

THE MARKETING FRONTIER

IMPLEMENTING
MODERN MARKETING
STRATEGIES

V4

KEEPING
YOUR
WEBSITE
UP-TO-DATE

EIP EMERGING INDUSTRY
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PARTNERS FOR
INNOVATIVE
MARKETING

HOW CAN YOU TELL YOUR WEBSITE NEEDS AN UPDATE

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SITE IS 4 OR MORE YEARS OLD

Technology around websites and site security is constantly evolving

NOT VISUALLY APPEALING OR USER-FRIENDLY

Are you following the latest design trends?

NO LONGER MATCHES YOUR BRANDING

Have you recently rebranded your company? Bring those changes to your website.

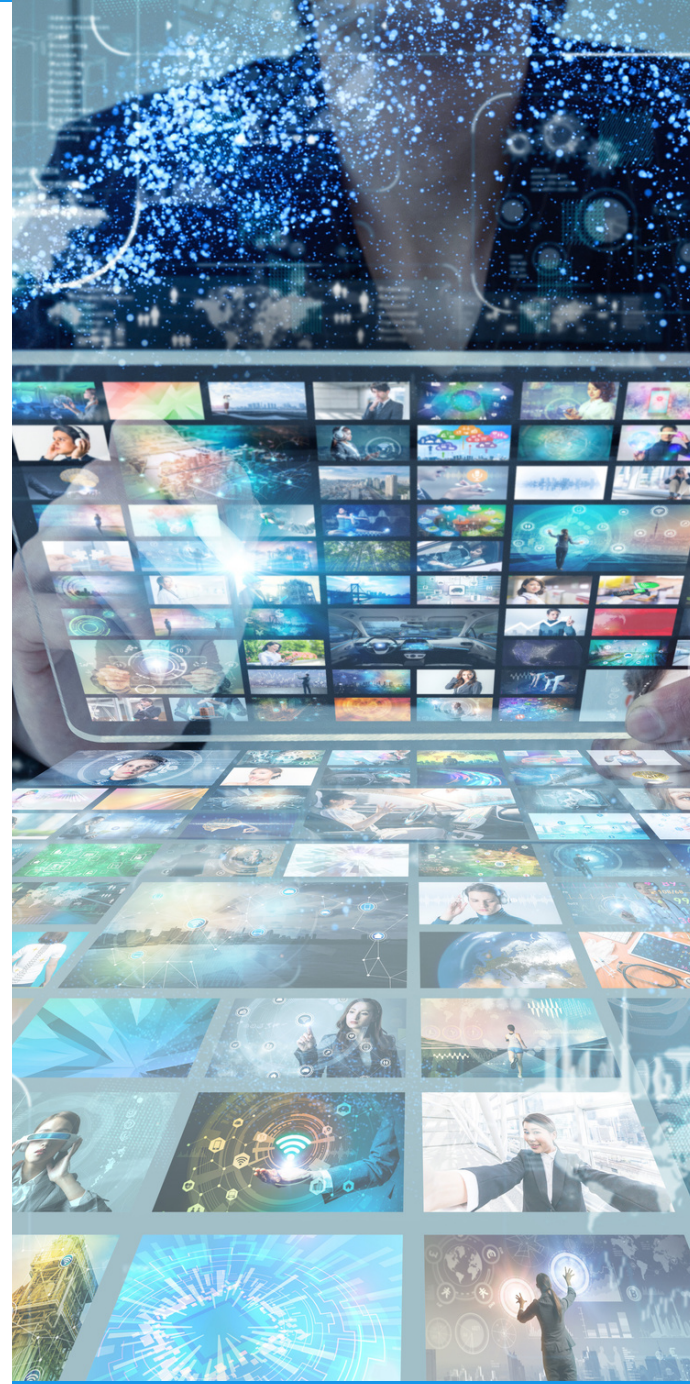
NOT RESPONSIVE

Now that more traffic is coming from tablets and phones, Responsive Web Design (RWD) is more vital than ever. RWD is the changes to a site depending on the screen size and orientation of the device it is being viewed on.

According to Statista - "Mobile accounts for approximately half of web traffic worldwide."

NOT OPTIMIZED FOR SEO BEST PRACTICES

SEO stands for search engine optimization and making sure your site follows the latest best practices is vital to having your site be a top result on sites such as Google.



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WHAT ARE SEO BEST PRACTICES?

