Course 7

Website Course

Knowledge is Power.

Stop Guessing. Start Knowing.

BizAdemy

This course will cover:

How to Improve and Update your Current Website

- What is buyer-driven website design?
- Why is buyer-driven design so critical?
- How to evaluate your current website?
- How do you improve your website using the buyer-driven design methodology?

? WHAT IS BUYER-DRIVEN WEBSITE DESIGN?

Buyer-Driven Design is the new gold standard for delivering successful website redesigns that bring measurable business value.

It is a smarter and guided approach that minimizes the pitfalls of traditional web design, and produces high-performing websites.

Why Buyer-Driven Design Works **For The Visitor?**

- Provides a great user experience.

- Provides the content the visitor is looking for.

- Moves the visitor deeper into the purchase journey.

Why Buyer-Driven Design Works For The Business?

- Allow you to make more informed decisions based on real user data.

- Ensures you are using your limited time and money wisely.

- Speeds up the time to add value and impact on the business.

Traditional Web Design   vs. Buyer-Driven Design

RISKS

- Upfront Costs
- Resources & Time
- Out of Scope
- Over Budget
- Late

RESULTS

- Based on Assumptions
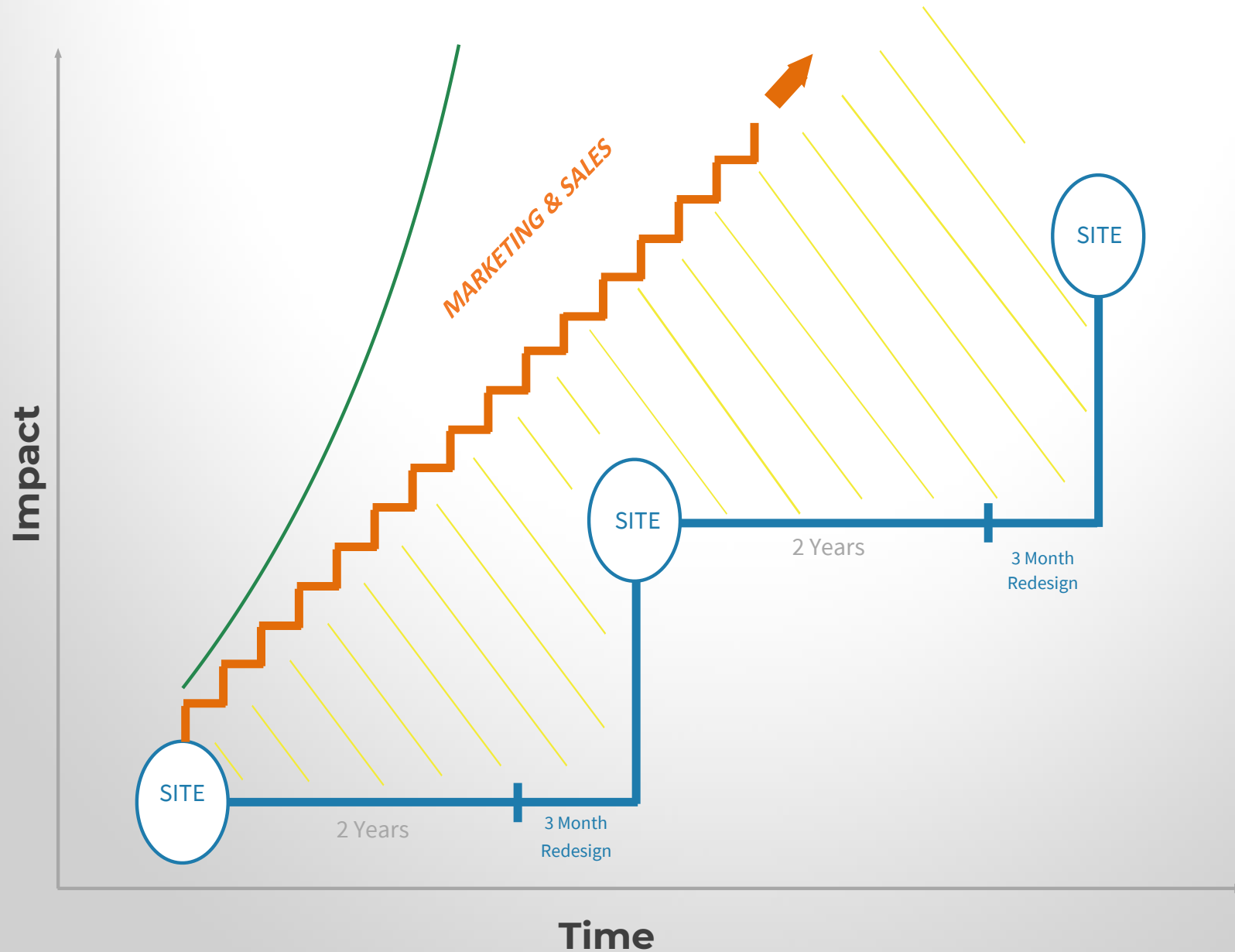- Static for 2 years

