



A Better Customer Experience in 2021: Website Must Haves To Drive Online and Offline Sales

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Get Our Checklists

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WEBSITE MUST-HAVE'S

For A Better Customer Experience

A Better Website Experience Keeps Customers Coming Back For More

Create Immersive Online Experiences: Use High Resolution Imagery

- Choose high resolution lifestyle or product imagery and video
- Show alternative and hi-scale images
- Add prominent and easy-to-click calls-to-action
- Add interactive functionality – pinch-to-zoom, dynamic images
- Extend the immersive experience across email, social, and mobile

Make It Easy To Find Products/Information: Navigation

- Limit navigation headers to under 7
- Choose relevant categories for your products or services
- Use keywords and your audience's language
- Combine categories and filters for deeper search
- Use predictive search to help supply answers
- Clearly display contact information, FAQs, returns, and customer support
- Highlight retailer/distributor partners (bonus for search by location)

Never Stop Optimizing: Track, Test, and Experiment

- Set up Google Analytics tracking code
- Continuously improve technical and on-page SEO
- Use tools to measure where customers click, how long they stay, and how they convert
- Combine online and offline data for the complete picture
- Monitor most/least popular webpages, categories, or products
- Run A/B tests to validate assumptions and increase conversions
- Benchmark performance and measure improvement
- Ensure designs meet accessibility standards

How Will Google Rank Your Page Experience?

STRONG CONTENT is still the center of your SEO strategy, but User Experience (UX) is critical too.

CORE WEB VITALS

- LOADING**
Largest Contentful Paint - LCP
- INTERACTIVITY**
First Input Delay - FID
- VISUAL STABILITY**
Cumulative Layout Shift - CLS

OTHER WEB VITALS

- MOBILE FRIENDLY**
- SAFE BROWSING**
- HTTPS**
- NO INTRUSIVE INTERSTITIALS**

SEARCH SIGNALS FOR PAGE EXPERIENCE

WEBPAGE LOADING: LARGEST CONTENTFUL PAINT

Is the largest file or element within the viewport loading quickly (in fewer than 2.5 seconds)?

- Compress and cache images and video, without impacting quality
- Lazy load images (i.e. above-the-fold images load first or images only load within the viewport)
- Optimize background scripts and eliminated third party plug ins
- Implement mobile-first best practices
- Use Web hosted fonts (Google or Adobe) – no more than 7 typefaces
- Use your website's Global Styles.

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Whereoware Services

Since 1999, Whereoware has helped clients grow their business through

CUSTOMER ACQUISITION, RETENTION, AND MAXIMIZATION

Increase nurture and conversions through proven, data-optimized multi channel campaigns.

E-COMMERCE

Sell more online through modern, feature-rich e-commerce websites and optimized customer experiences.

MARKETING OPTIMIZATION

360-degree digital strategy to acquire new customers, reduce churn, and increase customer lifetime value.

Our Clients

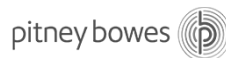
Accelerating valuable relationships
between clients and their customers
for 20+ years.



