# Website Tips

AGENDA

Agenda

- Discovering if you need an online presence

- Different website options

- Setting up a website

- How to build a website structure (Architecture)

- Page layout, page speed & mobile friendliness

- Making it easy for customers to contact you

- Using video & imagery and embedding tools

OBJECTIVES

Objectives

- Understand the importance of a website

- Learn about some common types of website

- Learn about some key considerations for a website

DO I NEED AN ONLINE PRESENCE?

9 out of 10 people are online

Do people use the Internet for personal purposes?

Yes		Hide
88%		

No		Hide
12%		
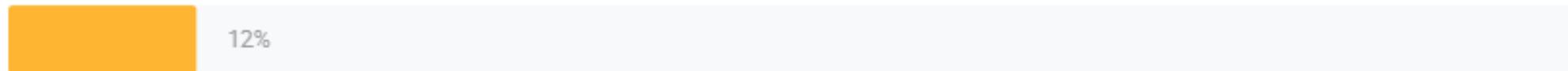
Customers will look for you online

What online sources did people use to make a purchase decision?

Online research: on brand websites
24%

Online research: on retailer websites
21%

Search engine
45%

Social networks
5%

Online video sites
7%

Brand pages on social network sites
2%

Advice sites / review sites / forums / blogs
7%

Auction or classifieds sites
2%
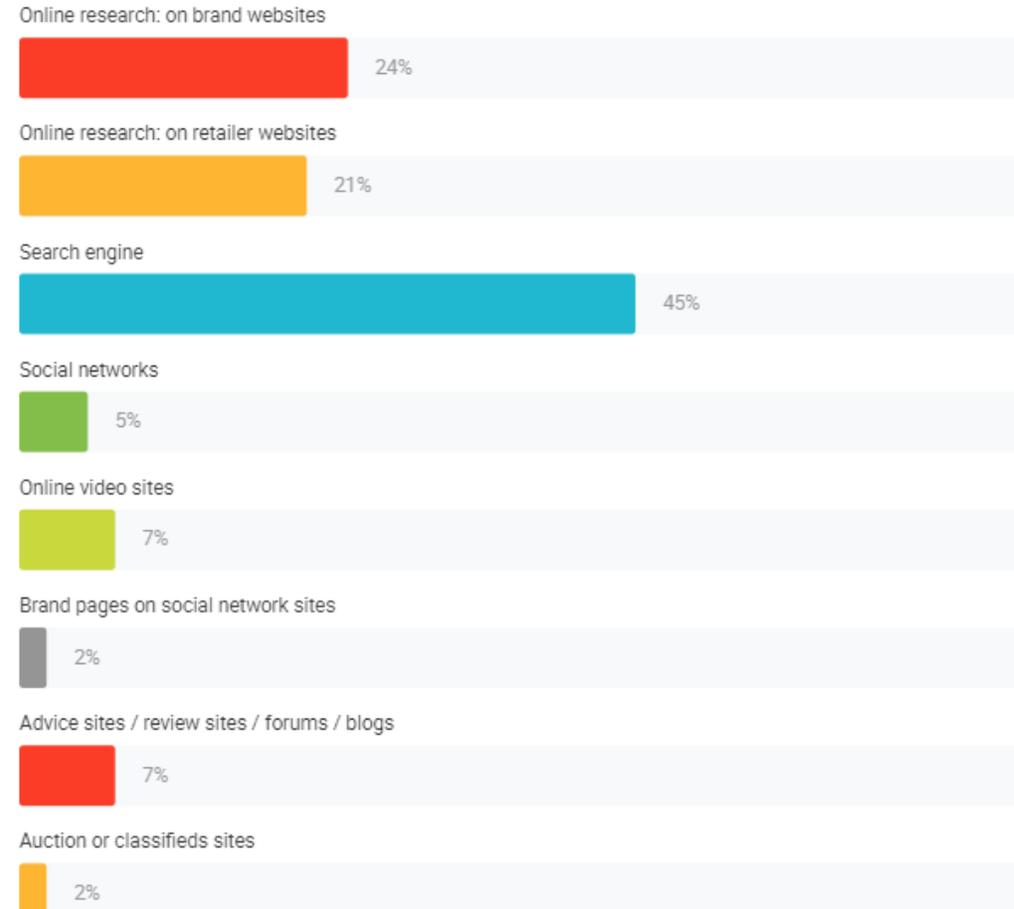
Customers will look for you online

What online or offline research did people do to find local businesses?

