



## Get customer friendly website and increase your sells!

It is well known that user attention is shorter in Internet so when you planning a website, make it simple and remember about online behavior and habits of your web users. Good content, customer friendly tools and functionality are the first step to increase your sells and win customers' trust.

Remember that, **your website may be the first, and only, impression a potential customer receives** of your company, that way our challenge is to attract your visitors' attention. Research have showed that people usually spend less than ten seconds looking over the page before they decide what to do next. Would you like have professional, visually appealing and polished website, to generate a positive impression and keep visitors on it?

Teknoza knows how to make good web design and we provide a guidelines where you can find more useful information about professional websites.

### Key elements of an effective website

#### Design

**Simplicity**-Users in most cases are searching the information, despite the design. The eye has to travel and the design should make the travel easy. Website should have clear visual hierarchy, the more important something is, then more highlighted it is.

**Creativity**- Creative solution and personal ideas it is another great way to make your business unique and to stand out from competitors

**Meaningful graphics**- make website wealthy and they lend visual variety and appeal to an otherwise monotonous page of text. Graphics must support the content and the functional aspects what is the reason to not put more than three or four images.

**Quality photography**- it is a simple way to present high quality products and professional approach. Visual effect grab customer attention and make website interesting .

## Subliminal Marketing

Make your company memorable.

One popular advertising technique is the use of subliminal images which appear below your threshold of conscious awareness. Although you are totally oblivious to the subliminal stimulus, it still has the power to affect your thoughts and feelings.

One of powerful tool I using right colours because:

1. Colour bolster your brand attributes
2. Colour enable brand recognition
3. Colour evoke emotions
4. Colour helps you stand out from competitors

The question is: **What colour best expresses your personal brand attributes?**

More information can be found here: <http://www.youtube.com/watch?v=afzd2lJsCJo>

## Content

**Smart content** according to target market- it can increase chances of success. Information about target audience help to interact with them and the same way they interact with others.

**Informative content-** description of products, services should be the most informative and simplest form because it helps customers to take a decision about future cooperation.

**Fresh content-** Regular updates show that care is taken of potential customers. Communication process and customer feedback are priceless to improve company services.

**SEO content-** It is online writing that includes key phrases. Good SEO content should satisfy your customers and searching engine to help the page get better search position. Good SEO copywriting engages your customers , makes you money and attract hot incoming links.

## Functionality

**“Do not make user think”.**

Visitors use their intuitions that why having simple and intuitive navigation makes it easier for them to find their way around the website. To put in another way, reducing cognitive load makes it easier for visitors to understand the information they see on the screen.

Functionality should focus on user expectations and experience because he will ultimately lend on the website from a search engine. Therefore website’s navigation system is compared with a precise road map with all the different areas and information contained within the website, to get new customers.

Three types of website navigation are highlighted:

- **Hierarchical website navigation**

The structure of the website navigation is built from general to specific. This provides a clear, simple path to all the web pages from anywhere on the website.

- **Global website navigation**

Global website navigation shows the top level sections/pages of the website. It is available on each page and lists the main content sections/pages of the website.

- **Local website navigation**

Local navigation would be the links with the text of your web pages, linking to other pages within the website.

To be effective, the website navigation system needs:

- To be consistent throughout the website.

The website visitors will learn, through repetition, how to get around the website.

- The main navigation links kept together.

This makes it easier for the visitor to get to the main areas of the website.

- Minimal clicking to get to where the visitor wants to get to.

If the number of clicks to the web page the visitor wishes to visit is minimal, this leads to a better experience.

## Web Usability

**“Make it as simple as it needs to be. But no simpler” – Albert Einstein**

Usability is the measure of the quality of a user's experience when interacting with a product or system — whether a Web site, a software application, mobile technology, or any user-operated device.

Usability is a combination of factors that affect the user's experience with the product or system, including:

**Learnability:** How easy is it for users to accomplish basic tasks the first time they encounter the design?

**Efficiency:** Once users have learned the design, how quickly can they perform tasks?

**Memorability:** When users return to the design after a period of not using it, how easily can they reestablish proficiency?

**Errors:** How many errors do users make, how severe are these errors, and how easily can they recover from the errors?

**Satisfaction:** How pleasant is it to use the design?

**If a website's information is hard to read or does not answer questions above, customers can leave it.**

**How you can avoid it?**

### **1. Focus on readability**

If your site has not readability issues, then there is a high chance that your visitors will get annoyed and abandon it. This essentially means you lose potential customers. Hence, you must take the necessary steps to ensure that your site has no readability issues.

