pixa

reading the signs
is it time to redo your website?

Is your website pulling its weight? It is an integral part of your marketing and communications strategy. *At least, it should be.* It can be hard to look at your website with a critical eye. After all, it was no small feat getting this website, not to mention the cost. It was the top of the line of websites - in 1992! Yeah, it's time to think about what's changed in your business as well as digital marketing and technology. Embrace change and take the plunge.

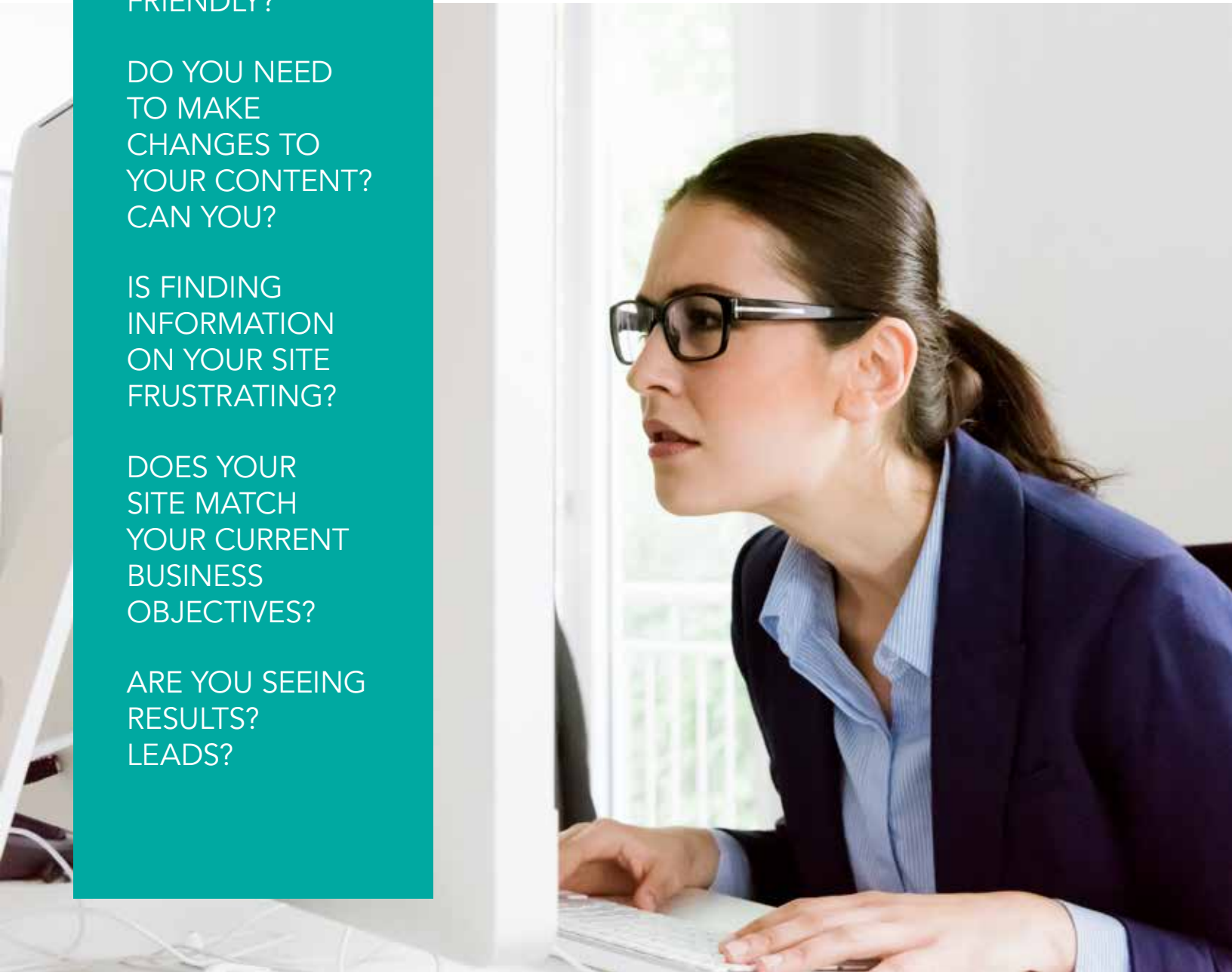## TAKE A CLOSER LOOK AT YOUR WEBSITE.

