

Websites

1A. Introduction to websites



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Learning objectives

Pre-requisite for student: Basics in marketing is recommended.

- The objective is to create awareness and provide the context
 - on the role of websites in the digital marketing
- The student will learn
 - the key aspects of a website which contribute to the online presence of a company (e.g. conversion, user experience)
 - Learn the basic principles and considerations when setting up a website



Topics

- Why every business needs a website?
- The big picture
- How websites can support different business objectives?
- Best practices for a good website
- How to set up your website

Why every business needs a website?

- Website is **the key to a successful digital marketing strategy**
 - All other digital marketing elements direct users to the website
- Website:
 - supports the brand and increases trust
 - enables organic visibility in search results
 - showcases your products and services
 - helps generating leads and nurturing existing customers
 - delivers content and value
 - supports communicating with customers
 - assists sales





The big picture





2020 *This Is What Happens In An Internet Minute*



2021 *This Is What Happens In An Internet Minute*



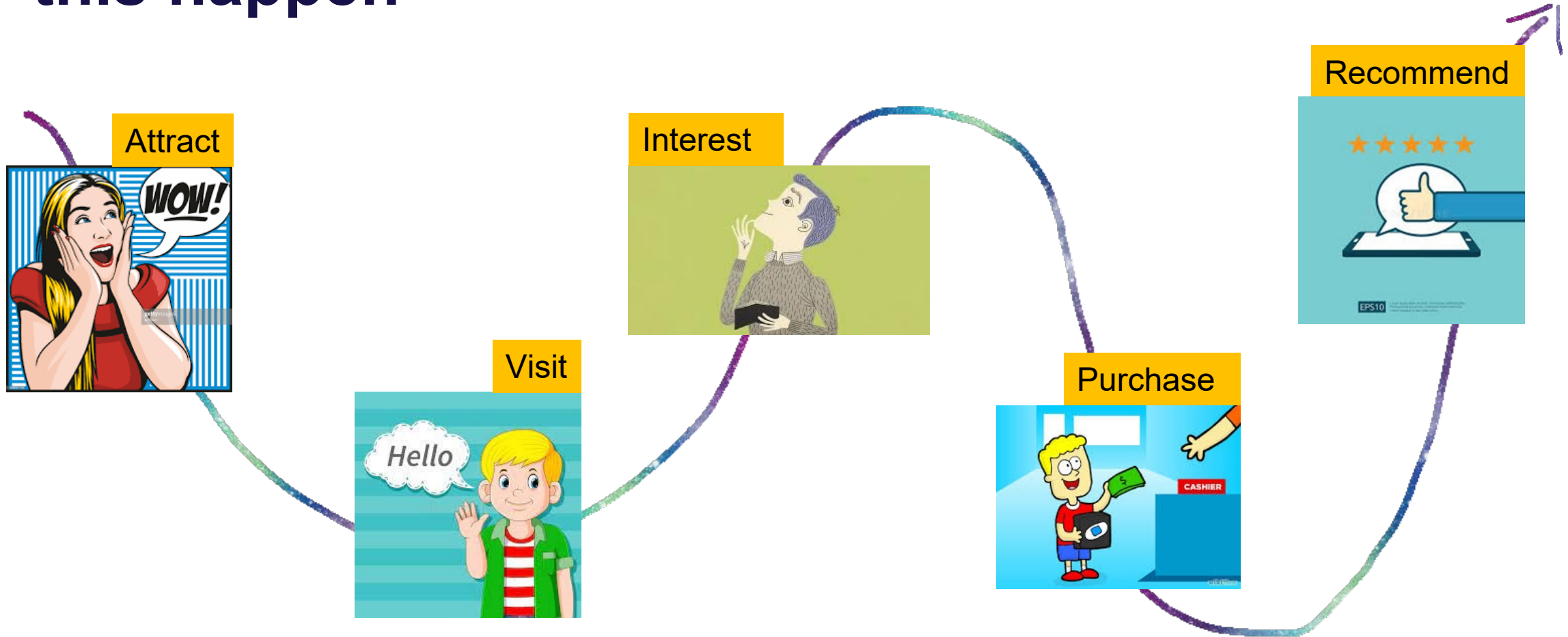


Direct the discussion from social media sites to your website...