Only research locally online

37%

Research locally online and offline

58%

Only research locally offline

2%

No local research

2%
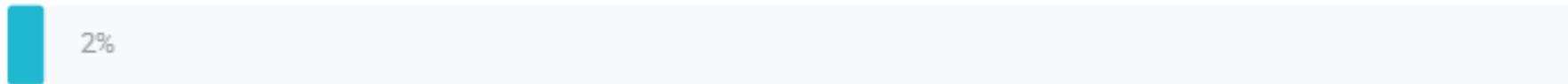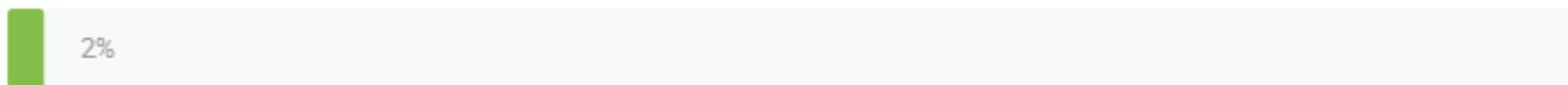
Why do people look for you online?

- Verify your reputation

- Look to contact you through your website

- Look for your contact details

- See what services you have to offer
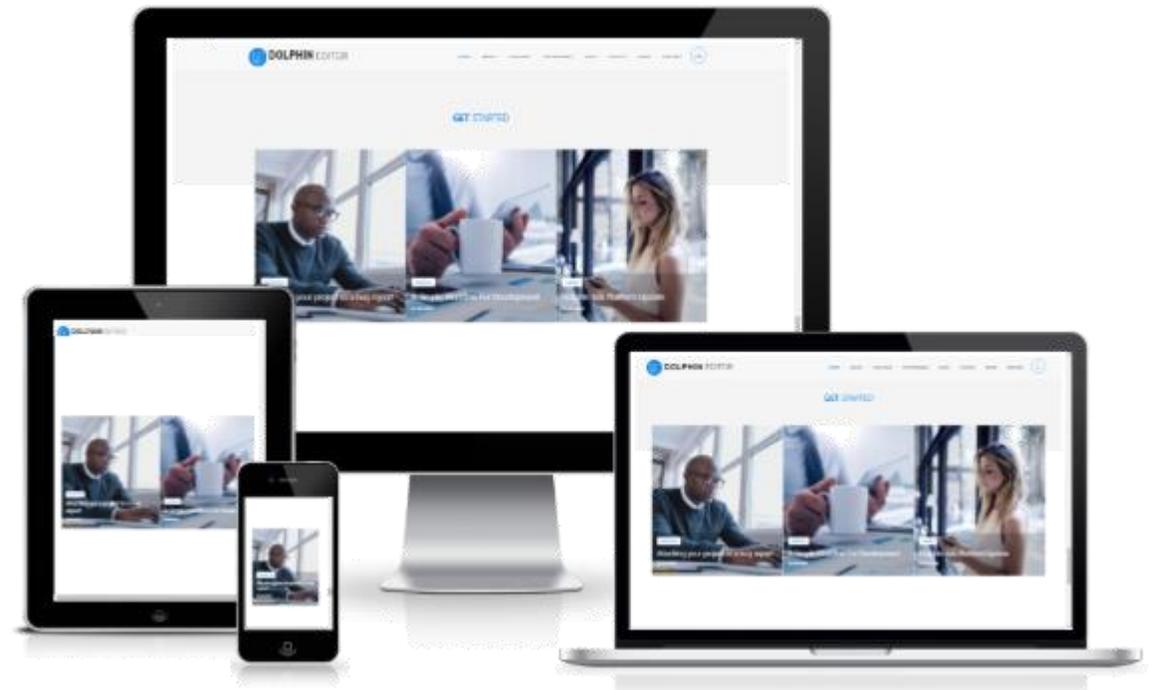
Google My Business