IS IT MOBILE FRIENDLY?

DO YOU NEED TO MAKE CHANGES TO YOUR CONTENT? CAN YOU?

IS FINDING INFORMATION ON YOUR SITE FRUSTRATING?

DOES YOUR SITE MATCH YOUR CURRENT BUSINESS OBJECTIVES?

ARE YOU SEEING RESULTS? LEADS?
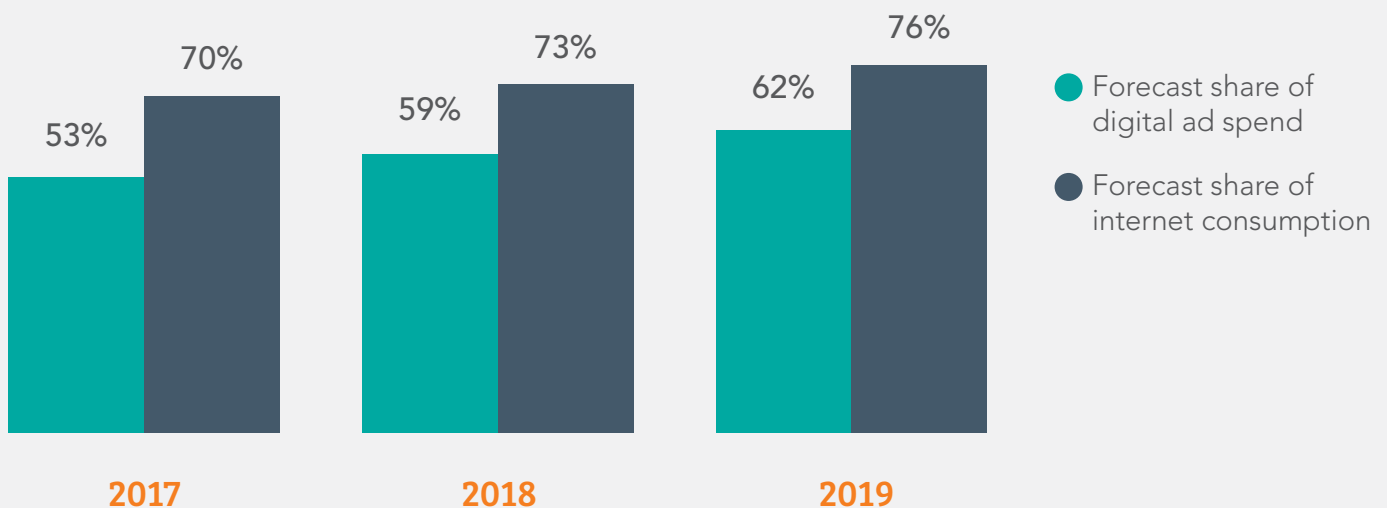
it isn't mobile friendly

Websites no longer live at a desk. They are in our pockets, on the table with us at dinner and somewhere at the bottom of our purse. Does your website play nice on an iPhone? If it's hard to read, navigate through, or make a purchase, it's time to redesign your site. Not to mention Google gives STRONG preference to sites that are mobile (better yet – responsive).

Check out these projections for the next two years – mobile as a share of internet consumption will top 75%.

mobile share of internet use and digital ad spend
(Across 52 Key Global Markets)*

- ● Forecast share of digital ad spend
- ● Forecast share of internet consumption

2017 53% 70%
2018 59% 73%
2019 62% 76%

*(*Source https://www.marketingcharts.com/digital/mobile-phone-80796)*

Special holiday hours? New video you're proud of? Growing team? What do each of these have in common? They're all items that should be easy to showcase on your website. If you still need to contact someone to make minor changes to your homepage, blog, etc. it's time for a redesign!

With all the content management systems (CMS) on the market these days it's never been easier. Using a platform like WordPress you'll be empowered to keep your site up to date quickly and without the extra headache or cost.

This is especially important if you plan to do any on-site optimization to better show up in search engine results.

The only constant in the technology industry is change.

-Marc Benioff

finding information is frustrating

How long does it take you to find that page on the site that explains your product perfectly, but you never remember how to get there? You click where you think it is, only to remember that it's under that other random section. You know it isn't rational, but those extra clicks make your ears hot and your eyes scrunch up. Yeah, your customers feel that way too.

