

NAMM[®] | U



Grow Your Business



Why Your Website Isn't Working

(and what to do about it)





About Me.

- 15+ years of web marketing experience
- Developed marketing agency services in two industries
- Inbound AV and inbound marketing



Combatting the Noise.



The Only Two Problems.

1. Not enough traffic
2. Poor user experience



Where to Begin.

Measure with analytics

- Enhanced ecommerce tracking
- Monthly dashboards via email

Conversion rate

- $\text{No. of Sales} / \text{No. of Visitors} \times 100$



Visit Inboundav.com/summer-namm to download tutorials.





If Your Conversion Rate Is...

less than

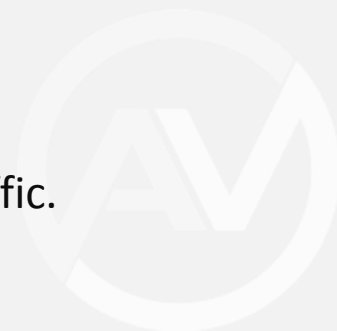
1%

Top priority = fix your website.

greater than

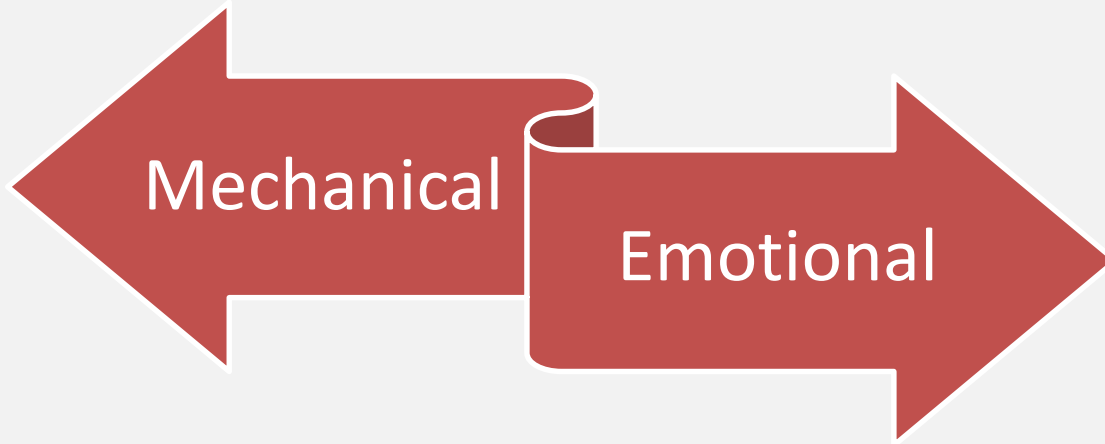
1%

Top priority = get more traffic.



User Experience (UX) Problems.

Users can't
find what
they want.



Users aren't
compelled to
buy from you.



Diagnosing Mechanical Problems.

You have lots of views on your homepage and top-level pages, but much lower views on product pages.

Critical Next Step: User Testing

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Mechanical



6-Step User Testing.

1. Set up a \$1 product.
2. Recruit 2-5 people (not your employees).
3. Task each recruit with finding and purchasing the \$1 product. Ask them to think aloud.
4. Note any friction in the process.
5. Ask each recruit for feedback.
6. Look for patterns and issues you can fix.

Visit InboundAV.com/summer-namm for more user testing tricks and tools.

A large, solid red arrow pointing to the left, with a white outline. The word 'Mechanical' is written in white, sans-serif font across the center of the arrow.

Mechanical

A large, faint, light gray version of the 'AV' logo is positioned in the bottom right corner of the slide.

Fixing Mechanical UX Problems.

Where do I click?

Move or
redesign the
button.

This is taking
awhile.

Can you
streamline your
checkout?



Diagnosing Emotional UX Problems.

You are getting views on product pages and people are adding products to cart, but not checking out.

*Reality check: the average abandoned cart rate is 69%.**



Critical Next Step: Competitive Research

*According to Baymard Institute.



4-Step Competitive Research.

1. Visit websites of 5-10 of your closest competitors.
2. Review their product and/or lead pages.
3. Evaluate their prices relative to yours.
4. Note any perks offered: shipping, loyalty program, extra warranty, price match, membership perks, etc.

