, etc.
7. Adding additional text to single images/hover text
8. Updating Supplier Information
9. If they have dealers/distributors, updating those to stay relevant
10. Updating Search Functionality to better suit the site as it develops
11. Updating Brands Serviced logos/pages as new ones are added
12. Updating/Adding New Testimonials/Reviews from Clients
13. Update Rebates and Incentives when applies
14. Updating Supplier Information
15. Add Google Language to translate the site to different languages
16. Adding Tool Tip/Hover Boxes to pages not getting enough traffic (display a message explaining what the thing you are looking at is/does)
17. Categorize literature and data sheet PDF's by category instead of just a page of pdf documents
18. Creating Iframe windows on pages to display another page that is relevant to the client
19. Photo adjusting product and equipment images to use as subtle styling backgrounds
20. Creating new landing pages to direct traffic to RFQ forms
21. Review SEO performance compared to competitors, adjust SEO strategy accordingly (changing focus keywords, renaming slugs, adding new service pages, etc.)


**56.2% of Consumers
Say Browsing In Their
Native Language Is
More Important
Than Price**



**Almost 50% of B2B Consumers Watch 30 Minutes
of Video Content While Researching Choices**



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