WHAT MAKES A WEBSITE SUCCESSFUL?

KILEY MURPHY
INTRODUCTION

ABOUT ME | KILEY MURPHY

- Owner | Creative Canvas Website Solutions LLC
- Previous Experience:
  - U of I Marketing & Design
  - U of I Economic Development Division
  - U of I Peer Mentor | Web Design Class

BY THE NUMBERS

University of Iowa Fraternities & Sororities

- 4,000+ Members
- 50+ Chapters
- 17,000+ Members
- $523,000+ in Scholarships
- 251+ University Events
AGENDA

3 PILLARS OF WEB DESIGN

WEBSITE PLATFORMS: HOW TO CHOOSE

WEBSITE CHECKLIST GUIDE

HOTSEAT: ARTIST SITE EVALUATION

Q&A
WHAT MAKES A WEBSITE SUCCESSFUL?

THE 3 PILLARS OF WEB DESIGN

BUILD CREDIBILITY & TRUST

OPTIMIZE FOR LEADS & SALES

INCREASE TRAFFIC
BUILD CREDIBILITY & TRUST

First things first. If you want a website that generates new income for your business, you need to create an online presence that adds credibility and sets yourself apart from your competition. There are many factors that come into play here, but some of the low hanging fruits that will make your site more credible include:

- quality content
- superb user interaction & user experience
- professional look & feel
- social proof (testimonials & reviews)
So many businesses miss out on attainable leads because their site isn’t optimized for generating leads and sales. With the proper strategy and planning, you can turn your website into a well-oiled machine that churns out new sales & leads on the fly. Here are some of the things that help convert visitors into customers:

- clear calls to action
- lead magnets
- sales funnels
- soft sales
A website without traffic is like paying for a billboard in the middle of a cornfield. There’s no use in having an amazing website if you aren’t getting any visitors. Some of the traffic generating services you can take advantage of to help kick start your online traffic include:

- local SEO
- organic SEO
- paid advertising
- social media management
WHAT MAKES A WEBSITE SUCCESSFUL?

WEBSITE PLATFORMS: HOW TO CHOOSE

WIX / SQUARESPACE

SHOPIFY

WORDPRESS
### WEBSITE PLATFORMS: HOW TO CHOOSE

<table>
<thead>
<tr>
<th><strong>WIX / SQUARESPACE</strong></th>
<th><strong>SHOPIFY</strong></th>
<th><strong>WORDPRESS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SUMMARY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>▸ Offers the bare basics - great for those who are just getting started</td>
<td>▸ E-commerce intensive - geared towards users without web dev skills</td>
<td>▸ Website solution that can scale as your business grows</td>
</tr>
<tr>
<td><strong>PROS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>▸ Lowest budget</td>
<td>▸ Start quickly with any skill level - no coding needed</td>
<td>▸ Caters to everyone, from no skill level to expert developer</td>
</tr>
<tr>
<td>▸ Just getting started</td>
<td>▸ Platform can grow as you do</td>
<td>▸ Platform can grow as you do</td>
</tr>
<tr>
<td>▸ Great first step</td>
<td>▸ Shopify is a hosted solution</td>
<td>▸ Allows for the most customization</td>
</tr>
<tr>
<td>▸ Easiest barrier to entry</td>
<td>▸ Tons of prebuilt “Apps”</td>
<td>▸ HUGE community of support for themes &amp; plugins</td>
</tr>
<tr>
<td>▸ “Hands off” support</td>
<td>▸ Shopify hosting “Hands off” support</td>
<td>▸ Easy “hands off” options for hosting and updates</td>
</tr>
<tr>
<td><strong>CONS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>▸ Design limitations</td>
<td>▸ Software as a service (‘SaaS’) - monthly fees for everything</td>
<td>▸ More configuration needed before launching a site</td>
</tr>
<tr>
<td>▸ Limited App Market</td>
<td>▸ E-commerce only</td>
<td></td>
</tr>
<tr>
<td>▸ Technical SEO</td>
<td>▸ More limiting factors compared to Wordpress</td>
<td></td>
</tr>
<tr>
<td>▸ Advanced Marketing Tools</td>
<td></td>
<td></td>
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<tr>
<td>▸ Data Export</td>
<td></td>
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</tr>
</tbody>
</table>
WEBSITE PLATFORMS: HOW TO CHOOSE

VISUAL EDITORS (WYSIWYG)
WEBSITE PLATFORMS: HOW TO CHOOSE

UTILIZING PLUGINS & APPS
WHAT MAKES A WEBSITE SUCCESSFUL?