BENEFITS

- Spread Over Time
- Quick Wins and Improvements
- Agile
- On Time
- On Budget

RESULTS

- Based on Data
- Continuous Improvement

Traditional Web Design vs. Buyer-Driven Design

Impact

MARKETING & SALES

SITE

SITE

SITE

2 Years

3 Month Redesign

2 Years

3 Month Redesign

Time

BOTTOM LINE:

Websites built using the Buyer-Driven Design methodology produce faster results.

WHY IS A BUYER-DRIVEN DESIGN SO CRITICAL?

Would you enter a dart tournament **blindfolded?**

If you're going in blind, **you'll miss the mark.**

You will be spending time, energy and money on activities that don't working, and won't build traction.

HOW TO EVALUATE AND IMPROVE YOUR CURRENT WEBSITE

Evaluate your current website.

Make a list of everything your site does well, and every way it could be improved.

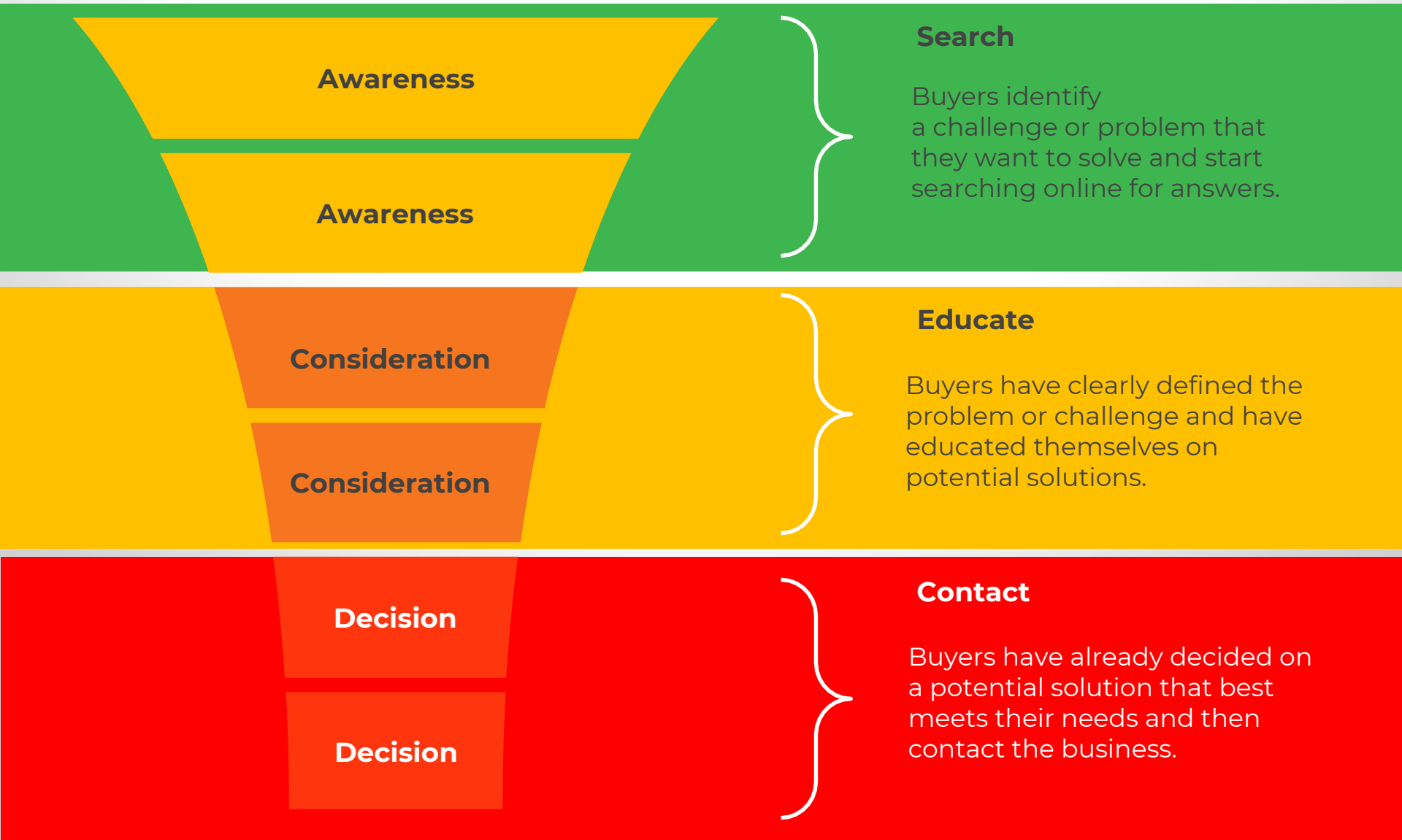# DOES YOUR WEBSITE FOLLOW THE MODERN BUYING JOURNEY?