Before redesigning a recent client's site, we spent some time rooting around Google analytics for insights into how users navigated, which content was most important and where users were coming from. We found that in the previous year almost

10% of the traffic came from referrals – important information to know if you're going to redirect URLs for SEO.

However, when we looked deeper into where those referrals were coming from (and where they were going) we realized that it was traffic from the SEARCH bar. It wasn't referral traffic at all – it was evidence that thousands of users (and in this case, potential donors) were lost in their site. That's a good sign it's time for a redesign.

AFTER

BEFORE
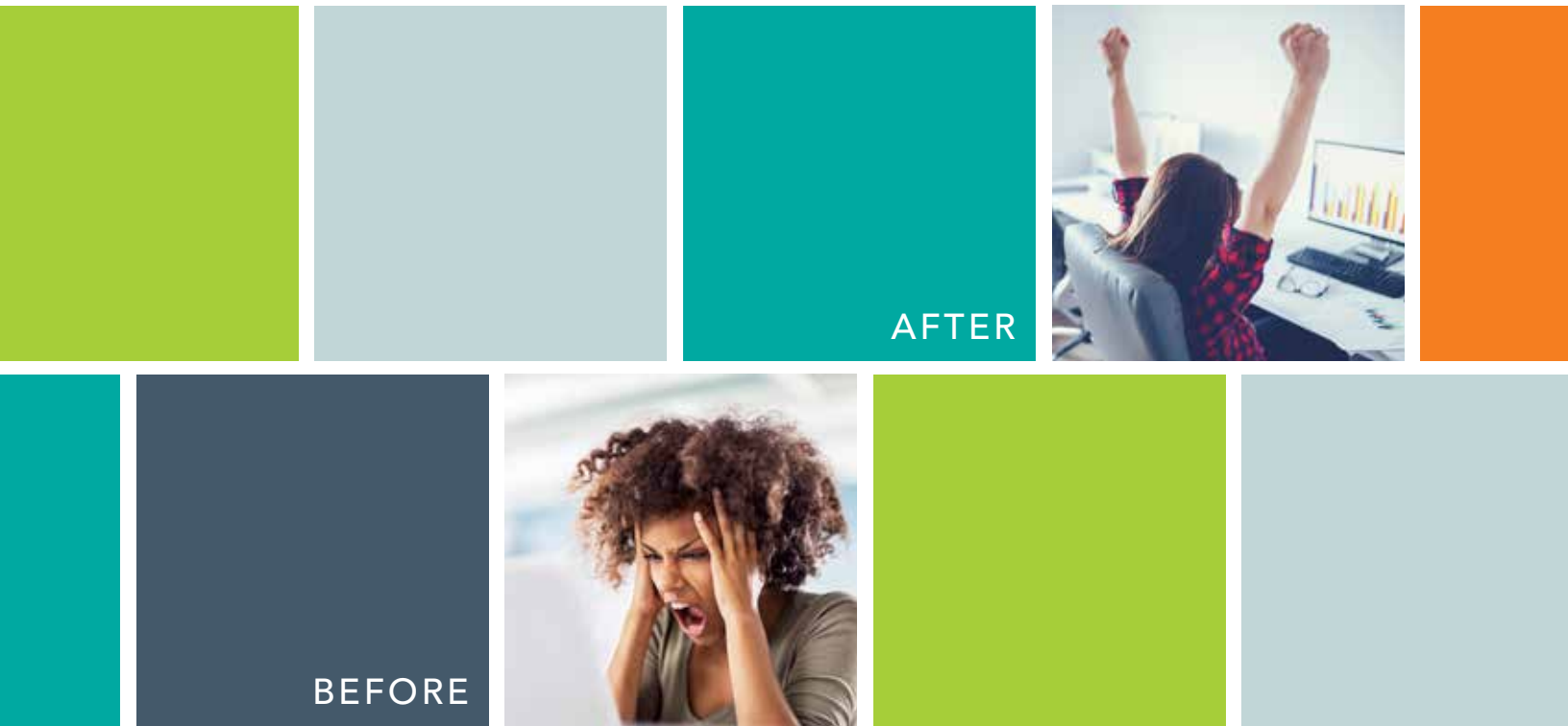
Your website is another opportunity for prospects and clients to interact with your brand. In the same way you take great care and effort to craft your brand and identity, you should create a user experience that is an extension of your brand.