- Every business should have a Google My Business listing

- Displays information about your business such as location, phone number, opening times and reviews

WEBSITE OPTIONS - DIFFERENT TYPES

Website Options

- Google Website (GMB) - Free

- WordPress Basic

- Joomla

- SquareSpace

- Wix

Google My Business Website

- Free

- These function well for any business that doesn't already have a site, or, don't have the resources in time or money to build a full blown site

- Choose the appropriate theme for your business website

- Include high-quality images, videos and virtual tours of your company

- Information from your GMB listing is automatically embedded

- You can create a site easily and quickly within 10 minutes

My Business Website

Joomla

- Joomla is created, maintained and supported by a unique volunteer community who believe that it should be freely available to everyone, always

- There are also thousands of high quality templates available, a great number of which are free. Paid templates are also available

- Joomla has powerful SEO tools built and ready right out of the box

- Joomla also features built in two-factor authentication and extensive access control levels out of the box

Wix

- Drag and drop website builder, you can design any website you want

- Follow your own personalised SEO plan to get your website found on Google

- Mobile Optimised out of the box, your website will automatically look amazing on any device

- Custom domain name offering or connect one you already own

WordPress Basic

(Free & may require some technical ability)

- Low maintenance costs. Not only the platform itself is free, but due to it's ease of use, in most cases there's no need in hiring a developer to get the website up and running

- A large array of plugins, the majority of which come free of charge. With the help of these you can expand your site's functionality greatly

- Extremely SEO-friendly. WordPress SEO management tools allow you to increase the 'free' traffic to your website

SETTING UP A WEBSITE - WHERE TO START

Core Considerations

The following 8 elements are required when creating a new website from scratch:

#1 – Domain Name

#2 – Business Email Address

#3 – Website CMS

#4 – Website Hosting

#5 – Website Template Design

#6 – Logo Design

#7 – High-Quality Images for Website

#8 – Google Analytics

Domain Name

A domain name is your website name.
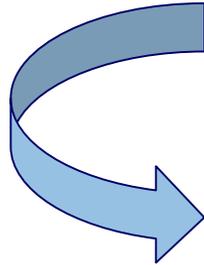
Zurich Ireland - General Insurance, Pensions & Protection
https://www.zurich.ie/ ▼
Zurich Ireland offers leading insurance and protection products covering Car & Home Insurance as well as Life & Pensions, Investments & Financial Planning ...

Contact Us
Zurich's Terms & Conditions. Legal, Copyright & Technical ...

Farm Insurance
Protect your family & business with farm insurance from Zurich ...

https://www.zurich.ie

Business Email

A **business email address** gives you a way of presenting your **business** in a professional light by connecting your **business** domain name to your **email**.
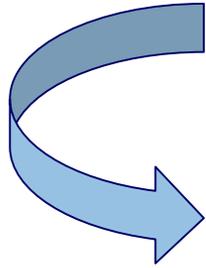
martin.murphy@thebestbrokerinireland.ie