WEBSITE CHECKLIST GUIDE

AUDIT CHECKLIST COMPANION GUIDE

Use this easy reference guide to learn more about the specific questions in the audit checklist, plus what makes a good and bad website. (especially handy if you’re new to web design.)

A TO K: FIRST IMPRESSIONS

L TO X: SEARCH ENGINE FRIENDLINESS
A: DOES THE WEBSITE LOOK NICE AND PROFESSIONAL?

This one isn’t complicated, you just want to use your best judgement. Have they used modern fonts? Does it look like a professional designer was engaged to do it? An ugly, unprofessional website should be obvious even to the untrained eye.
B: IS THERE A PROFESSIONAL LOGO?

Does the logo represent the essence of the business? Is it simple, memorable, modern (yet timeless), versatile and appropriate? Does it carefully balance symbols, colors, words, fonts and shapes - with all the elements working together? Would a ‘guy off the street’ immediately understand the logo’s intended meaning?
C: IS THERE A CALL TO ACTION OR KEY MESSAGE IN THE MAIN BANNER?

Any marketing collateral is incomplete without a clear CTA (Call To Action) such as ‘call now’, ‘join us’, ‘download now’ or ‘sign me up’ in high quality visual treatment. This must be in the main banner across the site so that visitors clearly understand what they need to do if they’d like to get to know the business better.
D: IS THERE A CONTACT NUMBER ON THE TOP OF THE WEBSITE?

An easy-to-find phone number on the website boosts conversion rates because people are comforted that they can call you if the need arises. It builds trust that the business is ‘real’ rather than purely online. Some potential customers will want to talk to someone before buying.
E: IS IT OBVIOUS WHAT THEIR BUSINESS DOES?

Potential customers need to be engaged by outstanding content - content that allows them to easily understand what the business is offering and to make an informed decision about whether or not they wish to progress towards a purchase. The business should clearly articulate their value proposition and customer benefit statements.
F: IS THERE A PRIMARY ACTION FOR VISITORS?

The website needs to guide visitors (potential customers) into the course of action that the business wants to achieve most. Is the business suggesting that visitors provide their email address to be added to a weekly newsletter or download a free resource?
G: ARE THERE SECONDARY ACTIONS TO TAKE?

If visitors to the website aren’t interested in the primary action (e.g. they’re not ready to call the business or provide their email address), what other actions might they take to stay somewhat-engaged with the business? Social media sharing is frequently in this category.

Embedded Facebook and Tripadvisor feeds are a clear winner in this category.

Tweets from the company’s main account adds life to a site.
H: IS THE MENU NAVIGATION EASY TO USE?

Menu navigation should operate like street signs, ensuring website visitors can easily find their way around. Good navigation reflects good information architecture. A poor website might merely list off the individual departments and their inventory. A good website will ensure that customers can readily find the information with few clicks.
I: ARE THERE SOCIAL MEDIA SHARE BUTTONS?

The business should have a consistent presence across its chosen social network platforms (such as Twitter, Facebook, LinkedIn, YouTube, Instagram, and Pinterest). Sharing and follow buttons should be used to generate fans/followers for those social media accounts.
J: IS THERE A LEAD CAPTURE FORM ON EVERY PAGE?

One of the most common mistakes made by business websites is that they overlook the opportunity to capture the email addresses of web visitors. This critical information can then be used in an automated email marketing sequence so these prospects can start to know, like and trust the business.

![Lead capture form example]

This signup form is present on the footer of every page of this website.
K: ARE THERE CUSTOMER TESTIMONIALS OR REVIEWS?

Customer testimonials are a powerful way for a business to gain credibility. Whilst statements made by the business might sound like impolite bragging, those same words from another person can be extremely effective at generating trust. The more, the better!
L: GOOGLE THEIR WEBSITE. DOES IT MAKE THE FIRST PAGE?