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TELL GOOGLE WHICH PAGES SHOULD NOT BE CRAWLED

For non-sensitive information, block unwanted crawling by using robots.txt. For sensitive information, use more secure methods.

HELP GOOGLE UNDERSTAND YOUR CONTENT

- Have accurate, creative titles for pages
- Titles and snippets in search results should be well-written
- Description meta tags
- Heading tags

ORGANIZE YOUR SITE HIERARCHY

- Base navigation on your homepage
- Use breadcrumb lists
- Simple URLs that convey content information

MOBILE-FRIENDLY

As mentioned previously, most of the traffic a website sees comes from a mobile device, so it is vital for SEO that your site is mobile-friendly.



WHAT ARE SEO BEST PRACTICES?

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OPTIMIZE CONTENT

Make sure your site has interesting content that is also useful and geared toward your target audience. Additionally, it is vital that you are continuously updating the content on your site.

Some examples of content that can be regularly added and updated include:

- News/Industry Articles
- Case Studies/Customer Success Stories
- General Info on Pages that Build Relevant Content
- New Press Releases and Other Relevant Announcements

INCLUDE CALLS-TO-ACTION (CTAs)

A call-to-action (CTA) is a specific place where a user is drawn to take an action on your page. This could be a "Read more" button on a piece of content or a download form on a specific page.

Other examples include:

- Pop-up Forms
- Floating Buttons
- Links



For more examples of common site updates:

totalwebpartners.com/website-evolution-strategy-for-staying-on-top/

WEBSITE DESIGN TRENDS FOR 2022

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INCLUSIVE DESIGN

Inclusive design is the practice of accommodating more viewpoints, experiences, and situations into your web design.

TYPOGRAPHY ANIMATION

Moving text is becoming more prominent in website design to help tell your brand's story.

NOSTALGIA

As people are looking back to better times, web design has moved toward an analog feel through retro fonts, classic image filters, and more.

CONTRAST COLORS

A vibrant, popping web design aesthetic, filled with neon on black, bright contrast, and gradients.

MULTILAYERED IMAGERY

In response to minimalism, multilayers are a way to challenge conventional components we're used to — like photo galleries and elements that create an immersive experience for telling the website's story.



WEB DESIGN



WEBSITE DESIGN TRENDS FOR 2022

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DELIGHTS – SURFACE AND DEEP

Surface delights include animations, tactile transitions or gestures, microcopy, images, and sounds. Deep delights meanwhile look to ensure all user needs are met, including functionality, reliability, usability, and pleasure.

APP-LIKE EXPERIENCES

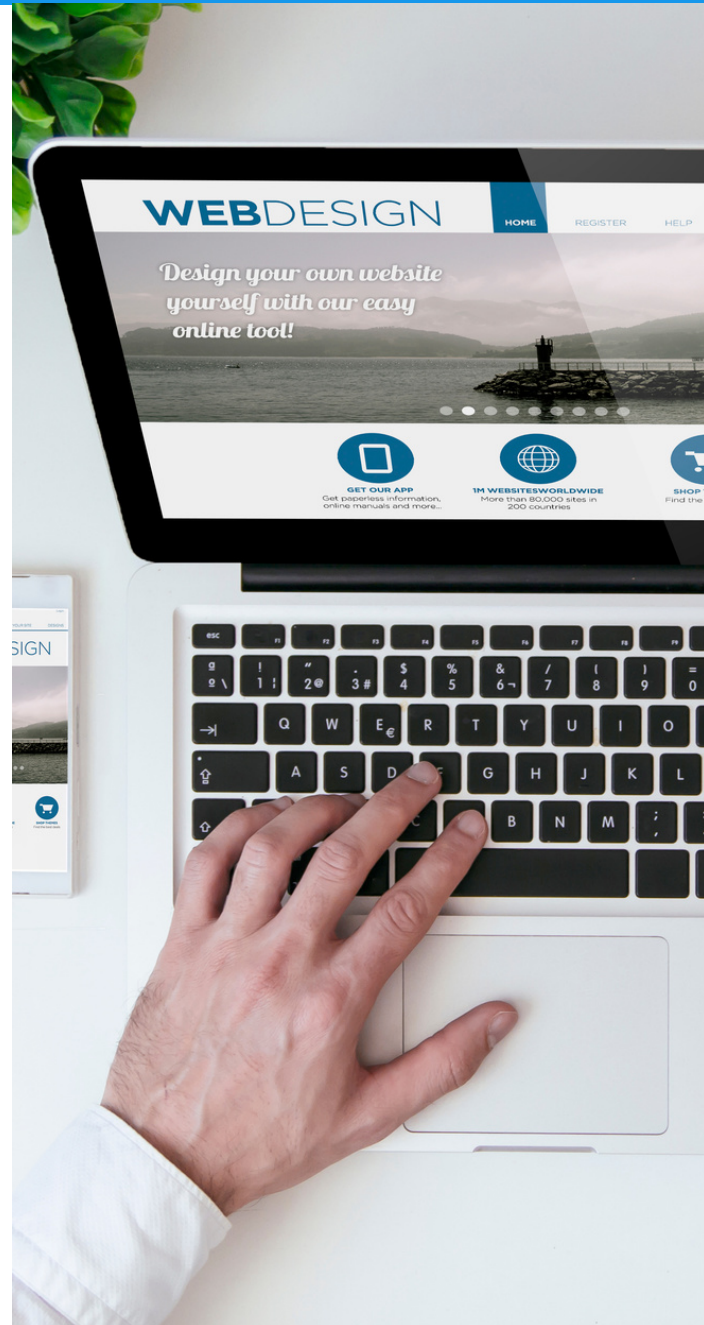
The world has gotten used to apps, where interaction, animation, and dynamic experiences are the norm. The logical next step is bringing that to websites to create more unique experiences.

