

## Website Recommendations For ABC Company Website

You have clearly spent a lot of time on the maintenance and presentation of your website for which you should be complimented. After looking at your website we have the following recommendations which we believe will improve your customers shopping experience with you.

### First Impressions

You have a wealth of information and a large number of category buttons on your website, both of which can be overwhelming for the customer.

Most customers simply scan a web page for the information they want, not read it word for word, so it is best to avoid long sections of text. Instead try to do the following:

- **Keep your paragraphs short** and snappy
- **Stick to the facts** and aim for the content of your text to answer your customers potential questions
- Use appropriate **subheadings**
- Highlight **keywords** and phrases
- Use bulleted or numbered **lists**
- Use **hypertext links** to enable your customers to navigate around your website.

With these guidelines in mind, you may wish to edit your existing text. For instance the first block of text might look something like this:

#### Welcome

*ABC Company* offers you a great selection of unique products ranging from **personalized books and clocks** to **calendars** and **beautifully handcrafted greeting cards** for all occasions.

Click on the various category buttons to the left to discover the magic that our personalized books can bring to your loved ones. These books make **ideal keepsake gifts** which children just adore!

The beautiful and unique handcrafted cards contain wonderful **heartfelt messages** for all occasions. These cards are **ideal for framing** and are available exclusively through *ABC Company*.

Note: You might wish to list other products that are not available through your website on the “About Us – Contact Us” page, along with details of how to

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purchase them. For instance, you mention that you also have games and educational videos but apparently these are not available through your website.

This style of writing keeps your customers focused and makes it easy for them to scan. Try to keep lengthier, detailed sections of text in their relevant pages.

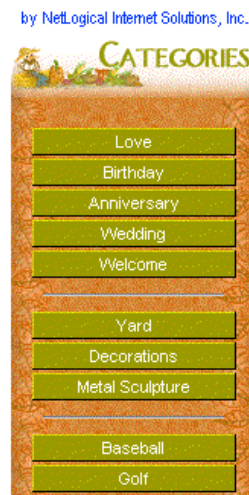
For instance, you have written a significant amount of text under the section “Observations Unique Handcrafted Greeting Cards”. We would encourage you to summarize this section in the way shown above and keep the detail for the “Card Construction Info” page.

Also, ensure that you provide your customers with the information they need i.e. shipping information, refunds & returns policy, guarantees etc. This sort of information is usually found on a separate page i.e. “Shipping and Policies”

### Categories Buttons

Although you have mainly used lowercase letters in your categories, in some instances you use uppercase, although it is not clear why i.e. “For MOTHER Greeting Cards”. Try to be consistent in your entries, as this gives a better look and feel.

You seem to have 4 distinct types of products: “Books”, “Calendars”, “Greeting Cards” and “Personalized Clocks”. In order to make these products appear more distinct as category buttons, you have used uppercase letters. However you can separate them into different sections more effectively by using a dividing line as shown here.



You can do this by entering the dash or minus sign (-) separated with semi-colons between the products you wish to separate. You do this within the “Miscellaneous – update categories” section of your maintenance pages.

For example: **All Books;Baby Books;Inspirational Books; Sports Books;Sticker Books;Variety Books;-;Calendars – Unique 2006;-;Observations- Uniquely Handcrafted Greeting Cards ....and so on**

This will effectively make it easier and quicker to scan through the category buttons and see the different product groups you have.

However, you still have a significant number of category buttons in the greeting cards section. With our Silver and Gold website plans you are provided with additional functionality which allows you to create sub-categories.

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Since you have a Silver website, you can use this functionality to create sub-categories for both the books and greeting cards sections. This will save you typing the words “books” and “cards” over and over. For instance you could have a main category called “**Personalized Books**” with sub-categories named “**Baby**”, “**Inspirational**”, “**Sports**”, “**Sticker**” and “**Variety**”. People know they are in the Books section so they don’t need to see the word book continually.

To enter your sub-categories simply click on the “Update Sub-categories” button within the “Miscellaneous – update categories” section of your maintenance pages and list your sub-categories.