...because there you have their 100% attention



Your website function is to make all of this happen



Business objectives





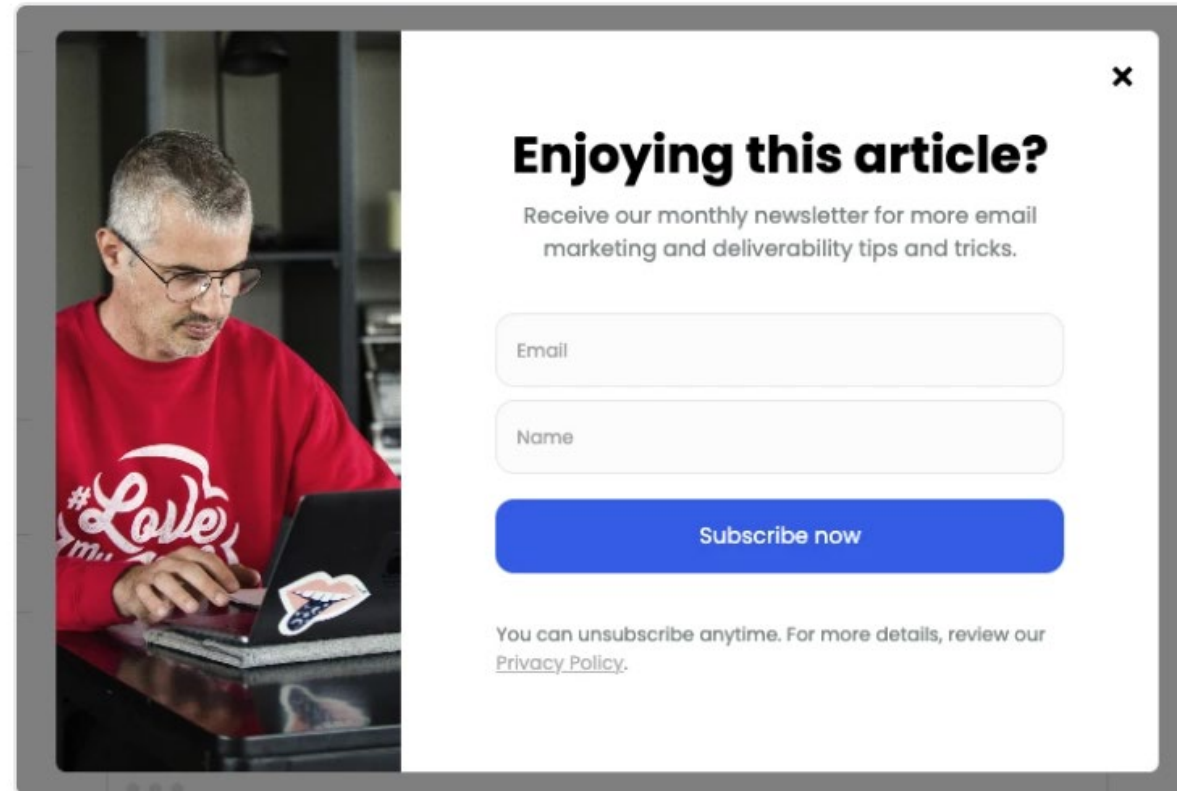
Common business objectives regarding websites

- Increase online visibility
- Generate leads
- Drive conversions
- Enhance brand awareness
- Provide customer support
- Establish thought leadership
- Improve customer engagement
- Enhance user experience
- Support sales and e-commerce
- Gather customer feedback and insights



Website examples of objectives

Generate leads:



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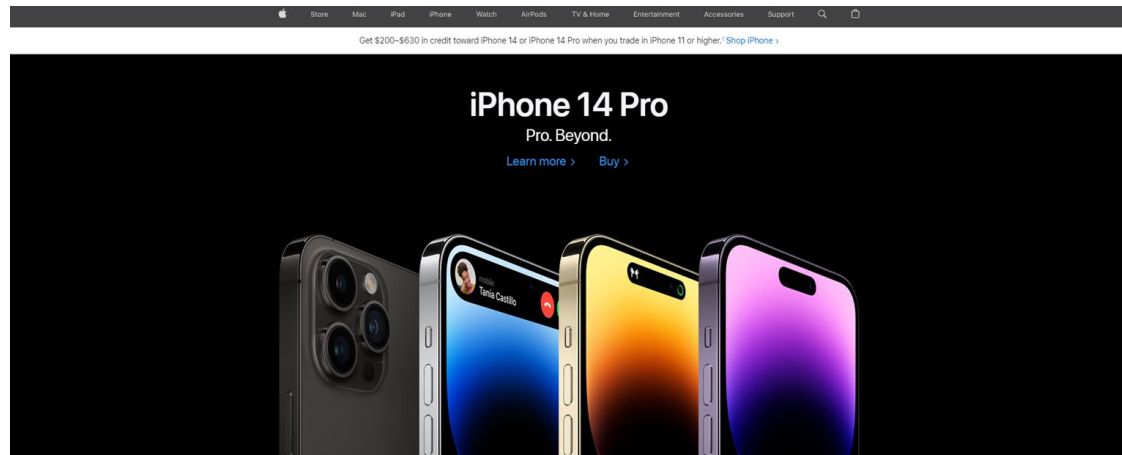


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Source and more information: <https://www.mailerlite.com/blog/inspiring-examples-of-email-pop-ups-and-why-they-work?>

Website examples of objectives

Enhance brand awareness:



Shop and Learn Store Mac iPad iPhone Watch AirPods TV & Home AirTag Accessories Gift Cards Apple Wallet Wallet Apple Card Apple Pay Apple Cash	Account Manage Your Apple ID Apple Store Account iCloud.com Entertainment Apple One Apple TV+ Apple Music Apple Arcade Apple Fitness+ Apple News+ Apple Podcasts Apple Books App Store	Apple Store Find a Store Genius Bar Today at Apple Apple Camp Apple Store App Certified Refurbished Apple Trade In Financing Carrier Deals at Apple Order Status Shopping Help	For Business Apple and Business Shop for Business For Education Apple and Education Shop for K-12 Shop for College For Healthcare Apple in Healthcare Health on Apple Watch Health Records on iPhone For Government Shop for Government Shop for Veterans and Military	Apple Values Accessibility Education Environment Inclusion and Diversity Privacy Racial Equity and Justice Supplier Responsibility About Apple Newsroom Apple Leadership Career Opportunities Investors Ethics & Compliance Events Contact Apple
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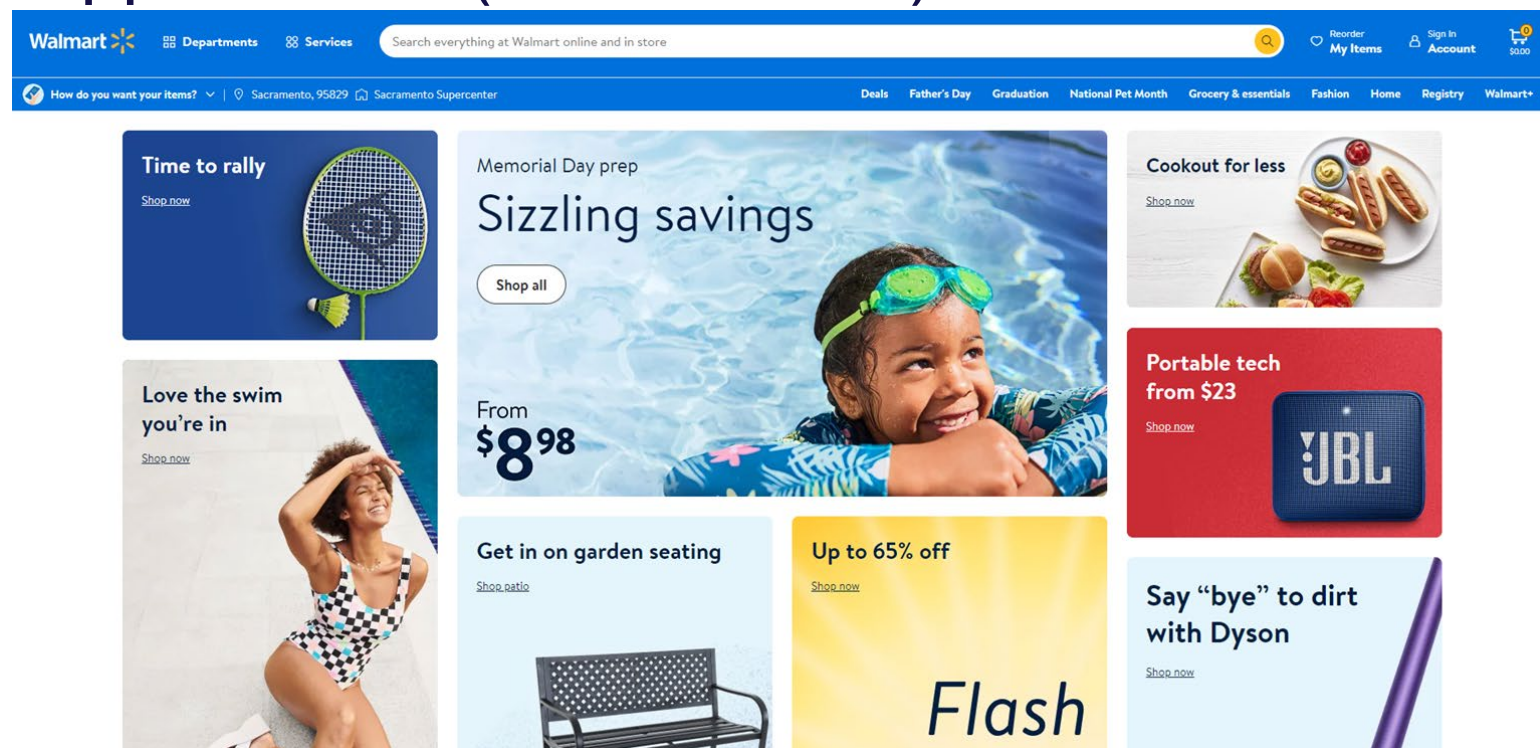
<https://www.apple.com/>



