



# Website Reference Guide

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## About Us

### **The Website Marketing Agency**

At The Website Marketing Agency, we combine the technical know-how necessary to power the vision, and the marketing experience to see it through. Our team is comprised of programmers, graphic designers, copywriters, marketers and creative minds, and our goal is straightforward: to take each client's web presence to the next level.

### **Managed Hosting Solutions**

Why take a chance with less reliable website hosting that you can't fully trust? Your business can't afford the frequent interruptions common to inferior hosting providers. The Website Marketing Agency's fully managed, bulletproof hosting solutions mean peace of mind for you and uninterrupted service to your customers.

## Our Approach

Our goal at The Website Marketing Agency is to provide our clients with a means to directly measure the return on investment of their marketing efforts. Efficiency of budget and effectiveness of message are our client's allies, and their nemesis is inefficient traditional media. The websites we engineer feature high-impact visual design, intuitive architecture, and rock-solid back ends, resulting in positive experiences for both user and administrator. Through various means, we strive to drive relevant, targeted traffic to the websites of our clients, directly tracking the return on investment of each effort.



# Website Reference Guide

## Design:

- Your website should establish the brand of your company. This is accomplished by the use of consistent and repeating branding colors, fonts, elements and patterns throughout the design of the site. The website should also represent your brand in how the overall structure of the site is put together. When a visitor leaves your site, they should be left with an accurate representation of who you are and the quality of your services and overall client communications.
- When looking at an overall website design, there is a clear difference between a templated design and a consistently branded custom design. You can tell when a site is a templated design because the information doesn't always fit in to certain areas of the site. The navigation flexibility doesn't always allow for all the information to display with maximum impact.
- The fonts utilized on the homepage are extremely important when trying to communicate a hierarchy of information. When presenting your information it is important to bring attention to the most important talking points that help the visitor easily find information that is relevant to their individual needs. Fonts should vary in size, boldness and color throughout the site.
- Images and visual elements are hugely impactful when telling your story. This includes utilizing prominent photography that is relevant to the content on the page. The pictures shouldn't seem random, but support what you are trying to communicate to your visitor. In addition to photography, incorporating various visual elements from your logo consistently plays a large part in establishing your brand and identity.

## User Experience:

- When engineering the user experience of a website, the main focus needs to be on clearly communicating the most important information on the site prominently, making it easy to find for the visitor. The time that the average visitor spends on your site initially is typically going to be extremely limited. What that means is you have to make it extremely clear right away, why they should go deeper into your site.
- Similar to the front page of a newspaper, the visitor should be able to reference and use the homepage to find the information that is uniquely important to each visitor individually. What a newspaper accomplishes amazingly, is speaking to large diverse target audiences at the same time. You have a headline, some content, and clear communication of where those folks can get more in depth information. Your website should accomplish the same thing on the homepage. It should include your headlines, teaser content and finally it should be clickable allowing the ability to gather more in depth information.



- The ultimate goal of an effective website is to decide what action you would like the visitor to make after gathering all the information they need from your site. The action differs for everyone, and can include a phone call, an online purchase, a form to fill out, etc. Once the call-to-action is established it is important to prominently place that call-to action throughout the site. The thought being regardless of how much or how little information your visitor chooses to gather, they know what they are supposed to do next in order to help them make their buying decision.

### Marketing Effectiveness:

- The first page that a website visitor is going to land on is your homepage. It is important to make that page extremely impactful. You can accomplish this with a world-class design coupled with effectively organized and structured content. The content on your website should represent a funnel. It should start wide with the most important information and funnel the visitor down to the most important information that is targeted to their individual needs.
- As in all sales and marketing tools, there needs to be an effective call to action. The visitor should always be presented with a reason to move on to a specific area of the site. Because different visitors are going to leave your site on various pages, it is important to have the call-to-action consistently prominent. If a visitor decides they have seen enough and there is no communication letting them know how to take the next step, they may never come back again.
- A company website, when utilized correctly, is a fantastic marketing and communications tool. The information on the site should be presented and used as a resource to the visitor. The visitor is not obligated to look at everything on your site. They are going to engage with your site more, when there is information that is relevant to a need or want that they have. So When you become a resource to your visitor, you are establishing your website, company and overall brand as the leader within your industry before you even have a conversation. This type of head start in the client communication stage is invaluable.

### Mobile Effectiveness:

- Over 60% of online content is being viewed on mobile devices such as smart phones and tablets. We can't state enough how important it is to ensure your website is accessible and easily viewable on mobile devices, while also simultaneously maintaining your desktop viewers with an optimum experience as well.
- **Responsive Web Design (RWD)** according to the definition on [Wikipedia](#) is an approach to web design aimed at crafting sites to provide an optimal viewing and interaction experience—easy reading and navigation with a minimum of resizing, planning and scrolling—across a wide range of devices (from desktop computers to mobile phones).



- When your website is mobile responsive, the screen will atomically reorganize the content on the website to ensure a cleaner and more effective experience while viewing on a smaller screen. When the screen gets larger on regular desktop computers, the website content will reorganize back to the base look and feel of the site.
- As of April 2015, Google is now penalizing websites that are not mobile compliant. To explain, websites that are not mobile-friendly have been moved down on mobile search results. With the amount of content being viewed online, it is important to optimize your site for all search engine platforms.

### **Website Functionality:**

- Website functionality are the tools programmed with the website to allow the visitor and website administrator to communicate utilizing your website. These tools are designed to allow your company to dynamically and efficiently showcase what you have to offer your visitors, while giving them the ability to interact directly with your communications, to ultimately help them make a buying decision and become clients.
- Some of the functionality that may help communicate your story to your target audiences are functions such as a fully editable and clickable main image slider, fully editable and clickable promotional areas, an on-site search function, customizable online forms, an automated featured case study highlight box, email marketing platform, an Search Engine Optimization (SEO) module, a newsletter sign-up, etc.
- An effective, dynamic and customizable Content Management System (CMS) will allow the management of content, graphics and overall functionality of the site without the need for the site administrator to know any programming languages.

### **Search Engine Relevance:**

- When engineering your website, it is important that it is structured effectively to communicate with not only your website visitors, but also the various search engine spiders and algorithms that are consistently crawling your site. There are a lot of easy-to-execute structural and content-based strategies that will maintain and increase your prominence on search engines.
- Search Engines are something that your competitors are surely researching and just like every other aspect of your industry trying to grab prominent placement and market share. It is extremely important to know, not only how to generate prominence, but to also have the flexibility and knowledge to maintain that prominence.
- There are easy-to-implement strategies that will improve your rankings. It is essential that when you do have prominent placement on search engines, that your website is structured and communicating effectively in order to convert traffic to clients.