Google-friendly sites are easily accessible (with a logical link structure), give the visitors the information they’re looking for and have links from other sites.

For best results in this area, it’s important to understand and follow the guidelines that helps Google find, index and rank sites.
M: DOES THE WEBSITE TAKE 3 SECONDS OR LESS TO LOAD?

Mobile or desktop, users don’t like to wait. Page loading times are crucial to any website’s user experience and a major contributing factor to page abandonment. Key culprits may be heavy-handedness with graphics, content, or functionality or insufficient technical grunt behind the scenes.
N: IS IT RESPONSIVE?

For website content to ‘flow like water’ across different devices, design must focus on elements such as adjustable screen resolution and automatically resizable images. Does the content look good on any screen by being resized, hidden, shrunk, enlarged or otherwise moved?
O: IS THERE A UNIQUE PAGE TITLE ON EVERY PAGE? (CHECK THE TAB)

The humble page title is the main tool to attract new visitors from search listings. It’s the short clickable headline for listings on search engine result pages (SERP) so it should be carefully designed for maximum usability.

P: DOES THE PAGE TITLE INCLUDE YOUR BRAND?

Given there’s not a lot of characters to play with in page titles, it’s critical to choose them carefully. The name/brand of the business is a mandatory inclusion for search engine results - Google is looking for it.
Q: IS THERE A UNIQUE META DESCRIPTION FOR EACH PAGE?

Meta descriptions are a part of site optimization for search engines. Awesome meta descriptions are 135-160 characters long, include keywords within legible, readable copy and match the content on the page. Meta descriptions must be written differently for every page.

Easy: A way to check for is to enter the website address into a simple SEO checker tool, such as this one: https://www.seoreviewtools.com/bulk-meta-description-checker/

Advanced: View the page source (Ctrl + U on Chrome) and check for the presence of filled out meta description tag, e.g.:

```
<meta name="description" content="This is a sample meta description that should both be compelling and include important keywords."/>
```
R: ARE THERE AT LEAST 500 WORDS ON EACH PAGE?

When it comes to content, more is better, as it is easier to include a range of keywords while still sounding natural. Having their content optimized for a range of related keywords makes it more likely to match the different combinations of words used by people on a search.
S: IS THE COPY A GOOD READ?

Does the copy connect with the reader?

Does it showcase the product/service and overcome all objections?

Does it encourage the next conversion step?

Excellent copy makes the target audience want to continue reading.

- Use of the words “you” and “your”
- Buttons/links that say “sign up” or “join now”
- Supporting imagery
- Persuasive without salesiness
- Clearly outlined benefits of their service/product
- Addresses objections their visitors might have
- Asks the visitor questions

- Generally difficult to follow
- Use of the words “we”, “our” and “I”
- Buttons that say “submit”
- Links that say “click here”
- Technical jargon
- Spelling and grammar errors
- Does not engage reader
T: IS THE COPY EASY TO DIGEST WITH PARAGRAPH BREAKS AND BULLETS?

Ensure the sentences aren’t too long nor complex and paragraphs are ‘edible’.

Headings and subheadings should be short and active.

Use bulleted and numbered lists to make content easy to digest, as many visitors scan before they read.

Tip: Google also looks for this stuff!

- Bullet points
- Varied length sentences
- Short headings
- Short 1-2 sentence paragraphs
- Bolded words
- Easy to read out loud
- Subheadings/sections

- “Walls” of text
- Poor font choice
U: IS THERE CONTENT WITH KEYWORDS ABOVE THE FOLD?

Above the fold is anything that a user sees once they land in a web page (without scrolling down on their screen).

Google weights this content slightly higher when considering page rankings.

Additionally, users who are engaged with the content stay longer and the longer your users stay, the better your search engine results.
V: ARE THERE KEYWORDS IN HEADINGS?

Search engines pay special attention to the words in their headings as likely clues to the page’s main topics. They should definitely want to include the page’s keywords inside headings.

Also, each heading should be unique and targeted to the page it’s on.
W: DO ALL INTERNAL HYPERLINKS WORK CORRECTLY?