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Website examples of objectives

Support sales (e-commerce):



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<https://www.walmart.com/>



Website examples of objectives

More examples?





Best practices for a good website



Best practices for a good website

1. Your website satisfies user intent and has a clear goal

- Know your audience! What are they looking for? What do they really need?
- Uncover all the different ways of how people can end up to your site (utilize e.g. user journey map) & tailor your site to answer their questions/needs.
- What is the conversion (=the desired action) for your business?

2. Your website has technical prowess

- A good website is easily crawlable and shows search engines what they can and can't index.
- Good sites don't have a huge amount of errors.
- A good website loads super fast, from anywhere in the world.



Best practices for a good website

3. Your website is trustworthy, safe and secure

- Search engines like Google want to give searchers the best possible result.
- Google will show first the results that have proven to be a good and trustworthy
Remember to work on your trustworthiness on all levels, both technical as well as in content!
- In addition, your site should be a safe haven for visitors.
- A hacked site is easier to prevent than it is to fix.
- Use up-to-date software
- Have your SSL (Secure Sockets Layer) in order
- Create strong passwords
- Use tools such as Cloudflare to protect your site from DDoS (a distributed denial-of-service) attacks.



Best practices for a good website

4. Your website has a great design and awesome UX (user experience)

- Your site reflects your company, your products, your services and ultimately your brand.
- The design of your website needs to help fulfill the goals you set
- Your message should come across loud and clear.
- Site should be clear and easy to use for everyone (usability)
- Site should be accessible for everyone (accessibility) e.g.:
 - proper alternative text for images
 - video with subtitles
- Consider user experience:
 - consider all aspects of the user's interaction, including their perceptions, emotions, and behaviors
 - focus to create user-centered, intuitive websites, which are effective in fulfilling user needs and goals
 - involves understanding the target user, their behaviors, motivations, and pain points → **design solutions that addresses these factors!**

Great site design = More trust = Better conversions



Best practices for a good website

5. Your site has helpful, relevant and user-centered content

- Be user-centered, not company-centered.
- Understand your user & their behavior: good content helps your users accomplish their goals → offer different content at the right moment of the customer journey while keeping the business goals firmly in mind.