AWARENESS > CONSIDERATION > DECISION

WHERE DOES YOUR CURRENT WEBSITE CONTENT FIT IN?
Is it helpful or self-serving?

Awareness

Awareness

Search

Buyers identify a challenge or problem that they want to solve and start searching online for answers.

Consideration

Consideration

Educate

Buyers have clearly defined the problem or challenge and have educated themselves on potential solutions.

Decision

Decision

Contact

Buyers have already decided on a potential solution that best meets their needs and then contact the business.

WHERE DOES YOUR CURRENT WEBSITE CONTENT FIT IN?

95% of websites DO NOT address this stage

Awareness

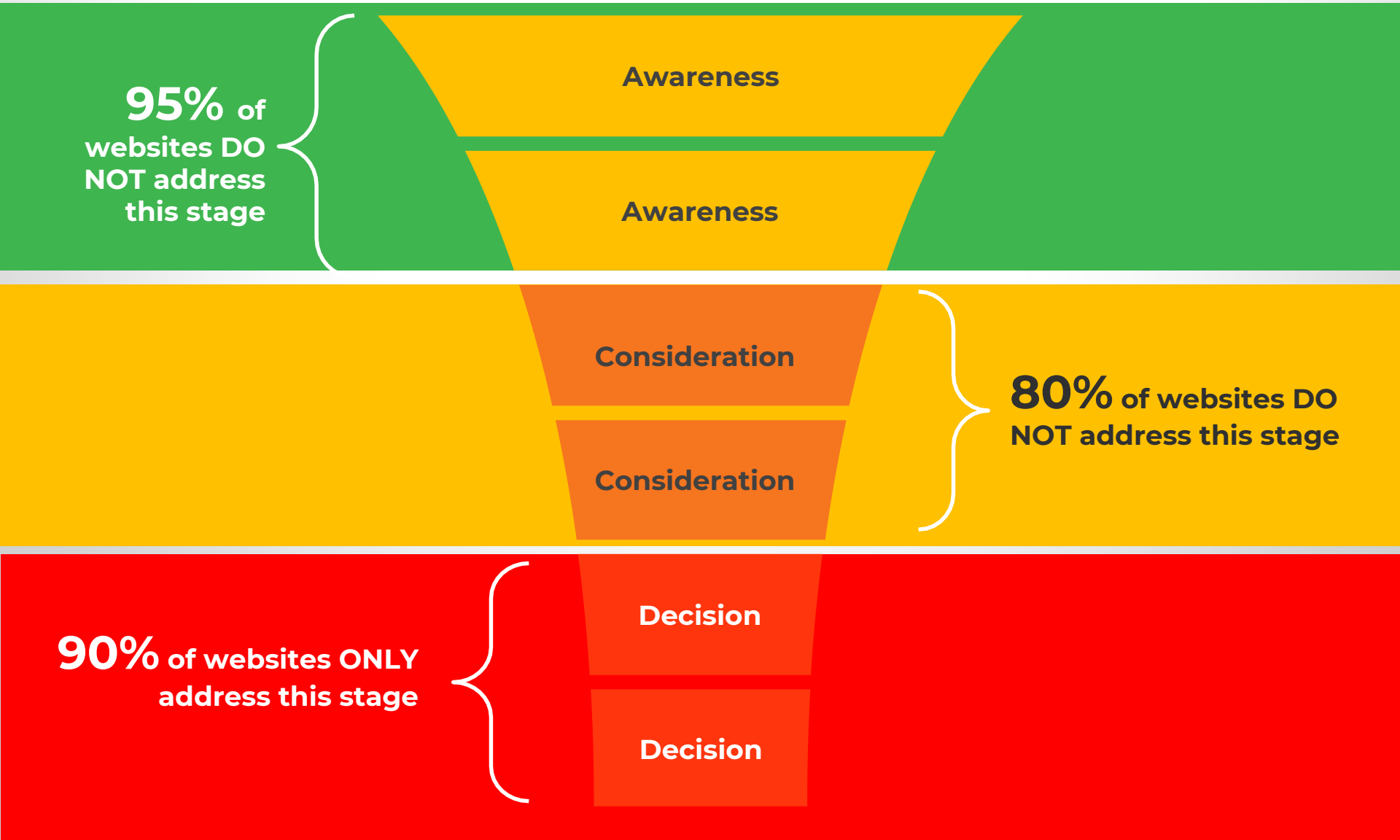Awareness

Consideration

Consideration

80% of websites DO NOT address this stage

90% of websites ONLY address this stage

Decision

Decision

CURRENT WEBSITE QUESTIONS

- How old is your website?
- When was the last larger upgrade you made your website?
- Do you track how these updates impacted results?
- Is your current website responsive and look good on mobile and tablet devices?