What can you add to your offering to sweeten the deal for customers?

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Emotional



Fixing Emotional UX Problems.

You are getting views on product pages and people are adding products to cart, but not checking out.

Critical Next Step: Update Your Product Page

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Emotional



Crafting the Perfect Product Page.

- Communicate the product info
- Tell people why they should buy from you
- Make it easy to ask questions via phone, email or live chat

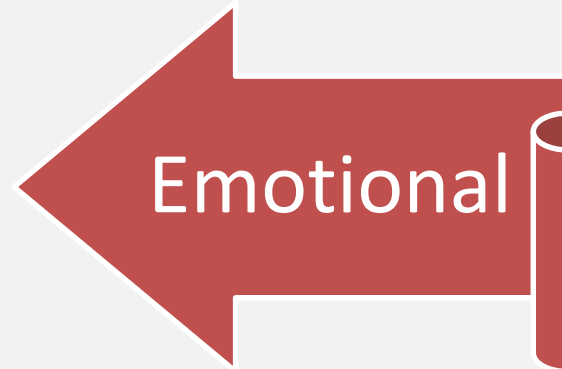
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Emotional



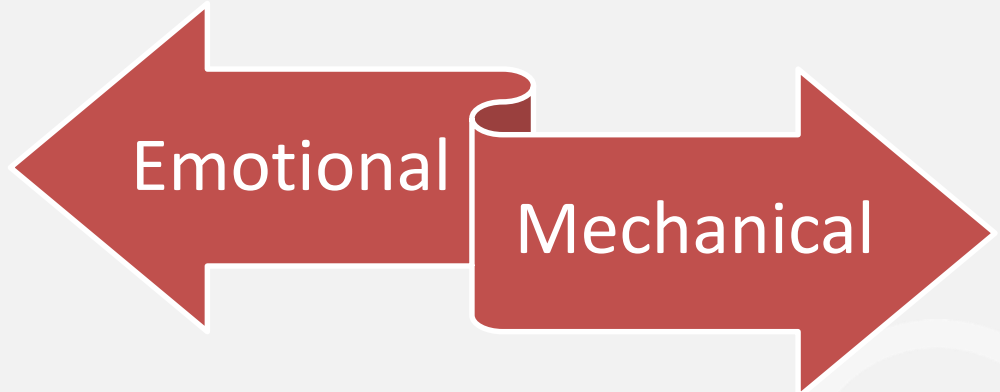
Design Testing Strategies.

- Build one page to test
 - Remove navigation
 - Use one design for your add to cart button
 - Use a less prominent design for other buttons: live chat, email us, etc.
- Link to the test page prominently from your homepage
- Measure performance: adds to cart/ visitors x 100



Testing Resources.

- Ethnio
- LuckyOrange
- UserTesting.com
- Google Analytics
- Unbounce

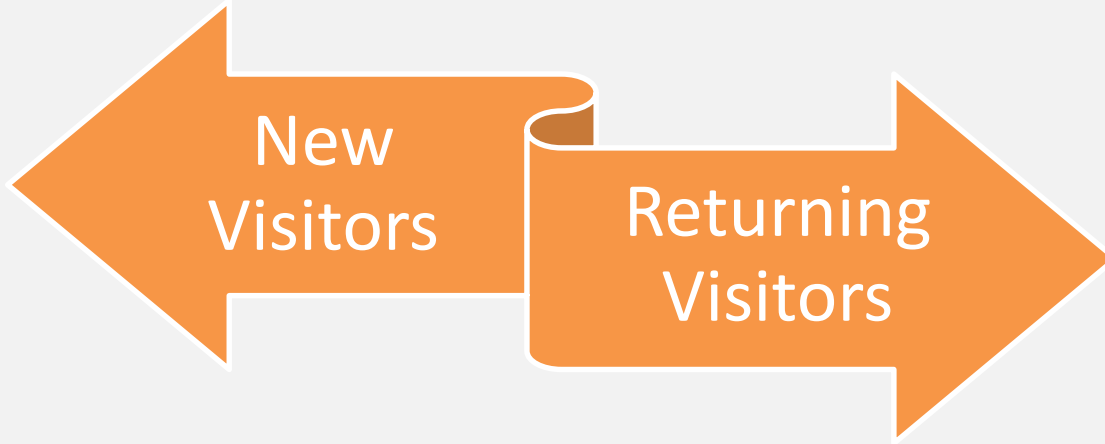




Traffic.