ART DECO MOTIFS

Art deco combined elements from the natural world with the modernity of the machine age – bold lines, symmetry, simplicity, and unvaried repetition of elements are increasingly popular.

PAGE SPEED PRIORITIZATION

Speed has become more important than ever to SEO, so optimizing your design for site speed is an important factor.



WHERE TO FOCUS YOUR UPDATING EFFORTS

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SITE SECURITY

Hackers are getting smarter and changing their tactics constantly. In order to stay ahead of this and keep your site as safe as possible, it is vital to update site security on a regular basis.

SEO

SEO is always changing and by regularly updating the content on your site to follow best SEO practices, you can ensure that your website will continue to perform well and show up on search engines.

WEB DESIGN

Web design trends change as often as fashion trends and what works one year will not always work well for you the next. Because of this, it is important to keep the design of your website fresh and up-to-date.



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GENERATING NEW CONTENT

As there are always new articles and data sets being published in your specific industry, it is vital to focus your updating efforts on the content throughout your website.

Not doing this means your site will remain stagnant and fall behind not only your competition, but also in terms of SEO rankings.

Whether you focus your efforts on adding customer success stories or relevant news articles for your industry, this is a key area that you should be updating more regularly than others on your site in order to succeed.



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WHY YOU SHOULD WORK WITH AN AGENCY ON YOUR WEBSITE

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Updating your website can be challenging as there are many parts to consider. This is why teaming up with an agency can save time and increase the odds of generating solid leads.

BENEFITS OF WORKING WITH AN AGENCY

- Expertise
- Resources
- Industry Experience

EXPERTISE

An agency can offer the combined, specialized knowledge of their team, who work day in and day out with the facets of modern websites from the latest in design to best SEO practices.

RESOURCES

When working with an established agency, you gain access to the industry-specific resources that agency has access to.

INDUSTRY EXPERIENCE

Along the same lines as resources, an established agency not only has experience creating sites for themselves and other clients, but can also apply that experience to new projects.



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IMPORTANCE OF CHOOSING THE RIGHT AGENCY

DON'T LOSE CREDIBILITY BY TRYING TO DO IT WITH LIMITED TIME OR BY CHOOSING THE WRONG AGENCY

Implementing these strategies yourself or choosing an agency to help develop and implement your marketing strategy can be vital to your campaign's success.

POTENTIAL PITFALLS

- Low follow-through & loss of leads
- Lack of quality
- Damaged Reputation

LOW FOLLOW-THROUGH & LOSS OF LEADS

Responsiveness is vital to a company's success. If you don't have the time after the program is launched or if you are working with an agency that does not put emphasis on timely follow-through, it could damage your reputation and cause leads to seek out other solutions with your competition.

LACK OF QUALITY

Finding the time and people to implement your strategy the right way is critical and working with an agency that performs poorly will cause your business to lose market standing and authority.

DAMAGED REPUTATION

Ultimately trying to do it yourself without enough availability or working with the wrong agency can hurt your company's reputation which will make it harder to earn new business moving forward.



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