UTTERMOST



Cuisinart®



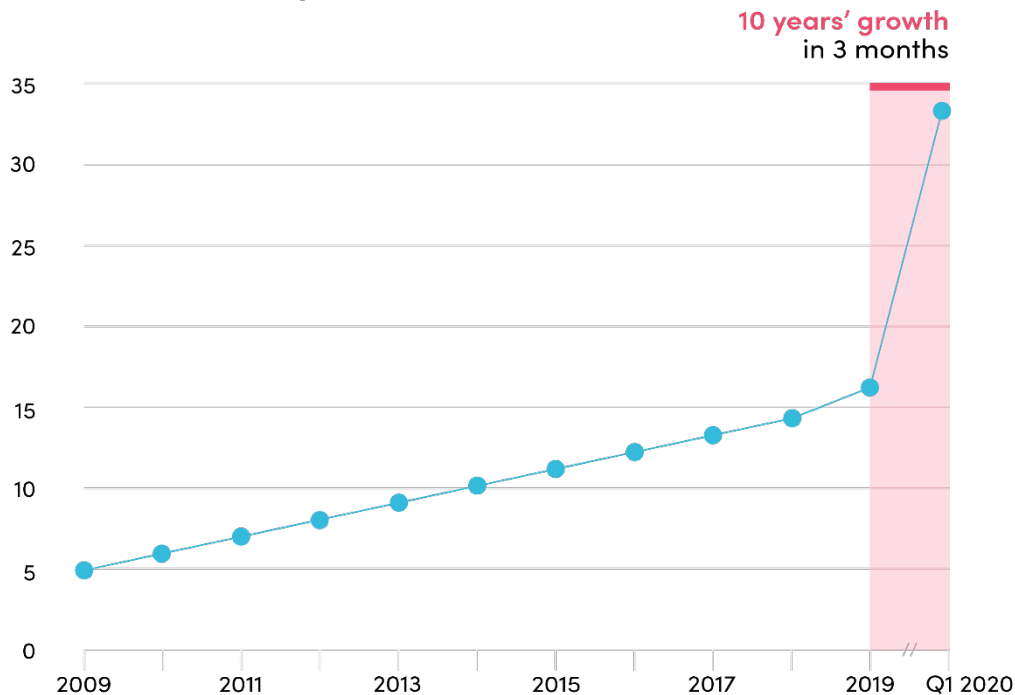
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Your Digital Strategy is Critical in 2021

COVID-19 Accelerates E-commerce

In just three months, e-commerce penetration in the U.S. market grew more quickly than it had in the last ten years combined.

US e-commerce penetration, %



Source: McKinsey & Company

↓ 10.5%

Total US
Retail Sales

↑ 18%

Increased
E-commerce Sales

(on top of a 14.9% gain last year)

↓ 14%

Brick – and –
Mortar Sales

YOUR WEBSITE **INFLUENCES** THE BUYING DECISION

“77% of B2B purchasers **won't speak to a sales person until they've** done their own research”

- CEB

Omni Channel is Here to Stay

73%

of customers use multiple
channels during
their shopping journey

287%

higher purchase rate of
Omnichannel campaigns

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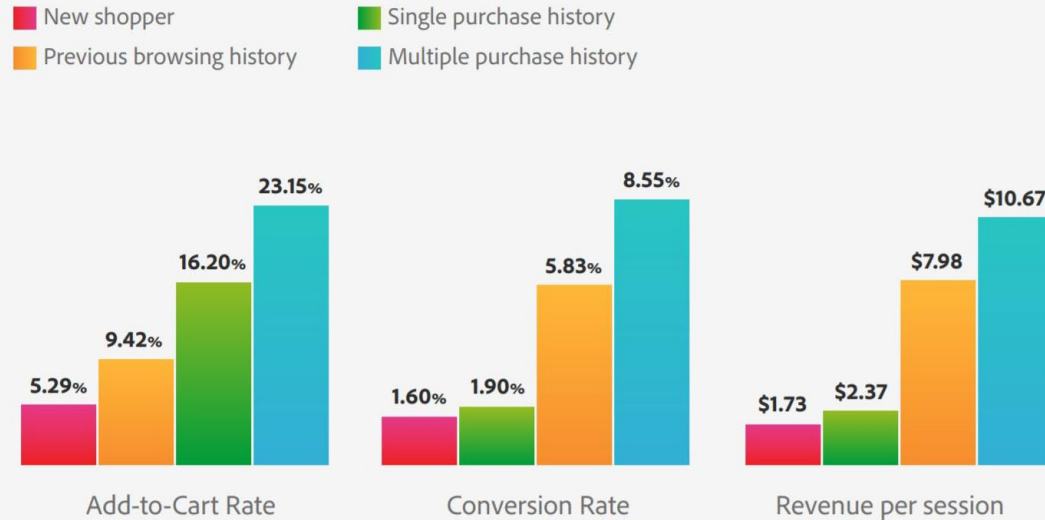


Harvard Business Review, Omnisend, 2020

A great website experience keeps
customers coming back...