6. Your site is mobile-friendly (or rather, designed mobile-first)

- For the last couple of years, mobile traffic has kept growing and growing.
- Mobile-first is not a new concept, but most sites are still being developed desktop-first.
- Adopting a mobile-first mindset helps you focus on the tasks users should be able to perform on your mobile site.
- It helps to come up with a minimal and fully focused design → Less is more!



Best practices for a website in a nutshell

- A good website is effective
 - a website is effective when it contributes to the organisation goals
 - the main goal is conversion (see lecture 3)
 - a positive customer experience on the website is the key to a successful conversion
- A good website is user-friendly
 - to achieve a positive customer experience the design and structure of the website must be user-friendly
 - the overall experience of the visitor interacting with a website which should be easy and enjoyable
 - UX is the key to user-friendliness (see lecture 4)



In-class activity

1. Form teams of 3-4 students
2. Find and analyse 2 different corporate websites
3. Discuss with your team and create a PowerPoint presentation which includes
 - Why is the website good?
 - Why is the website bad?
 - How did you come to the conclusion?
 - Where are you looking at to reach this conclusion?
4. Present your findings in class
5. Use 30 minutes for analysis, total 10 minutes presentation time where 5 minutes are used for presentation of your findings to the class and reserve 5 minutes for discussion on your presentation

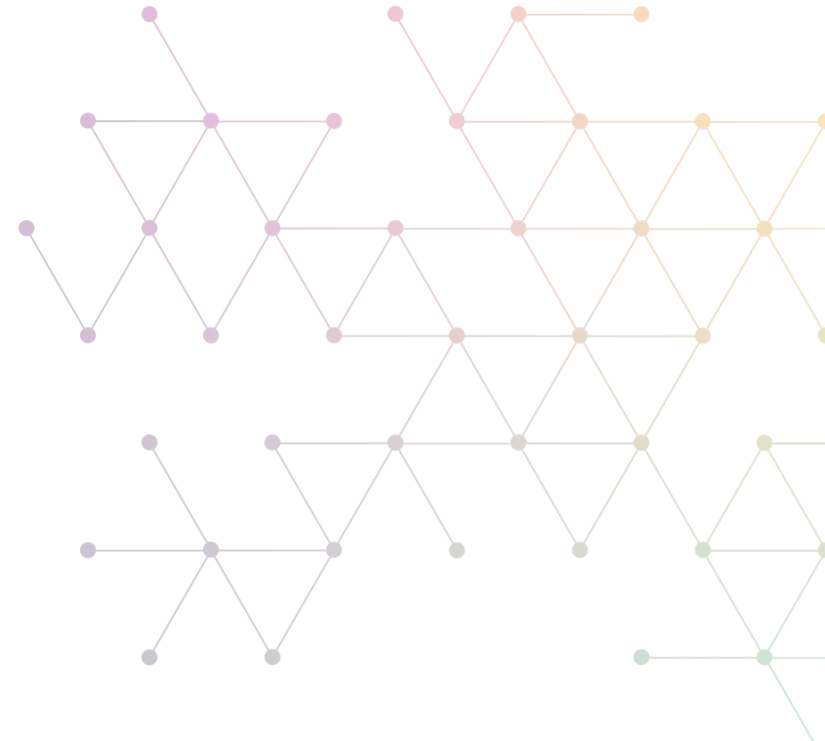


How to set up your website?



You will need

- A domain name
- A web host
- A web development platform



How to build a website?