People searching for products you carry.

People clicking on your ads.



People searching for you by name.

Email subscribers.

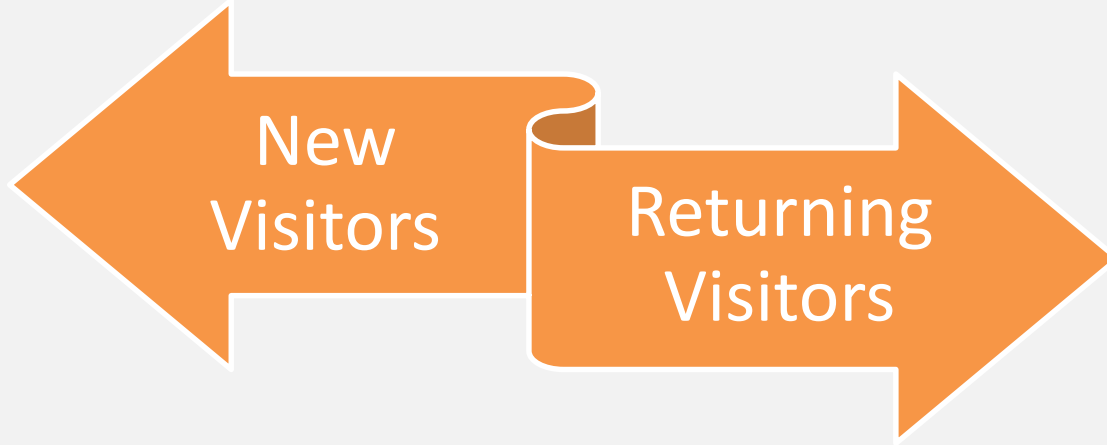
Offline customers and social media followers.

Remarketing ads.



Traffic.

Less likely
to buy.



More likely to
buy, AKA low-
hanging fruit.



People searching for you by name.

(AKA branded traffic)

Resources

- [Site:yoururl.com](#)
- [Google Search Console](#)
- [Keyword Hero](#)



Returning
Visitors

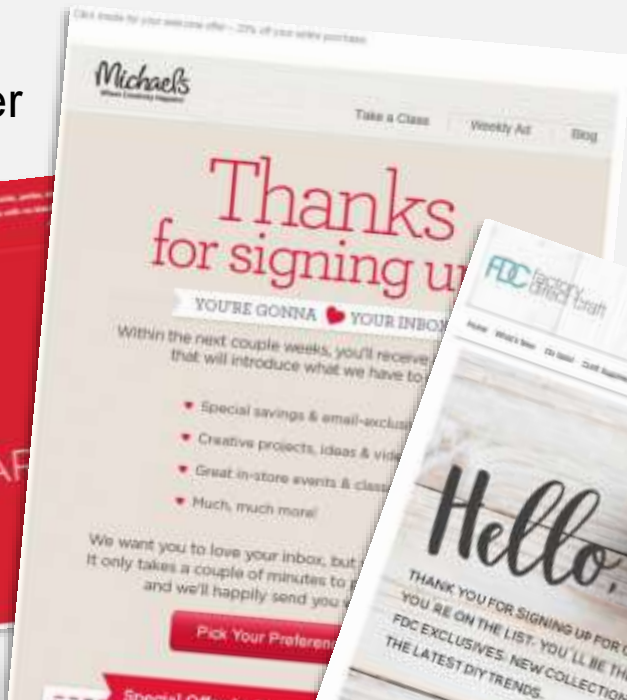
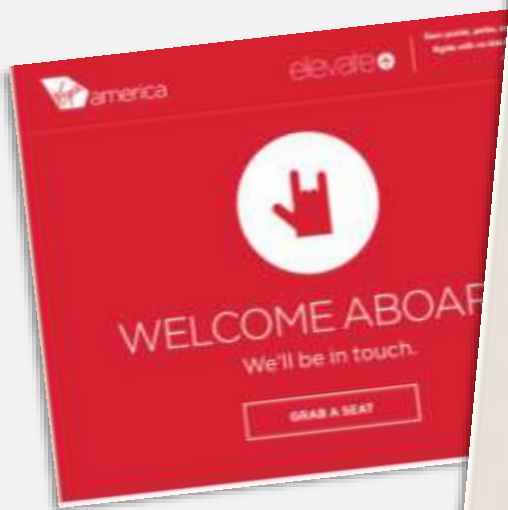


Google
Search Console



Email.