...and Customer Retention Pays Off

E-Commerce KPIs, by shopper loyalty segment



"Ecommerce Trends," Econsultancy, 2019
Based on analysis of 2.5 million e-commerce sessions during Q1 2017

...but almost 80% of customers **abandon their purchases** due to difficult online experiences.

- Forrester

Elevated Customer Experience

What Do Customers Expect?

High Impact Design

Easy To Find Products and Info

Quality Content/Self Service

Clear Contact, FAQ, Help

Good Page Experience

Supports Offline Sales/Goals

Must-Haves To Improve Customers' Website Experiences

VISUAL
DESIGN
PRINCIPLES

TEXTURE

PHIC
IGN

IMAGE

SIZE

VALUE

SHAPE

TEXTURE

SPACE

LOGO

EXPLORE THE

2021 WAVERUNNERS



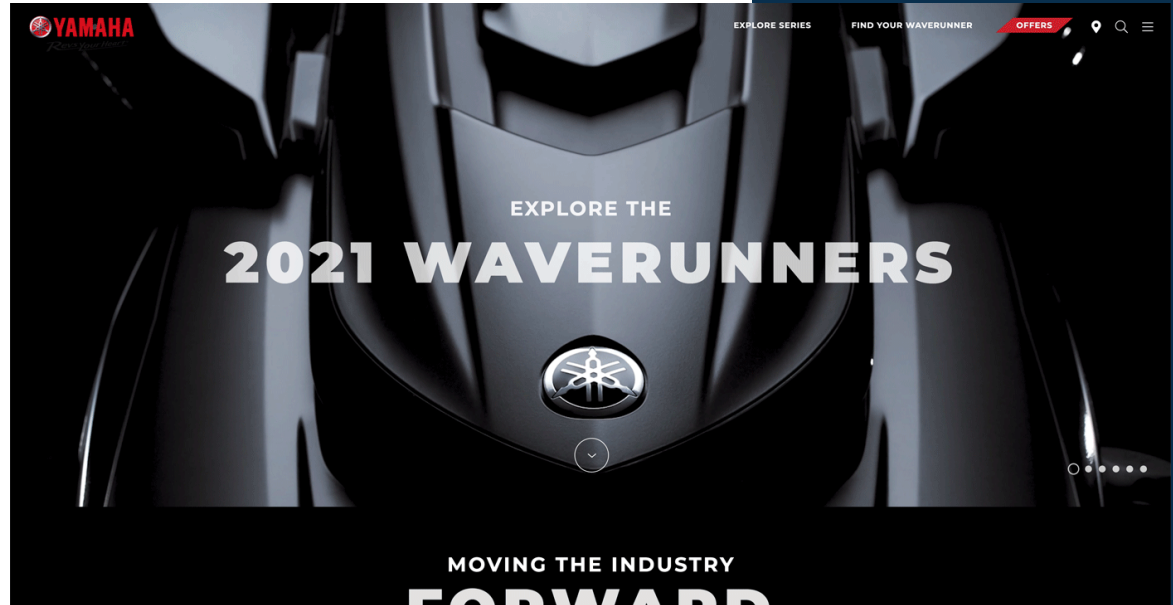
MOVING THE INDUSTRY
FORWARD

Easy to Engage: High Impact Design

- Streaming video
- Animations
- Rich lifestyle photography

62%

of the top online retailers
use zoom, interactive rich
media or video to enhance
their images.



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Easy to Find Content: Better Navigation