### **2. Selection of images and their placement**

Make it a ground rule to use high quality and relevant images on your website. Choose your images carefully so that they immediately appeal to your target audience and make the necessary impact on them. Additionally, make sure that your images do not look out of the place; an image which is not placed properly, sticks out like a sore thumb on the website. This may distract the end-users and they will have a negative impression about your website.

### **3. Background color, texture and contrast**

There are various considerations that need to be made before selecting color. One of the main reasons is because of the ways in which different colors affect the user's psychology and experience. Before selecting the background color of your site, spend some time and think what color your end-users would prefer. The same goes for selecting the pattern or textures, used in the background.

### **4. Navigation**

Nowadays, most of the users access the websites from their mobile devices apart from desktops and laptops. Therefore, you must make sure that your users are able to navigate your website easily on their mobile devices as well. To start with, you must select a simple layout and use it on all your web pages. Additionally, you must do away with horizontal scrolling which the users find really irritating irrespective of the device they use to browse the website.

### **5. Effortless usage**

Your users must use your website with ease. You can make this possible in a number of ways like:  
Limited scrolling – be it horizontal or vertical

- Making it easy for your users to accomplish their tasks such as taking a call-to-action with few clicks
- Not asking users to fill unnecessary, lengthy forms
- Making sure that users are able to identify links and call-to-action buttons easily

- Highlighting new arrivals or important products or services on the site so that your regular visitors can find them with ease

More information you can find here: <http://www.youtube.com/watch?v=0SyRjjAGpvg>

## Social media

Social media are the various forms of user generated content and the collection of websites and applications that enable people to interact and share information online.

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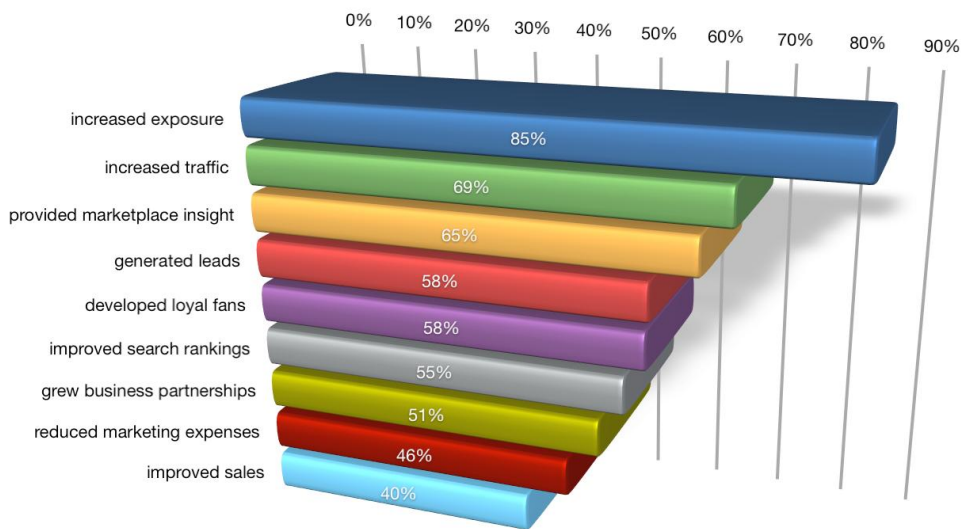


Everyone can publish anything for everyone

Anyone can promote anything to everyone

Anyone can connect with everyone from anywhere

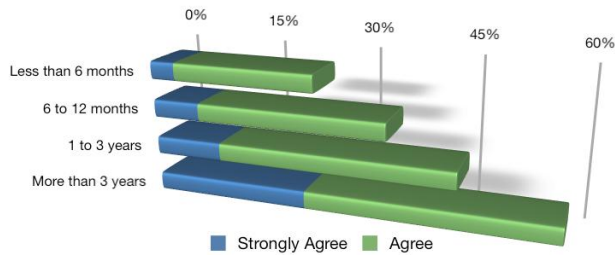
## Benefits of using social media marketing:



Source: 2012 Social Media Marketing Industry Report, Michael Stelzner, April 2012, [SocialMediaExaminer.com](http://SocialMediaExaminer.com)

- Increasing exposure and increasing traffic
- It finds you customers and builds clientele
- It gives businesses the ability to find out what people are saying about them (and others) in their industries
- It introduces your brand
- It gives you feedback about your brand
- It provides a test audience (vs. focus groups)
- Solidifies your reputation as a valuable and knowledgeable resource
- Reduced marketing expenses
- Improved sales