To see how the sub-categories look, visit our [www.giftmoments.com](http://www.giftmoments.com) website and click on the “Love” category. You will see the sub-categories for Love at the top of the page.

You still have such a large number of sub-categories for your Greeting Cards section however, so you may wish to divide this section further. After looking at these cards further, we would suggest you consider dividing them and sub-categorizing the cards section in a way similar to this:

<b>Main Category</b>	<b>Sub-categorie(s)</b>
Greeting Cards	African American, Mother, Thank You, Birthday, Get Well
Birthday Cards	Flower Of The Month (or Birth Flower perhaps)
Love & Friendship	Romance, Thinking Of You, Missing You, Thank You, Sorry (or apology)
Congratulations	Wedding, Wedding Anniversary, Engagement, New Baby-New Mother, Baby Shower
Sympathy	Bereavement, Divorce, Get Well
Historical	Ancient Asia – Indian Heritage, Egyptian Heritage

Since the Custom Honey series of cards are primarily related to love and friendship you should consider ensuring that these cards are also shown within the relevant sub-category of the Love & Friendship section. Otherwise, customers looking for love and friendship cards will probably overlook the Custom Honey selection of cards.

By introducing sections and sub-categories in this way, your menu bar would now look something like this:

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Personalized Books  
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Calendars – Unique 2006  
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Observations – Uniquely Handcrafted Greeting Cards

Greeting Cards

Birthday Cards

Love & Friendship

Congratulations

Sympathy

Historical  
-----

Personalized Clocks  
-----

About us – Contact us

Card Construction Info

Buying Wholesale  
-----

Join Our Club

With your categories grouped and displayed clearly in this way your customers will be able to easily navigate around your site and find products of interest.

### **Site Map**

A website map is particularly useful for your customers when you have a number of sub-categories associated with your categories. It is also useful if you have created extra pages.

To add a website map automatically simply go to the “Miscellaneous – Display and Looks” maintenance page and enter a website map title.

### **Product Promotion**

Use the relevant promotional features of your website to promote your products to the customer. For instance, when a customer is viewing baby books, you can promote your “New Baby - New Mother” Cards or “Baby Shower” cards.

To do this, go to the “Products – Add a Product” maintenance page. In the ‘Related Product Codes’ entry box list the product codes of the products that you wish to promote i.e. the product code for the “Baby Shower” cards for example.

These related products will then be displayed to the right of the page, showing a thumbnail image and a ‘View Details’ link.

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### Affiliate Links

You have a substantial number of affiliate advertising links which we believe are causing problems:

- Your home page is very slow to load due to the large number of links
- Due to their position most people will not see them, since they will not naturally scroll down the page that far.
- Most people will not even bother to wade through such a large number of links, even if they are in a more prominent position.
- Many of these links are unrelated to the content of your website or your business and **some are in direct competition with you.**

The term “less is more” applies here. Try to aim for fewer links which complement your website, and are of particular theme i.e. educational or personalized gifts, unique gifts etc. But ensure that they are not in direct competition with you.

As a result, you will speed up the time to load up your home page; you will focus your customers on fewer more quality links and therefore increase your chances of them clicking on the link.

### Meta-tags

Meta-tags are important to search engines, helping them to index your site. Please go to the [“Free Web Marketing Help”](#) page on the Netlogical website for more detailed help and information about these.

### Logo and Banner

Your logo and banner occupy lots of space on your website. In our opinion, they should be made smaller and improved.

### Pricing

In your email you stated that you have marked your books up by \$2 due to the higher costs of living in New York. That understood, also bear in mind however that when you are selling over the Internet you are competing with businesses from all over the world.

If a customer is comparing your prices with those of your competitors they are only likely to pay more if:

- They believe they are getting better value for money
- They are able to find what they require easier

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- You offer a wider range of products or services (gift wrapping services for example)
- Your terms and conditions are better
- They have seen your website advertised elsewhere ...etc

Also consider introducing special offers or discounts, using vouchers to encourage customers to buy.

**SAMPLE WEBSITE REPORT**