Website CMS

A web content management system (WCMS) is a software content management system (**CMS**) specifically for web content.
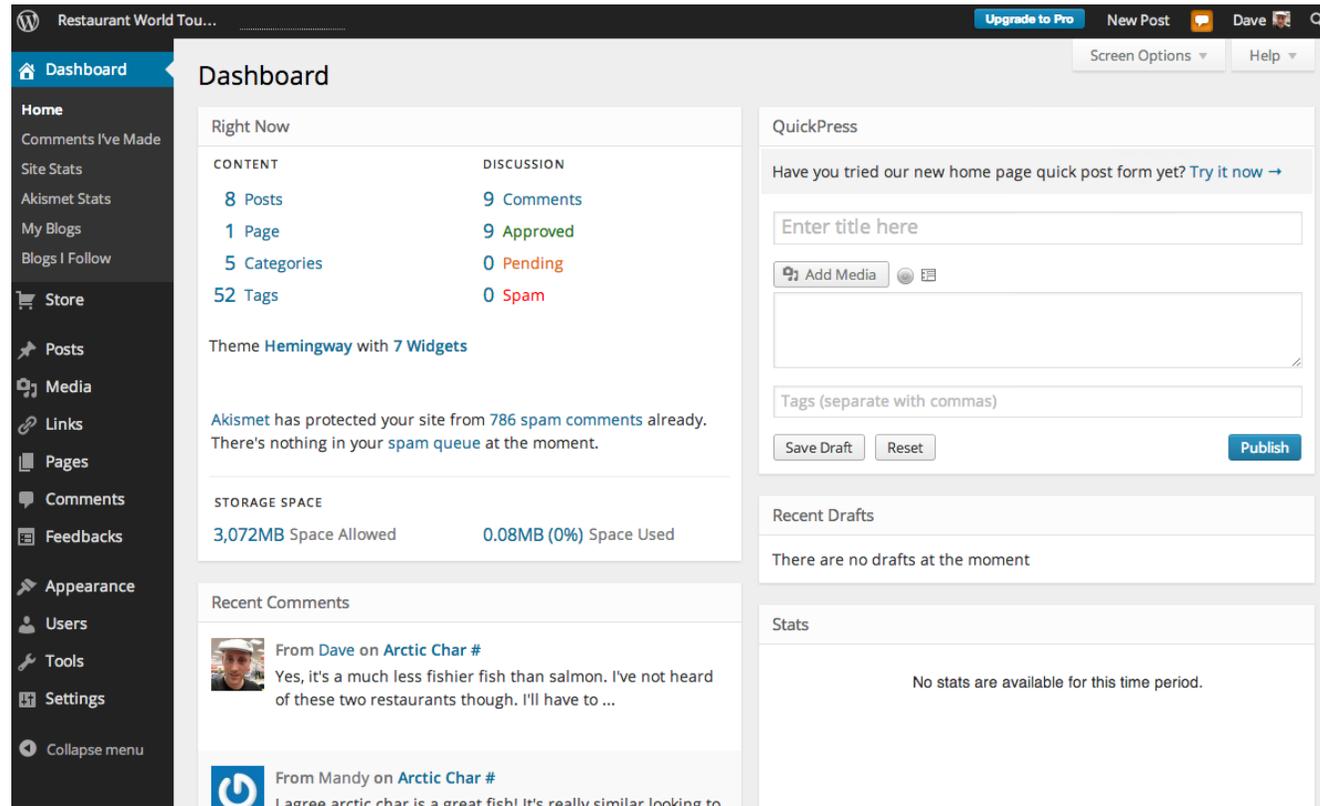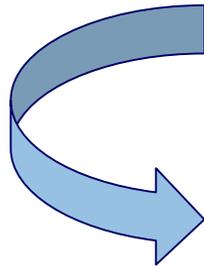
Website Hosting

A **web host**, or **web hosting** service provider, is a business that provides the technologies and services needed for the **website** or webpage to be viewed in the Internet.
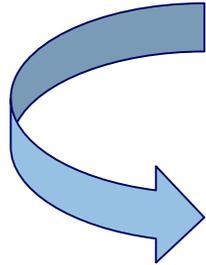
Website Template

A **website template** (or **web template**) is a pre-**designed webpage.**
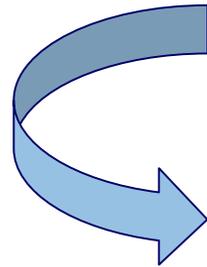
GRAPHIC LOGO IMAGE

Home   Services   About   Site Map   Press   PDFs   Staff   Contact

– Add Your Company Slogan or a Phone Number Here –

Logo Design

A **Logo** is a **design** symbolising one's organisation, very important for branding.

High-Quality Images for Website

"a picture is worth a thousand words"
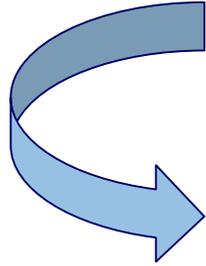
Google Analytics

Google Analytics is a free web **analytics** tool offered by **Google** to help you analyse your website traffic.

# HOW TO BUILD A WEBSITE STRUCTURE (ARCHITECTURE)

Website Architecture

The way a website is laid out helps visitors navigate around your website.