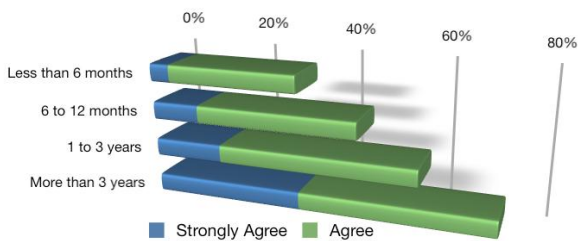
It takes time to see results but Social Media Examiner statistics has found that generally 58% of marketers who have been using social media for more than 3 years report it has helped them improve sales. Almost 51,5% sales improvement is in small business with 2 or more employees.



Source: 2012 Social Media Marketing Industry Report, Michael Stelzner, April 2012, [SocialMediaExaminer.com](http://SocialMediaExaminer.com)

- Grew business partnerships

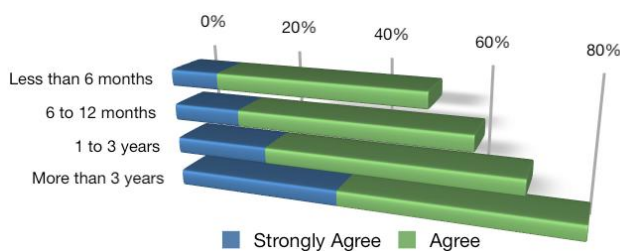
The results of this statistic indicate that those who invest the most time in social media marketing gain 72% business partnership. Another important finding was that 44% of people who have invested at least 6 months in social media also get new partnerships.



Source: 2012 Social Media Marketing Industry Report, Michael Stelzner, April 2012, [SocialMediaExaminer.com](http://SocialMediaExaminer.com)

- Generated leads
- Improved search rankings
- Acquiring loyal fans
- Provides marketplace insight

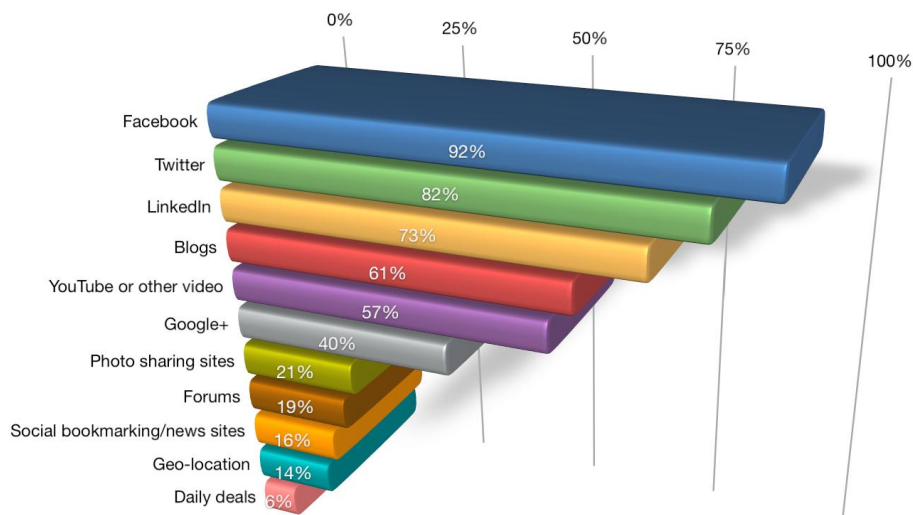
It is interesting to note that nearly 65% of marketers found social media to be a helpful tool in understanding the marketplace. Of those with at least 1 year of experience, 70% or more found benefit.



Source: 2012 Social Media Marketing Industry Report, Michael Stelzner, April 2012, [SocialMediaExaminer.com](http://SocialMediaExaminer.com)

## Social media tools

The use of social media as marketing tools not only gets your company better brand exposure, but it also generates leads that result in real customer acquisition. LinkedIn, Facebook, Blogs, YouTube and Twitter are becoming more useful ways to acquire customers with significant growth in 2012.