You want visitors to your site to enjoy their time there and want to come back. Your website is another way for you to delight and engage your clients or donors. Don't discount just how important user experience is.

WHAT IS THE USER EXPERIENCE?

User Experience (UX) is about *how a person feels* about using a system of device.

It is not:

- Designed
- Objective
- Procedural
- Static

It is:

- Designed for
- Subjective
- Philosophical
- Dynamic

Source: Peter Morville

What does it mean to have your website "match your current strategy"? Well, to put it simply, businesses change. They adapt, take on new products, eliminate services, re-brand and change messaging.

Ask yourself, "Does our website accurately reflect our business?" Visually, but more importantly – does what you do come across clearly? Are your products and services easy to understand? If I'm interested in learning more can I? Can I find a way to express my interest?

Common strategy shifts that elicit a website redesign:

- You decided to try using digital marketing tactics like social media, organic search, or paid digital ads, but your website is outdated

- You want to sell things on your site but can't with the current design

- You prioritized volunteer opportunities over events and don't have a way to feature them

- You productized several offerings into simple introductory packages and moved away from long-term engagements

- You launched a partner company that needs its own brand

you aren't seeing results

This is really an extension of the "Finding Information Is Frustrating" train of thought. If your website has plenty of traffic, but isn't bringing in leads, you may want to consider hiring an agency to investigate.

In this case, it's too soon to recommend a full redesign. There may be small changes to high priority pages that can make a big impact. By analyzing the site qualitatively and quantitatively we might be able to avoid throwing the baby out with the bathwater.

the six core disciplines of user experience

1 **USER RESEARCH** — Understanding the people who use a product or system through observations.	**2** **CONTENT STRATEGY** — Planning for the creation, delivery, and governance of useful, usable content.	**3** **INFORMATION ARCHITECTURE** — Identifying and organizing information within a product or system in a purposeful & meaningful way.
4 **INTERACTION DESIGN** — Designing the interactive behaviors of a product or system with a specific focus on their use.	**5** **VISUAL DESIGN** — Designing the visual qualities of a product or system in an aesthetically pleasing way.	**6** **USABILITY EVALUATION** — Measuring the quality of a user's experience when interacting with a product or system.

Source: https://image.slidesharecdn.com/theuxdisciplines-110529170559-phpapp01/95/the-ux-disciplines-15-728.jpg?cb=1306688862

Your website is an important part of your business. Like any tool you use, it needs to be useful. It should align with your business objectives and work to move you forward toward growth.

Building a website is an investment. It takes time, money and effort. Being a co-created product, there's just no way to get a quality site without getting your hands dirty. A good agency knows this, plans for it, and will guide you through it with a smile. If you think you're ready for a new look and want a second opinion give us a call! 480.380.2201

BONUS
tips for savvy website shopping

1. Ask to see the back end of a site they recently designed. Even if you aren't very familiar with WordPress, it should look logically organized. Plenty of sites look pretty on the front but are a terrible mess on the back end!

2. Request testimonials or references from previous clients

3. Clarify the process for handling items that come up, but are out of scope

4. Be extremely specific with what platforms need to be integrated with your website – email? Donor management system? Custom mapping?

5. Some agencies will give you a discount if you're willing to add content yourself, for example if you are developing an eCommerce site and can add the product pages yourself

6. Speaking of content, is copy writing included? Copy editing? Don't fool yourself – saying "just take everything from the old site!" isn't going to cut it

the perfect website!

oh, hey there!

Allow me to introduce myself...or should i say selves?
Pixa is actually split into two mini brands, Pixa Creative & Pixa Direct.
Two is better than one, right? We like to think so.

pixa creative

Our super skilled marketing department, where we combine talented design with innovation and execution.

STRATEGY & DESIGN

LEAD GENERATION

DONOR NURTURING

thinkpixa.com

pixa direct

Our print and mailing house where we're known for direct mail marketing, variable data print and our web-to-print solutions.

PIXA PRINT PORTAL

CORPORATE PRINT

DIRECT MAIL MARKETING

pixadirect.com

Are you thinking what we're thinking? Think Pixa for all things strategy & design!