Step 1: Select and purchase your domain

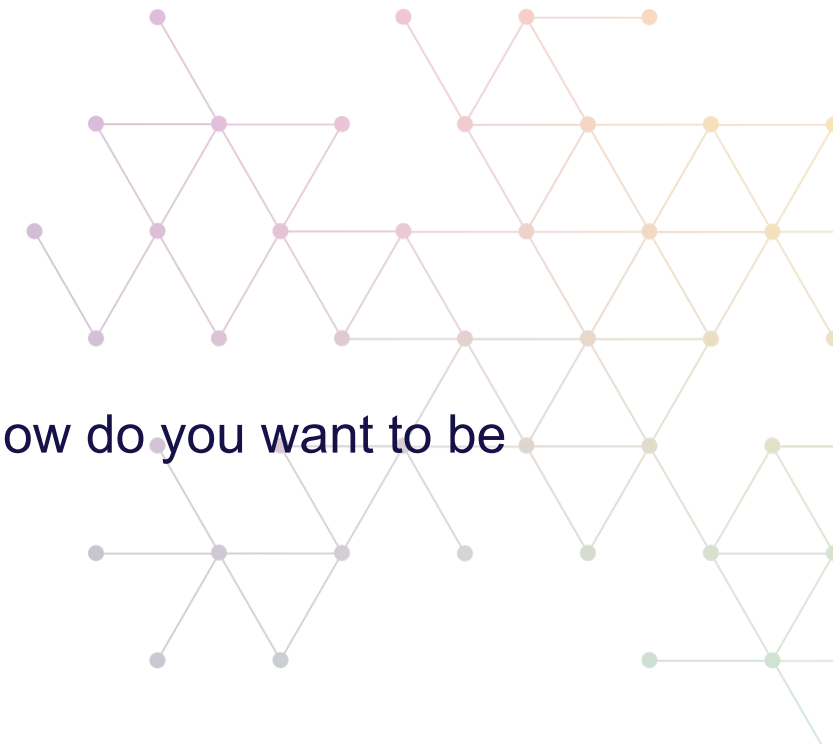
- “Domain name” or “website address” is what someone will type into their web browser to reach your website

Step 2: Select the website building platform (CMS)

- WordPress, Wix etc.

Step 3: Conduct a keyword research

- Which are the most important keywords for your business? How do you want to be found in Google?
- Utilize [Google Keyword Planner](#)



How to build a website?

Step 4: Design your layout and navigation

- To whom are you designing the site? Who are your customers?
- Brand colors, logo, fonts, photos, videos...
- Clear navigation helps user find what she/he is looking for
- What are the most important keywords, products or services?
- Structure: Pages, blog?
- What is the purpose of the website? What is the conversion?
- Minimum Viable Product (MVP): MVP decision could be not to finish a section of a site that isn't critical in order to get the site live faster.
- Remember: Less is more!



How to build a website?

Step 5: Pick and customize a design template which represents your brand

- navigation bar (menu)
- design (need some additional CSS code?)
- functionalities & features (plugins, apps schema structured data, contact forms, anti-hacking defense, caching, newsletter opt-in forms & subscription management, SEO software, backup utilities, XML sitemap...)

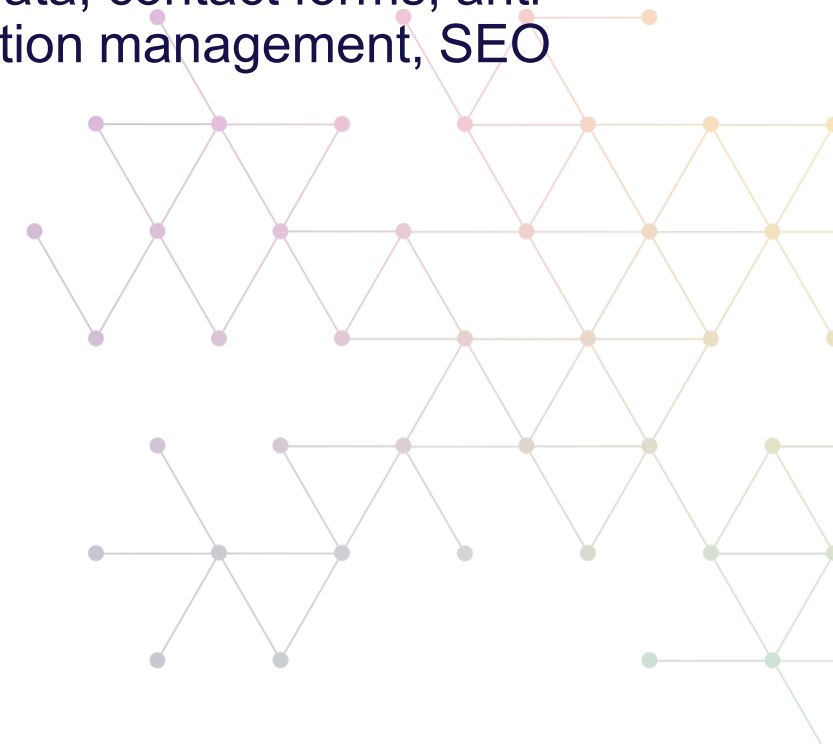
→ Help from a web developer?