- What is your current website conversion rate from visitor to leave?
- Over the last 3 months, have you set goals around website performance?
- Do you have a clearly defined and documented buying persona?
- Have you clearly defined user path funnels?
- Are you showing different website experiences based on persona, lifecycle stage, or previous actions?
- Do you have any high-performing marketing assets on your site such as tools, ebooks, or downloads?

HOW DO YOU IMPROVE YOUR WEBSITE USING BUYER-DRIVEN DESIGN METHODOLOGY?

HOW DO YOU REDESIGN THE USER EXPERIENCE USING BUYER-DRIVEN DESIGN

1. Start with the user

2. Use the journey map

3. Evaluate current website

4. Make a list of things to change

Start and finish **with the user.**

From the beginning of the process you need to consider your users' needs, goals, and challenges. Every decision point during the design process should begin with, "What would the user want?"
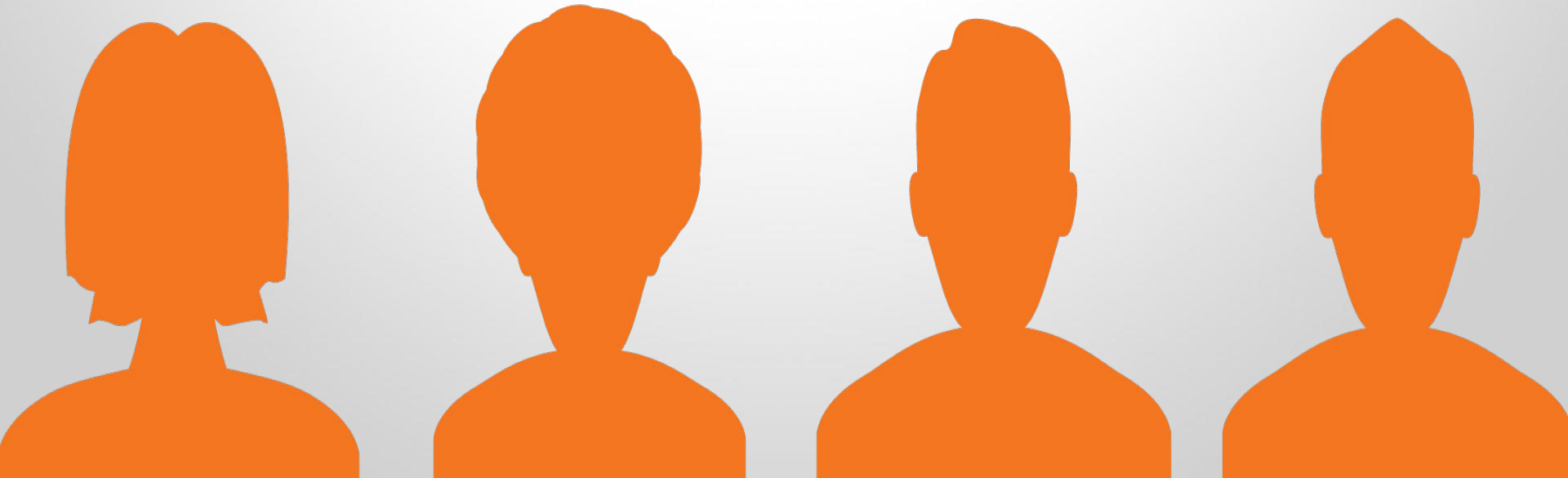
Understanding your **users' needs** should be first and foremost in your strategy.

Develop the site's user personas.