The almighty autoresponder



Autoresponder Series Ideas.

Welcome Series

- Thank you
- Who we are
- Perks for customers
- Our most popular products

Video Tutorial Series

- Thanks you
- How to choose a...
- How to install a...
- 7 add-ons for your...

Promo Series

- 20% off
- Only 5 days left
- 1 day left
- You didn't use our discount. Tell us why.

More Autoresponder Ideas.

User doesn't
check out.

- Send reminder to buy

User views
product X.

- Send a discount/
tutorial/
content for
product X.

User joins your
loyalty program.

- Send special
points-earning
opportunities.

User purchases
product Y.

- Send pitch for
related product
Z.

People who came to your store
and your social media followers.

Next Step: Convert Followers to Subscribers

(in other words, get their email addresses)

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Returning
Visitors



Rules of Play.

Engage first.
Then sell.

Focus on
where you can
be effective.

Have a
process you
can repeat.

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Returning
Visitors



How to Collect Email Addresses.

1. Ask
2. Give away how-to guides, buying guides
3. Host a contest

Resources

- Woobox
- KingSumo Giveaways
- ActiveCampaign

A large orange arrow pointing to the left, containing the text 'Returning Visitors'.

Returning
Visitors



Remarketing Ads.

Hey, remember us?

Pay per click.

High-converting, efficient.



Returning
Visitors



The Only 5 Things You Need to Know About SEO.

1. Long-term play.
2. Original content.
3. Page speed.
4. Mobile friendliness.
5. Site organization.

A large orange arrow pointing to the left, with the text 'New Visitors' written inside it in white.

New
Visitors



The Only 3 Things You Need to Know About Paid Online Ads.

1. Your competitors have deeper pockets.
2. Define your goal:
 - Traffic
 - Lead generation
 - Sales
3. Start small and invest in what works.

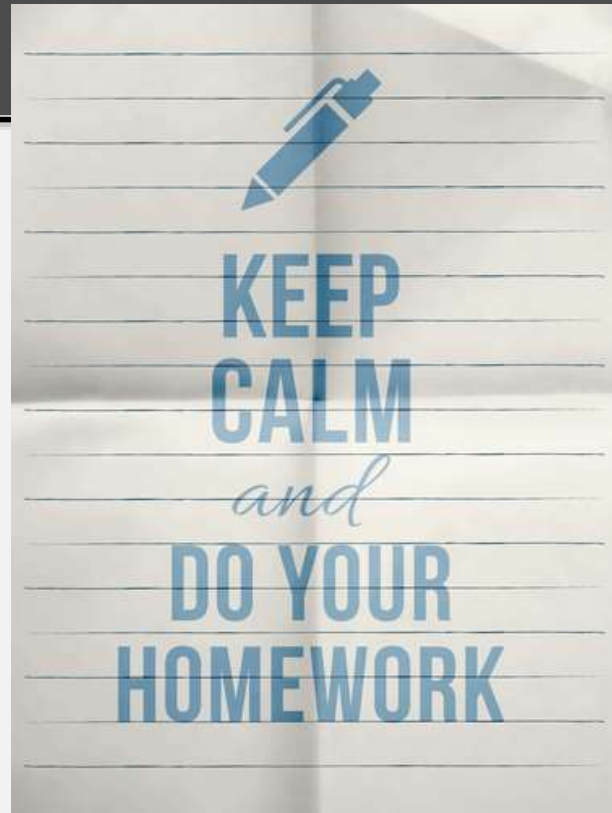
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New
Visitors



Homework.

1. Set up your analytics dashboard.
2. Benchmark your conversion rate.
3. Pick 1: UX or traffic.
4. Implement.
5. Measure.
6. Tweak.
7. Implement again.



Inbound AV

When your business is pro audio, MI, or video...

Our business is to help you grow online.

Inboundav.com/summer-namm

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