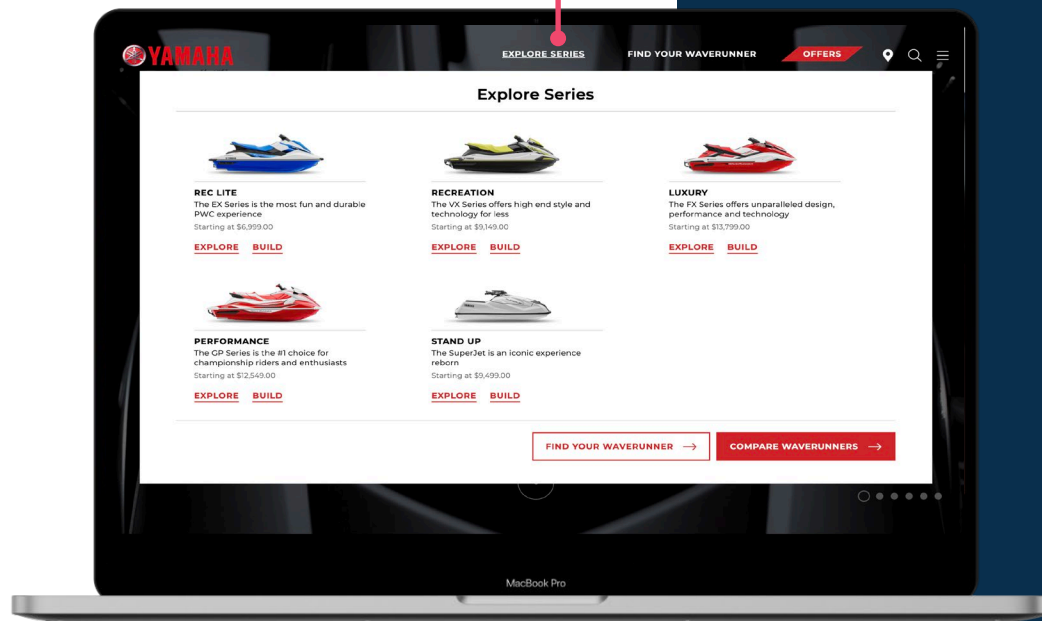
56%

of customers expect to find whatever they need from a company in **three clicks or less**.

*Salesforce

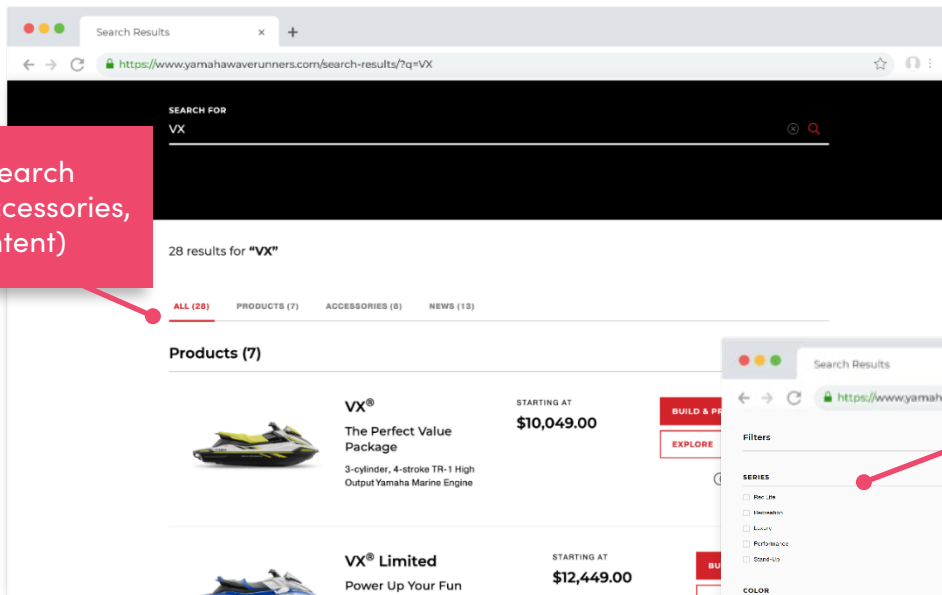
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Concise and
Visual Navigation