Source: 2012 Social Media Marketing Industry Report, Michael Stelzner, April 2012, [SocialMediaExaminer.com](http://SocialMediaExaminer.com)

## Social media overview

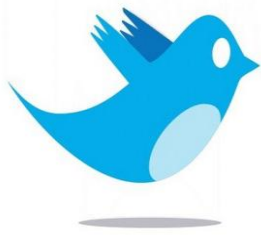


### Facebook

- According to a recent report by Merchant Circle, **70%** of businesses use Facebook. This is a 20% increase over the last year.
- For the first time ever, Facebook is being used **more than** Google for online marketing
- Facebook updates are **three** more times effective than Tweets to propel online business
- Facebook dominates the check-in space with **32%** of businesses using this feature

**There are over one billion people on Facebook. Learn how to reach the right audience for your business and turn them into customers.**





### Twitter

- **Promote** your mission and culture
- Twitter is the place to **connect** with niche audiences pertinent to our business
- Have **conversations** and build **relationships** with individuals in your industry—and clients' too!
- Monitor the **competition** – who are they following? Who's following them? What are they up to?



### LinkedIn

- **Information & Contacts**—Do we need a more effective solution on a business project or need? Who can get the job done effectively? LinkedIn is a professional network that can introduce you to new resources and professionals
- **Competitive Edge**—LinkedIn is a great place to bounce new ideas and get the reaction of professionals from the same industry. Get an honest opinion of your business and also on the competition.
- **Trusted Contacts**—When you are introduced to a contact by one of your trusted connections, you start the working relationship at a far better point than when you hire someone off the street. On LinkedIn you can quickly check references and interact with people who may have provided a prospective employee a recommendation.



### YouTube

- Market your organization to millions of people, no big budget required. Required? A video camera and a little creativity!
- **Inform** — Your company mission and values; what do you do?
- **Educate** — "How-to" or a service demo
- **Entertain** — Show off our past events and work!

- 1.Link channel to main homepage, Facebook, LinkedIn and your professional blog. Tweet and update about your videos!
- 2.Focus on SEO: Optimize video text and descriptions with keywords and links back to your homepage.



## Blogs

**What is a blog?** A corporate tool for communicating with customers or employees to share knowledge & expertise, drive additional web traffic and connect with potential clients and customers.

The benefits that you can enjoy are:

- **Develop your position and your reputation as an expert** – Demonstrate your knowledge, expertise and experience on matters relating to your industry and give yourself the chance to show your expert position in your specialism.
- **Business Differentiation** – a blog will give you the opportunity to show how your business and services differ from (those of your competition. Done well, it will set you apart in terms of the benefits you offer.
- **Search Engine Marketing & Visibility Higher rankings** and therefore greater visibility on the main Search Engines such as Google, Yahoo and MSN because of the updated content, great (automatic) structure and the focused content which will attract Search Engines and readers alike.
- **Creating a real dialogue with those who matter** - You have the opportunity and the ideal tool to start to open up new and very real communications channels with your customers, prospects, partners and suppliers.
- **Public Relations & Press Releases**- While not the ideal use for blogs from the point of view of blogging purists, business blogs remain fabulous marketing tools to distribute and then promote your company information and press releases.
- **Lead Generation additional visitors**, better positioning and improved search engines ranking all provide the chance to develop an increased lead generation opportunity.
- **Brand Awareness** – An ideal channel through which to put your brand in front of the customer and communicate what it stands for you could be a small company or multinational, either way you are strengthening your online position.
- **Educational Marketing** – Show how your products and services can solve your customers problems rather than rely on interruption marketing and in your face selling. You could also look at this in terms of relational marketing because thats exactly what youre creating, better relationships with your marketplace.
- **Internal Communications** a blog is an excellent tool to help to share information easily within your company, manage projects, develop teams and hugely improve the internal communications.



## E-Newsletter

E-newsletters are publications that are regularly developed and distributed by businesses, charitable organizations, societies, clubs and religious bodies. Based on topics that interest customers, they are an effective way to maintain contact. Businesses use newsletters to promote products or services also.

Advantages to having a newsletter:

1. **Helps build a relationship with your clients.** Keeping in touch with your clients will help you establish a closer relationship with them.
2. **Keeps your clients updated.** Having a newsletter connected to your website is a great way to keep your clients updated on recent news, milestones, and upcoming events.
3. **Helps generate sales.** A newsletter can increase your sales and even help you gain new clients by offering a way to get the word out about upcoming giveaways, special offers, or discounts.
4. **Keeps you in their mind.** . Having a newsletter connected to your website will help clients remember you.
5. **Directs clients to where you want them to go.** A newsletter is an excellent way to direct readers to specific areas on your website that you want to highlight, by providing links to these web pages.
6. **Helps spread the word.** Newsletters can easily be forwarded to the reader's email contacts, driving more traffic to your website and – hopefully – resulting in future clients.