Basic Website Layout
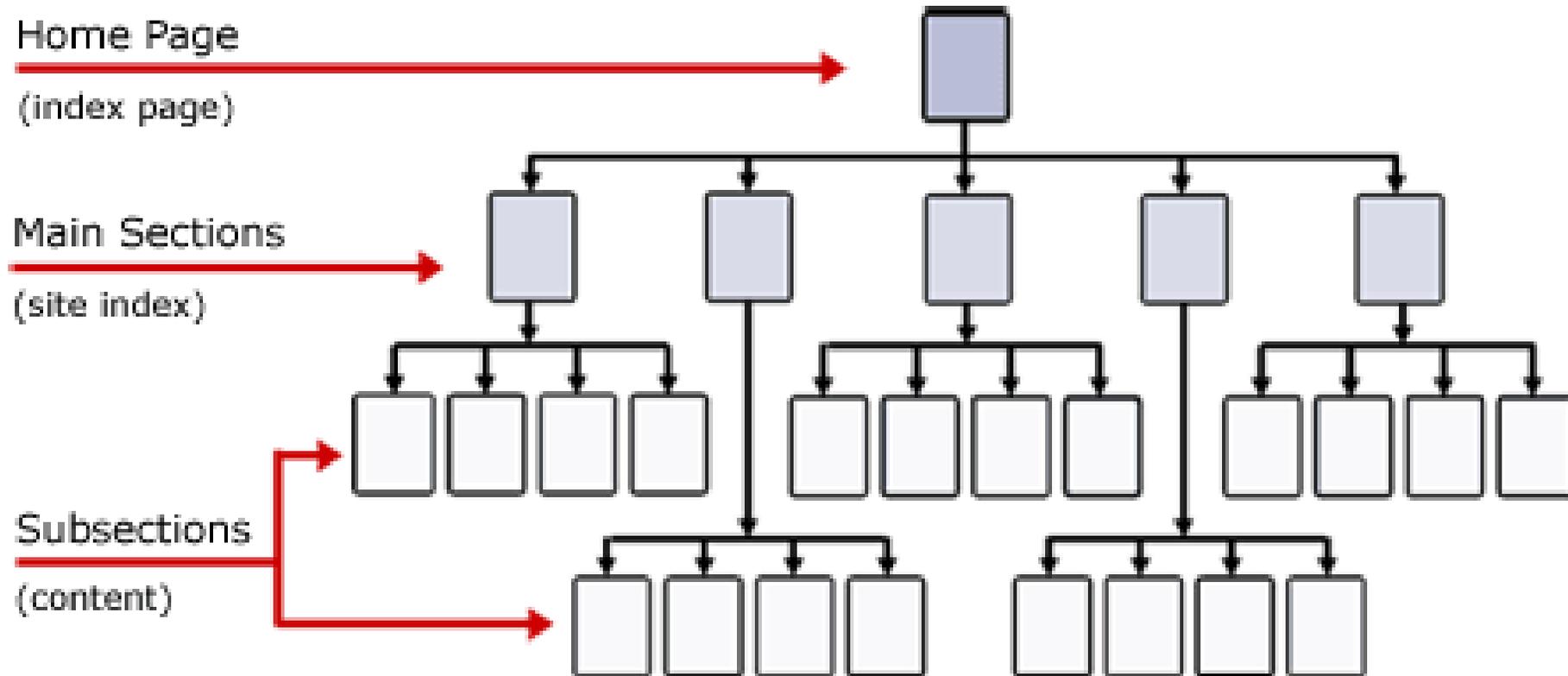
Building a Great Website Structure

Top tips:

- Plan out a hierarchy (pages) before you develop your website

    – Make your hierarchy logical

    – Keep the number of main categories between two and seven

- Create a URL structure that follows your navigation hierarchy

- Use a shallow depth navigation structure

- Develop a comprehensive internal linking structure
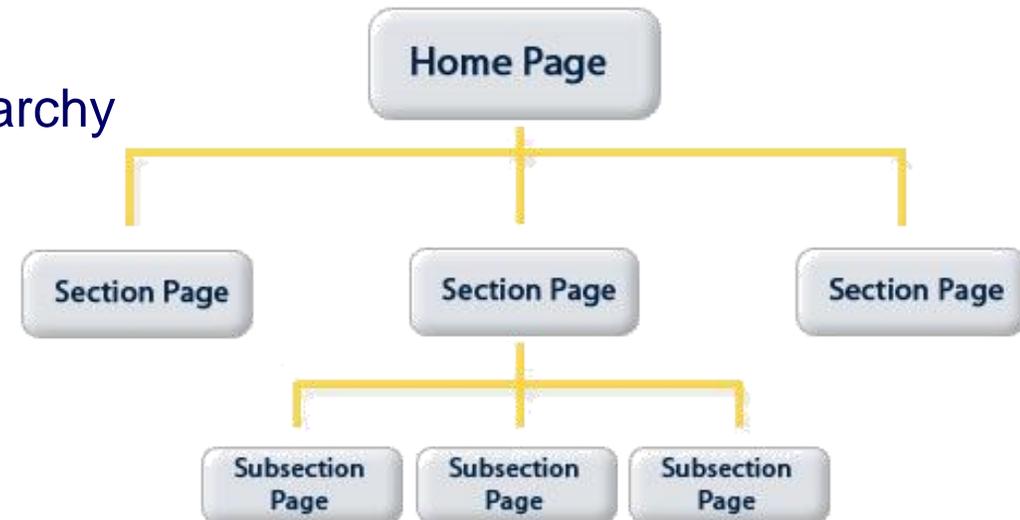
PAGE LAYOUT, PAGE SPEED & MOBILE FRIENDLINESS

Page Layout

Top tips:

- Customers need to easily identify what the page is about

- Customers need to easily understand what action you desire them to take on your page

- Keep your important information and actions 'Above The Fold' (at the top of the page)

Page Layout

Top tips:

- Keep navigation consistent

- Use images or video to tell your story

- Keep SEO in mind

  – Compressed Images

  – Page Titles

  – Written content

  – Headers

Home Page

Top tips:
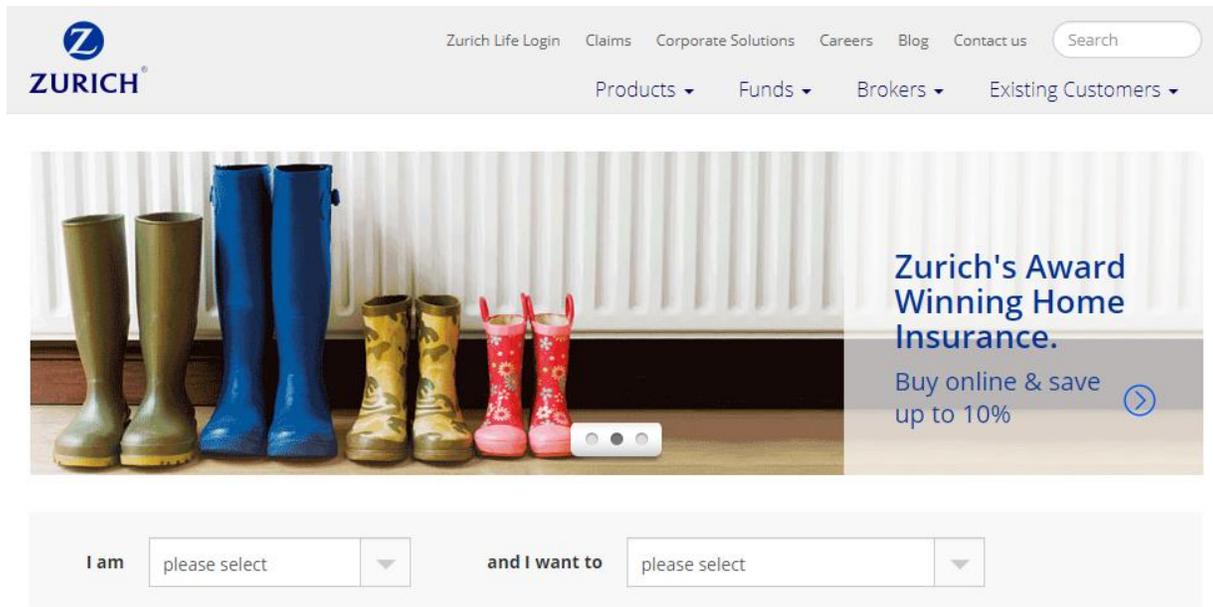
- Clear navigation

- Customer should clearly understand what your website offers

- Most important information is clearly visible

- Strong call to actions to ensure customers perform the actions you require

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Page Load Speed

The importance of website page speed

Speed:
Average Speed Index

How quickly the mobile page displays content

to users (lower is better).