It’s a rather public black mark against their name if they haven’t tested their links before you’ve gone live and/or if they don’t love their website enough to maintain their links.
X: IS THERE A MAP PRESENT ON THE WEBSITE?

A Google location map is critical for smaller local businesses.

Broadly speaking, businesses with high ranking have multiple inward links, usually from industry websites (e.g. restaurant review sites).

Ensure that each of these industry websites have exactly the same street location for your business as your Google location map - it’s absolutely worth the effort!
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HOTSEAT: ARTIST SITE EVALUATION

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ART BY TIF CHOATE

ART OF MODELING
COMMISSIONED PAINTINGS

Dogs and Cats are my most requested commissions, but I can render just about anything you can imagine! I’d love to hear your ideas for a painted masterpiece.

How do Commissions Work? **CLICK HERE** to find out more.

Here’s What Others are Saying...

I love Grover and am happy with the quality, thank you. Beautiful piece of art that reminds us of our beloved Eddie :)

- Barbara W.

“I bought and framed this exact print for my daughter. It makes her smile each day! Art is powerful.” - Pegy Bums Kruger

LOVE! Thank you Art T. Choate! It’s PERFECT! - Sami Carol

"Your paintings are amazing! I love the color and expressions of each puppy. So great!" - Julie Lewis

"Thank you so much for creating this beautiful piece of art. I love it so much!" - Janie Tullo
## Latest Performance Report for:
http://www.arttchoate.com/

**Report generated:** Tue, Mar 12, 2019, 12:13 PM -0700  
**Test Server Region:** Vancouver, Canada  
**Using:** Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1, YSlow 3.1.8

### Performance Scores

<table>
<thead>
<tr>
<th>PageSpeed Score</th>
<th>YSlow Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>C (79%)</td>
<td>E (59%)</td>
</tr>
</tbody>
</table>

### Page Details

<table>
<thead>
<tr>
<th>Fully Loaded Time</th>
<th>Total Page Size</th>
<th>Requests</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.0s</td>
<td>5.42MB</td>
<td>79</td>
</tr>
</tbody>
</table>

### PageSpeed

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Grade</th>
<th>Type</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimize redirects</td>
<td>F (25)</td>
<td>CONTENT</td>
<td>HIGH</td>
</tr>
<tr>
<td>Defer parsing of JavaScript</td>
<td>D (68)</td>
<td>JS</td>
<td>HIGH</td>
</tr>
<tr>
<td>Leverage browser caching</td>
<td>C (75)</td>
<td>SERVER</td>
<td>HIGH</td>
</tr>
<tr>
<td>Avoid CSS @import</td>
<td>B (63)</td>
<td>CSS</td>
<td>MEDIUM</td>
</tr>
<tr>
<td>Minimize request size</td>
<td>B (63)</td>
<td>CONTENT</td>
<td>HIGH</td>
</tr>
<tr>
<td>Minify JavaScript</td>
<td>B (63)</td>
<td>JS</td>
<td>HIGH</td>
</tr>
<tr>
<td>Inline small CSS</td>
<td>A (92)</td>
<td>CSS</td>
<td>HIGH</td>
</tr>
<tr>
<td>Optimize the order of styles and scripts</td>
<td>A (82)</td>
<td>CSS/JS</td>
<td>HIGH</td>
</tr>
<tr>
<td>Optimize images</td>
<td>A (94)</td>
<td>IMAGE</td>
<td>HIGH</td>
</tr>
<tr>
<td>Specify a cache validator</td>
<td>A (94)</td>
<td>SERVER</td>
<td>HIGH</td>
</tr>
<tr>
<td>Specify image dimensions</td>
<td>A (88)</td>
<td>IMAGE</td>
<td>MEDIUM</td>
</tr>
</tbody>
</table>

**What do my scores mean?**

Rules are sorted in order of impact upon score. Optimizing rules at the top of the list can greatly improve your overall score. Not every recommendation will apply to your page. The recommendations are meant to be generic, best practices; some things will be out of your control (e.g., external resources) or may not apply to your page.

Learn more about PageSpeed/YSlow scores and how they affect performance.

**Need optimization help?**

We can help in an optimization solution that works best for you. Contact us for optimization help and we'll put you in the right direction towards a faster website.
Try Google Search Console
www.google.com/webmasters/
Do you own www.artchoate.com? Get indexing and ranking data from Google.