## SEM-Search Engine Marketing

The screenshot displays a Google search for "baseball cards". The search results are divided into several sections:

- Web Shopping News Books:** Shows results for "Baseball Cards" from YellowPages.ACL.com and "The Baseball Card Shop".
- Related searches:** Lists terms like "baseball cards prices" and "selling baseball cards".
- Organic Search:** Includes results for "Baseball Card Value Price Guide | Selling Cards Worth" and "Baseball Cards Only - The Ultimate Card Shop on the Web!".
- Sponsored Links:** Features advertisements for "Baseball Cards", "Baseball Cards available: Baseball Cards. Old now!", "No Reserve Sports Auction", "Buy Baseball Hobby Boxes", and "Baseball Display Cases".
- "Paid" Search, AdWords:** A prominent section with a large "SEM" logo and the text "Get Ba SEM. Rip open a virtual pack. Then create a team & play others.".

## 1. SEO- Search Engine Optimization

**“The process of editing a website’s content and code in order to improve visibility within one or more search engines.”**

“ The term “ Search Engine Optimilization” labels effort of firms that aim to improve the ranking of the ad in the unsponsored search result.”

The most popular Search Engine in the market:



What should we know about SEO:

- 90% online user uses search engine to find products and info .
- Your website will constantly feature on page one of the search results for terms that best describe your business.
- Natural search receives 250% more traffic than paid search.
- 55% of online purchases are made on sites found through search engine listings
- 1<sup>st</sup> page of Search Engine result get at least 80% clicks.

### **Benefits of SEO:**

- Search engine optimization ensures that you and your company are found globally or regionally by those who require exactly what you offer.
- Search engine optimisation is the only campaign which can derive targeted traffic through your website.
- Once a website has been optimised, it will increase the visibility of your website in search engines.
- An effective SEO campaign can bring a higher ROI (return on investment) than any other type of marketing for your company.
- One of the great benefits of search engine optimisation is that it is cost effective and requires the minimum amount of capital for the maximum exposure of your website.
- It is a unique quality of SEO campaigns that you can quantify the results of SEO by positioning reports of search engines, visitor conversion and the other factors of this nature.

## 2. SEA-Search Engine Advertising

**Is the placement of advertises next to natural search results within a search session against payment.**

Often:

**Pay per Click:** A model of online advertising in which advertisers pay only for each click on their ads that direct searchers to a specified landing page on the advertiser's website.

Generally the landing ranks draw the most attention of the users and are therefore most preferable, and thus these ranks are sold to the bidder with the highest (weighted) bid.

A well know example: Google Adwords

- Advertise above and next to the Google's organic search result
- Accomplished by bidding on keywords
- Those with the highest bid are given the highest rank in the search list.

### **Difference between SEO and SEA:**

SEO tries to improve the website visits through unpaid (free) ways, by optimizing its content and structure.

SEA tries this against payment, by matching the right keywords.

### **Advantages SEMs:**

- Google analyzes most frequent keywords used by people to find your website.
- Less money and time spend on selecting profitable keywords.
- Once your company is online, the possible audience is everybody with an internet connection.

## E-commerce Web shop



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E-commerce is the most popular business trend in our futuristic society, as most modern cities have Internet equipped and it's such a simple process to send payments anywhere in the world via Internet connection.

Through E-commerce we understand selling and buying of goods or services over electronic systems. Most commonly by Internet.

The primary rule of a successful web shop is **usability**. It means that the buying process should be as **quick** and as **easy** as possible. To achieve it, use customer friendly methods which increase your sale and visibility.

Remember:

- **Make security a priority** Both you and your customers need to feel confident that you have adequate protection against hacking and fraud. Choose an e-commerce solution that provides full Payment and Industry Data Security Standard (PCIDSS) compliance.
- **Do not make your customer think, design for the majority.** Visitor has just decided to buy one of your products and any disturbance or cognitive load can persuade him to do that some other time mean never
- **Make the site fast.** Use graphics effectively, not for the sake of it. Make sure customers can find what they are looking for with a minimum of mouse clicks. Make the checkout process as easy as possible. Remember you're building a site for shoppers, not art lovers. The key is a professional site where visitors can easily find what they're looking for.
- **Contact with your customers.** Two major options to keep in touch with your customers are:
  1. Live chat: Makes it easy for them to ask a simple question, which can help along the initial sale and potentially up sell.
  2. Always have contact information readily available. Some customers find it comforting to speak to someone directly.
- **Search function.** Search functionality helps customers to find what they are looking for, making their shopping experience satisfying.
- **Reaching to the product with less clicks.** There are multiple ways to help users reach the product with less click like an easily reachable product search form.
- **Buying without the need to register.** Allow customers to get to the final steps of purchasing before forcing them to sign up on the site. Ask them about that afterwards if they want to sign up, to make the next purchase on your website easier.
- **Breadcrumb navigation.** When placing order, customers have to know where they stand in their purchase process. Breadcrumbs navigation inform customers how many steps have they accomplished.
- **Shopping Cart.** Your visitors should feel confident in buying products at your web shop, so you need to assure them that your website is a reputable website that has features to protect the privacy of your customers.

More information about e-commerce you can find here:

<http://www.youtube.com/watch?v=tk5XNaJBZ0>

## About the website project

### Functionality, categories and content of the webpage:

#### **1. Meaningful content**

Simple and meaningful content give you possibility to present your company, products and win customer's trust.

#### **2. Simple and intuitive design**

Effortless usage and simple design make your website customer friendly. Solution as limited scrolling, call-to-action with few clicks and highlighting important products or service allow to gain new customers.

#### **3. Products presentation**

Help your customers to know better your products through clear products description and highquality photos. Offer the opportunity to contact with expert. Remember that your customers can recommend your website and products so it is a great idea to add space for their feedback as well as easy access to recommendation tools. Keep your visitors informed about promotions and news products.

#### **4. Be in touch with your customers.**

Arrange a satisfying relationship with your clients. It can be reached by Blogs or Newsletter where you can advertise your offer, post interesting information and uncoming events.

Moreover, social media are great tool to keep in touch. Do not forget placed social media icons on your homepage or in the header/footer of the website. These icons link directly to your social media space. For example, if you have a company Facebook page, the Facebook icon would link to your Facebook page.

#### **5. Search bar**

With the search bar, you can search for words as you type and quickly locate and highlight key terms across different pages on your website.

#### **6. News slider**

Place where latest news items will be shown.

#### **7. Photo gallery**

Gives us the possibility to upload and share photos with the visitors of your website.

#### **8. Cloud tag**

The cloud tag gives greater importance to words that appear more frequently on your website which gives your visitors the possibility to navigate easily through these words.

## Social media management

#### **1. Facebook why?**

Teknoza helps you engage with your target audience on Facebook.

There are more than 800 million Facebook users worldwide. Every company, every brand and every important person has a Facebook page. Teknoza has the expertise to build this large community around your page, to integrate Facebook features on your website, to advertise and to enable conversations with the visitors of your page.

## 2. Twitter why?

Twitter is the most important microblogging service on the internet that makes you send short and fast text-based messages of up to 140 characters. Teknoza will create the right community on this social network that'll follow your account by sending short, strong messages. It's the perfect way to keep your followers in realtime up to date and to inform journalists about your activities/agenda.

## 3. Google+ why?

With Google+ , we can improve your search engine optimization strategie. Google indexes all the Google+ profiles and posts wich will make your posts rank higher in the search results. Twitter and Facebook do not get indexed, that's why we recommend Google+ too.

## 4. Why us?

Teknoza creates social media strategies for companies, brands and much more. We select the right social networks for you, depending on your target audience. We offer you smart social media campaigns, content creation, development and design of your website and Facebook pages.

## The Mobility blog

### Why?

Nowadays blogs are often as influential as media websites, that's why we offer you the possibility to deliver us the information you want to publish. A blog gives you the possibility to inform your readers about your ideas, politics, your achievements. After we receive the right articles, we'll rewrite them and create compelling content that ranks well in searche engines. It's also important to offer the right visual material, Teknoza offers you the service to edit and add all your photos to your website, blogs and other social networks to make them look more professional.

## Responsive website

### Why?

A responsive website enables your site to fit in any screen size. Teknoza will design an user- and future friendly website which your visitors can open perfectly in any screen size on all devices. This will give you and your visitors a better experience.

## Mobile app

### Why?

Your mobile visitors want acces to important information from your website. As an IT-professional, Teknoza offers a mobile app which contains all the functionalities in one application. Your users will have the possibility to subscribe on newsletters, on your social networks, the latest content and much more. The app will also send secure push notifications directly to the home screens of your users. These otifications will give your mobile app a voice.



