

PARTNERS FOR INNOVATIVE MARKETING

2113 W. Vienna Rd., Clio, MI 48420 (810) 640-8137



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

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

- 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



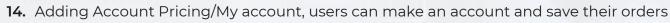


Catalog Updates

- 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



- 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)

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



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







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
- Updating Homepage layout, removing things as their business changes 5.
- 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
- If they have dealers/distributors, updating those to stay relevant 9.
- 10. Updating Search Functionality to better suit the site as it develops
- Updating Brands Serviced logos/pages as new ones are added 11.
- 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.)

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

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Sources: Curatti, Google, Impactbnd, Harvard Business Review, Search Engine Watch, The Future of Commerce, Vendasta

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