Tif Choate
https://www.artchoate.com/
Colorful dog and human art and paintings by Tif Choate for sale. Browse art images of dogs, bees, octopuses and beautiful human figures all that can be ...

Contact Tif Choate for more Information | Tif Choate Art for Sale | Fine ...
https://www.artchoate.com/contact
Please call or email for more information, Tif Choate, artist, contact page.

Figures | People Art | art T. Choate Fine Art Prints | Colorful Paintings ...
https://www.artchoate.com/people
Discover colorful fine art prints of figures. Fast and reliable shipping. Styles: Gallery Wrap Canvas, Framed Fine Art Prints, Canvas Art. Amazing human art ...

Object Art | art T. Choate Fine Art Prints | Colorful Paintings of Objects
https://www.artchoate.com/objects
Discover colorful fine art prints. Fast and reliable shipping. Styles: Gallery Wrap Canvas, Framed Fine Art Prints, Canvas Art. Amazing object art, technicolor art ...

Murals, artwork by Tif Choate, painted murals, Murals by Tif
https://www.artchoate.com/murals
Public Art has always been a large part of my creative expression. I believe that everyone should have access to art and the enjoyment that comes from seeing ...

FAQ | Frequently Asked Questions | Tif Choate Art prints | Paintings of ...
https://www.artchoate.com/faq
frequently asked questions on Art TChoate art printing.

Blog Tif Choate, artTchoate blog, Hi! I'm back... blog
https://www.artchoate.com/blog
There’s always a project or show brewing. Find out what's new in the art world of Art T. Choate. Hi, I'm back... Tif Choate's blog.

Landscape Art | art T. Choate Fine Art Prints | Colorful ... - Tif Choate
https://www.artchoate.com/landscapes
Discover fine art landscape prints. Fast and reliable shipping. Styles: Gallery Wrap Canvas, Framed Fine Art Prints, Canvas Art. Amazing landscape art ...
Quality Filters Since 1939

STOCK FILTERS • REPLACEMENTS • CUSTOM ORDERS • WHOLESALE

Our mission at Smith Filter is to provide the highest quality Air and Grease Filters with a quick turnaround and affordable prices.

VIEW ALL PRODUCTS  REQUEST A QUOTE

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We fulfill orders of all sizes from small custom orders to large wholesale stock orders.

Custom Filter Orders
We have the capabilities of making special size filters to your specification

Expedite Service
Our team can have custom air & grease filter orders made in 2-3 days

Dependable Lead Times
We have delivered on time for 80 years – A promise we stand by
The better way to school starts here. Smarter routes. Safer buses. Clear results.

From A to B—we’re all about efficiency.

If there’s a smarter way, we’ll find it. Learn how constant improvement is a key part of our process.

Discover Our Approach
The Art of Modeling was created to promote the performing art of figure modeling as an artistic profession. AOM is an artist’s model booking agency, Fine Arts Model training provider and an informal professional association of Fine Arts Models in the Boulder-Denver Metropolitan area.
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Latest Performance Report for:
https://www.artofmodeling.org/

Performance Scores

PageSpeed Score: A (95%)
YSlow Score: C (76%)

Page Details

Fully Loaded Time: 6.1s
Total Page Size: 2.16MB
Requests: 97

What do my scores mean?

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Not every recommendation will apply to your page. The recommendations are meant to be generic, best practices; some things will be out of your control (eg. external resources) or may not apply to your page.

Need optimization help?
We can help in an optimization solution that works best for you.

What else can I do to improve performance?

- Make fewer HTTP requests
- Use a Content Delivery Network (CDN)
- Minify JavaScript and CSS
- Add Expires headers
- Reduce DNS lookups
- Use cookie-free domains
- Compress components with gzip
- Avoid URL redirects
The Art of Modeling was created to promote the value of modeling as an artistic profession. AOM is an artist's dream come true. A Arts Model training provider and an informal professional development body for Models in the Boulder-Denver Metropolitan area.
WHAT MAKES A WEBSITE SUCCESSFUL?

Q&A

OPEN DISCUSSION
CREATIVECANVASWEB.COM/BOULDER/