Best Practice: Under 3 seconds

Page Load Speed

https://developers.google.com/speed/pagespeed/insights/

Mobile Friendly

Why is it important?

TRADITIONAL

MOBILE FRIENDLY

- Mobile responsive design

- Reach a larger audience

- Drive more traffic to your site

- Users don't like to wait

- Google favours mobile friendliness

- Increased average time spent on site

- More leads

Mobile Friendly

https://search.google.com/test/mobile-friendly
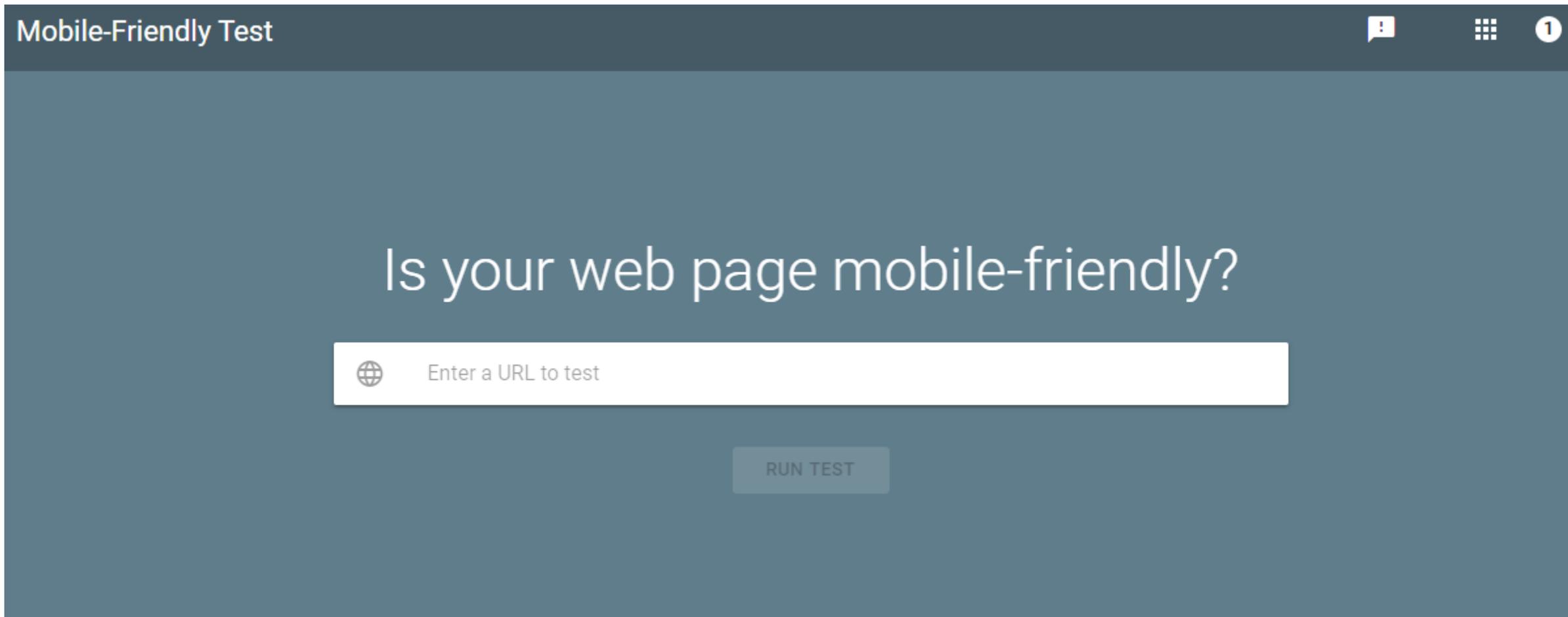
MAKING IT EASY FOR CUSTOMERS TO CONTACT YOU

