

The secrets of website usability that increase sales.

How did **Legal & General** double online sales of Life insurance?

How did **Tesco** increase online home grocery sales by £13M last year?

How did a website usability improvements increase **Virgin.net** sales by 68%?

In this whitepaper we explain the reasons why you should act now to improve your website's usability, we explain what to do and how to select a partner to help you in this project.

We explain how the techniques can be applied to your website to increase your online business and reduce costs.

This whitepaper reviews how by reviewing how people use your website and making their route to the information they want easier you will increase your online sales.

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Secrets to increase online revenues.

Tesco, Virgin, Legal & General and IBM stumbled on a secret when they took steps to provide accessible sites for the visually disabled to comply with government legislation. They were surprised at the other commercial paybacks when they improved the usability of their sites. You can follow their example.

There is now strong practical evidence that improving the usability of your site will reap good business benefits for you today and if you aren't investing in this its likely your competitors are.

Many companies invest in paid Search Engine Marketing but neglect to consider the experience of the visitor arriving at their site. Why spend your Pay Per Click budget to bring visitors to your online store if you make it difficult for them to find your products when they arrive.

Google dominate the UK Search Engine Market with over 80% market share. They recently changed their rules for how high they display your links in the Organic (Left Hand) section of their search results page to reflect the relevancy of the information on your website landing page to the search term the viewer is using. Similarly they now also raise or demote your Adwords PPC position on the Right of their Search page depending quality and effectiveness of your advert and the content of the landing page on your website your advert takes the surfer to.

People's lives continue to be busy and they are presented with an increasing array of ways of accessing information quickly. PDA's and Smartphones are increasing in number daily. The time you have to get a persons attention is reducing. Today you have 7 seconds to capture the attention of a visitor to your site else they will click away. You then have on average 21 seconds to convince them to take an action, whether that be to contact you, decide to read an article or choose to start the purchase process.

Where to start.

It is important then that you follow some basic rules to avoid your visitors clicking away. These include:

- Structure the information on your site clearly and logically. It should be possible to find any item in a maximum of three mouse clicks. If not people will click to a competitor's site.
- Make information clear, unfussy (white backgrounds are best) and easy to read. Employ skilled web copywriters if possible.
- On PPC bring the visitor into your site on a page that talks about the topic or produce they were searching for; don't expect them to navigate around your site to search for their item.
- If your visitor has arrived on your homepage tell them clearly what you do and provide simple consistent navigation to let them investigate your offerings. Do not use Splash or greetings pages without navigation. In fact just don't use them – they annoy visitors.

A smart Internet Marketing company will help you to review the usability of your site and will help you segment and structure your information. They will advise you on the latest "best practice" and will be able to test your site's usability. It is an "eye-opener" to watch videos of

members of the public who have been set the tasks to locate specific information on your site and how they have difficulty. It is natural to expect that others will think about information in the same way you do – but that is often a fallacy. A smart Internet Marketing company will have the facilities to test scientifically the usability of your website.

Why should I devote resources to this exercise?

If your site is accessible to humans then it is more easily accessed (and indexed) by search engines. So improved usability will improve the visibility of your business on the internet and increase your Search Engine Rankings. This will help bring in new business. Your improvement of the “visitor experience” will increase the conversion rate of visitors to customers or clients. Your products and services will be available easily to a larger marketplace. All this increases your business revenues.

What are the benefits to my business?



Introduced an Accessible Intranet solution. This saved over 40 % in bandwidth costs, hence improving response times plus freeing capacity which in turn saved additional investment spend.



Made their home grocery service more accessible to blind customers; this resulted in extra £13m revenue per year; it is also popular with the non-blind users. Tesco originally developed their parallel website for blind and partially sighted customers. These are the obvious group that need to use home shopping services. To their surprise they found that many normal visitors much preferred the ease of navigation and improved simplicity of the accessible site and switched to use it. Tesco have replaced their “normal” site with their accessible version and expect a further increase in revenues.

They found that Usability Increases Revenues. Usability has a good ROI.



Redesigned their site to incorporate accessibility standards and achieved a 68% increase in sales.



we simplify
the Internet

WHITEPAPER



Almost doubled sales of life insurance online after changing their site to comply with good usability standards. They found that less people were abandoning during the online form completion stages.

Summary

The Internet is increasingly a key and integral part of business and personal life and an important source of information.

Improving the usability of your website makes it more effective. It will be a more pleasing experience for your visitors and will improve their conversion to clients or customers. Search Engines will find it easier to index and hence your visibility will improve.



In addition in reviewing and improving your sites usability for the general public, you will be accessible by a new disadvantaged audience with considerable buying power.

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About WSI



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the Internet

WSI is committed to improving the profitability of our customers through the use of leading-edge Internet technologies, delivered by knowledgeable and service-oriented **Internet Marketing Consultants**. As more businesses realize the importance of the Internet to their continued success and growth, WSI is ready to serve their needs with affordable Internet Marketing solutions.

With our headquarters based in Toronto, Canada, WSI has been developing profitable Internet Solutions since the mid 1990s. Our network of certified Internet Consultants and Marketing Specialists is the largest of its kind and we're ranked the #1 Internet Services Franchise in the world by industry-leading *Entrepreneur* magazine.

In support of our mission, WSI holds memberships with SEMPO (Search Engine Marketing Professional Organisation) and the Canadian Marketing Association and. These industry associations give our Internet Marketing Consultants access to cutting-edge training and resources and share in our belief of following responsible marketing practices.

When you work with WSI you can be sure you're working with true SEO (Search Engine Optimisation) industry professionals. Thanks to the trust and support of our customers over the years, our network has grown to over 1,500 Internet and Marketing Consultants serving small- to medium-sized businesses in 92 countries worldwide.