Step 6: Identify where will the traffic come from?

- Social media channels
- Blogging
- Backlinks from other sites
- Email marketing
- Content marketing strategy



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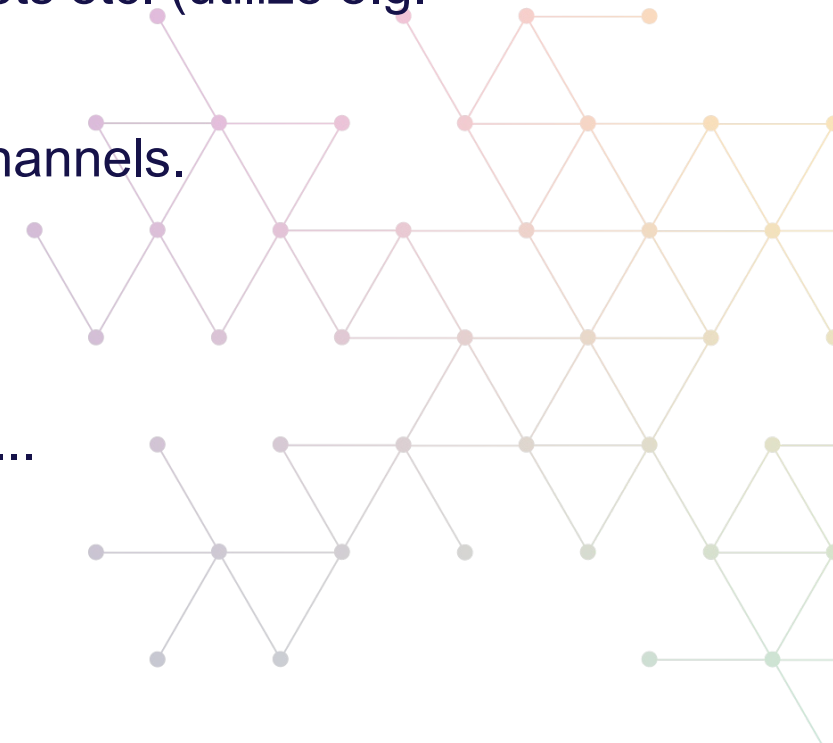
How to build a website?

Step 7: Launch

- Crawl & backup the old site
- Push the site live
- Post-launch diagnostics: broken links, redirects, missing assets etc. (utilize e.g. Screaming Frog)
- Add your site to Google Search Console to be indexed
- Celebrate your launch in social media and other marketing channels.

Step 8: How to measure your success?

- SMART goals
- Website KPI's
- Use Google Search Console, Google Analytics 4, Meta Pixel...



Assignment 1: Planning for a corporate website/building your own site

Teamwork - 4 or 5 students in 1 team

“Your team is the management team of a recreational company which offers lodging and recreational services of your choice.”

The objective of this assignment is to create an imaginary business

This exercise will serve as the basis for the rest of the course’s assignments

First assignment: see details in the document (Websites_Homework1)

- **define the company’s products and services**
- **define its markets and marketing objectives or the next 12 months**
- **choose a domain name**



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Disclaimer

The DEMS material aims to enhance digital marketing skills in higher education, comprehending the essential needs in organizations. You have access to extensive slide sets with in-class activities and assignments, as well as detailed user instructions for teacher.

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