Contact Forms

Keep forms simple and request the minimum of information

Your contact details

Title *	Select one Title
Forename *	Forename
Surname *	Surname
County *	Select one County
Email	Email
Phone	Phone
	Please enter an email address and/or a phone number
I am interested in *	Select one
Is this in relation to an existing policy? *	○ Yes ○ No
	☐ I would like a free financial review
	Indicates required field *
	Submit

- Just get the information you really require

  – Name

  – Email

  – Contact Number

- If you offer multiple products you can ask this question as well

- Track all customers who click *Submit*

Calls to Action

Ensure customers can call your business

- If calls are important your phone number needs to visible

- On mobile devices you should make the number clickable

- You can track all mobile calls on this clickable number
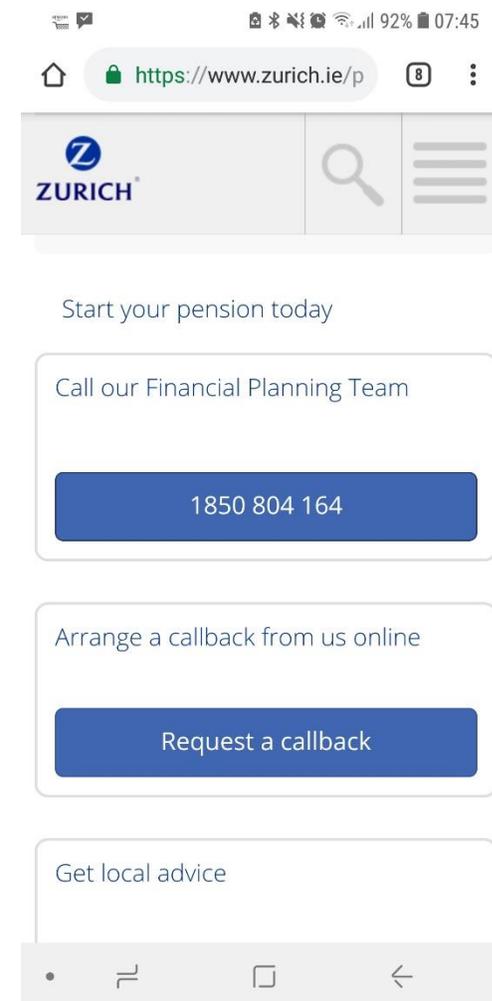
USING VIDEO & IMAGERY AND EMBEDDING TOOLS

Using Images & Video

Tell your story

- The human brain processes images much quicker than words

- Capture customers attention

- Need to be high-quality

- Viewable across devices

Embedding Tools

Calculators

Budget Calculator

Are you finding it difficult to manage your personal or household budget? Do you find that your monthly expenses don't add up? Would you like to get better at monthly budgeting so you can save more? Using our budget calculator will help you work out what your monthly income and expenses are, what you need to budget for, and how much you have available to save. It will also give you a better idea of where you can make cost savings and how by spending less you can save or invest this money.

Income

Income

Salary	€	Monthly
Pension income	€	Monthly
State benefits	€	Monthly
Interest / investment income	€	Monthly
Child maintenance	€	Monthly
Other	€	Monthly

- Some calculators are in top 10 visited pages

- ~15% of page views

- Your customers want calculators

- Zurich has a selection of calculators and videos you can use on your own website. Visit the following URL to find the embed codes which your developer can use to implement these:

  https://www.zurich.ie/broker-centre/calculators/

TIPS

Tips & Advice

Key Takeaways

- You need an online presence

- There are many website options ranging from basic to more technically complicated. Take time to ensure you choose the bet one for you and your business

- There are a number of core considerations for setting up a website

- Building a solid website structure is very important

- Page layout, page load speed and mobile friendliness are core factors

- Contact forms and calls to action should be carefully planned out and tracked

- Using interactive features such as video and calculators can improve both user experience and search engine ranking factors.

Thank you