Focus on the usability experience that your user will have.

Ask yourself...

- Who would use this content?

- What problems are they trying to solve?

- What is their level of technical expertise?

- What other websites do they frequent?

- What devices/software do they use to search on?

USER PERSONA WORKSHEET

PERSONA - Who would use this content?

PROBLEMS - What problems are they trying to solve?

TECHNICAL - What is their level of technical expertise?

WEBSITE - What other websites do they use?

DEVICES - What devices/software do they use to search on?

QUESTIONS TO ANSWER

USER **JOURNEY MAP**

GOAL: Develop a holistic view of your personas' life before, during and after contact with your business website.

Map your content to the Buyer's Journey.

Classify your content using the three stages of the modern buyer journey:

AWARENESS > CONSIDERATION > DECISION

WEBSITE JOURNEY MAP WORKSHEET

PERSONA

PRODUCT or SERVICE

BUYER:

	AWARENESS	CONSIDERATION	DECISION

POSITIVE

- Thoughts
- Emotions
- Quotes
- Searches

What do buyers need here?

What do buyers need here?

NEGATIVE

QUESTIONS TO ANSWER

Focus on
behavior.

The goal is to make your website as clear as possible, to give your users what they are after.

WEBSITE IMPROVEMENT QUESTIONS

- Are you heard user feedback to determine website improvements?
- Have you conducted user interviews to learn about your website visitors?
- In the last 6 months, have you sent out a survey to your audience?
- Do you segment users to see website behavior changes?
- Are you using heat maps to see click, scroll, and motion behavior?
- Do you have website funnel tracking set up to see performance?
- Are you implementing regular website improvements to improve funnel performance?
- Do you run A/B tracking on your website to see if they impact results?
- Are you actively building more marketing assets on to your website?
- Do you have a system for continuously improving the website?

MAKE A LIST OF THINGS TO CHANGE

Must-haves / To-Do List

1. Add Products to Navigation menu

2. Change font family on the blog

3. Remove jargon on About Us page

Nice-to-haves / Wish List

1. Update 3-column page template

2. Add color-blind friendly scheme to sub-navigation

3. Determine a new navigation sequence for based on buyer persona

Create **prototypes.**

Start low-tech, on paper or in mockup software, and then create more fully- featured versions. The goal is to move fast, so that you can work out the issues quickly.

Card sorting sessions.

This will help you understand if your content is easily accessible.

OPEN CARD SORT PROCESS

• Write out your website pages names on index cards

• Invite individuals to organize the cards.

• Have them group the cards according to similarity.

• Look at the trends.

Test your designs.

Start local, then branch out. Start with your colleagues, friends and family to work out the major flaws, then test samples with your user personas. Ideally, test with real customers.

REMEMBER, IT'S ALL ABOUT THE USER

Course 7 Completed.
Now take the next course.

Getting Started Courses
1. Why You Need to Update Your Online Marketing Strategies
2. What is Modern Online Marketing and How it Works
3. How to Create a Marketing Positioning Statement
4. How to Create Marketing Buying Personas
5. How to Perform a Content Audit by Buying Stage
6. How To Research and Find the Right Keywords

Website Courses
7. How to Improve and Update your Current Website
8. How to Search Engine Optimize (SEO) your Web Pages Using Keywords
9. How to Deliver a Successful Website User Experience
10. How to Use A Call-to-Action, Landing Pages and Forms

Content Marketing Courses
11. What Is and How to Use Content Marketing
12. How to Repurpose and Produce Marketing Content
13. How to Generate Content Marketing Ideas
14. How to Engage Buyers with Effective Writing Techniques
15. How to Use Storytelling to Resonate with Buyers
16. How to Measure and Analyze your Content Marketing

Content Promotion Courses
17. How to Effectively Promote Your Content Marketing
18. How to Create and Use a Blog to Drive Website Traffic
19. How to Use Social Media to Drive Website Traffic

Email Marketing Courses
20. What is and How to Use Email Marketing Strategies
21. How to Use Email to Nurture and Grow Your Customers
22. How to Create the Right Lists for Email Marketing
23. How to Design Email Templates that Capture Interest
24. How to Create High Performing Emails that Convert Buyers
25. How to Optimize, Measure, and Track Email Marketing Success

Get Going Courses
26. How to Start Implementing Modern Marketing Strategies
27. How to Set Marketing Metrics and Milestones
28. How to Use a CRM for Modern Marketing
29. What Software Tools are Needed for Modern Marketing

The End.

If you liked it, please share it.

THANK YOU.

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