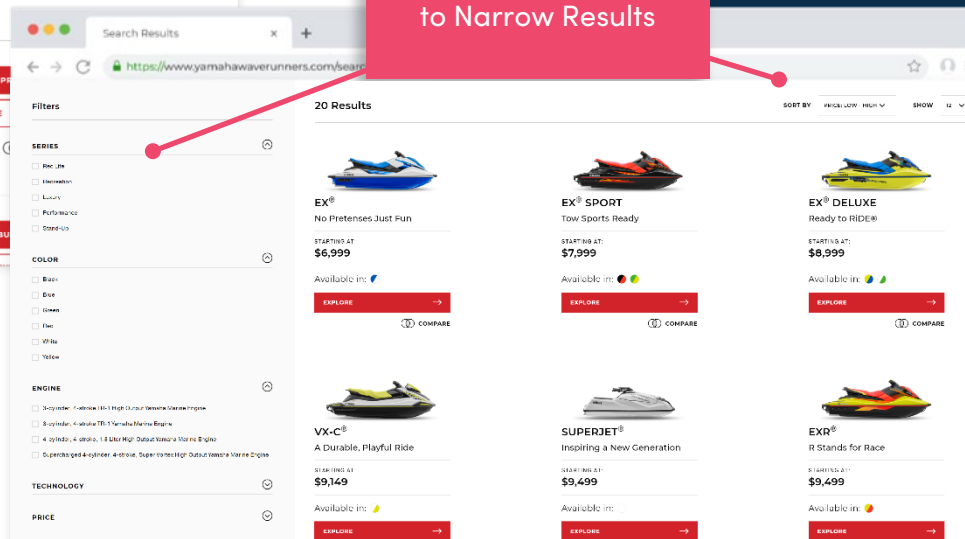


Easy to Answer Questions: Better Search

Robust Search
(Products, Accessories,
and Content)



Add Filters and Sort
to Narrow Results

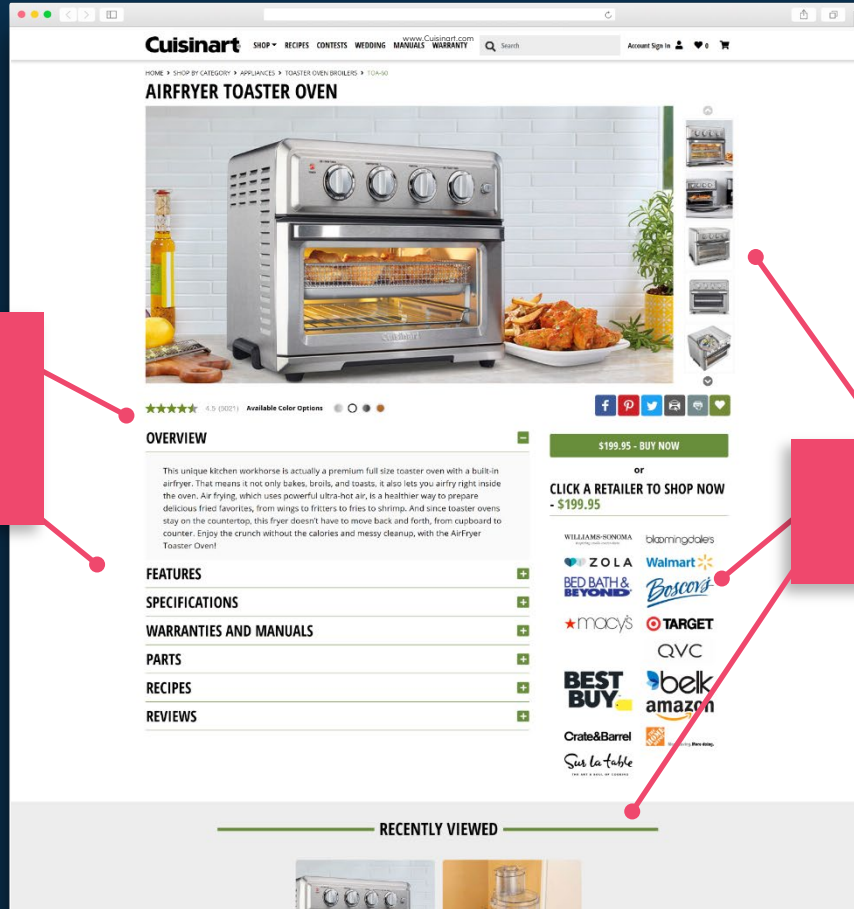


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Easy to Research: Rich Content and Product Details

34% increase in sales
from testimonials.

- VMO



Data-Driven Integrations
Reduce Manual Effort

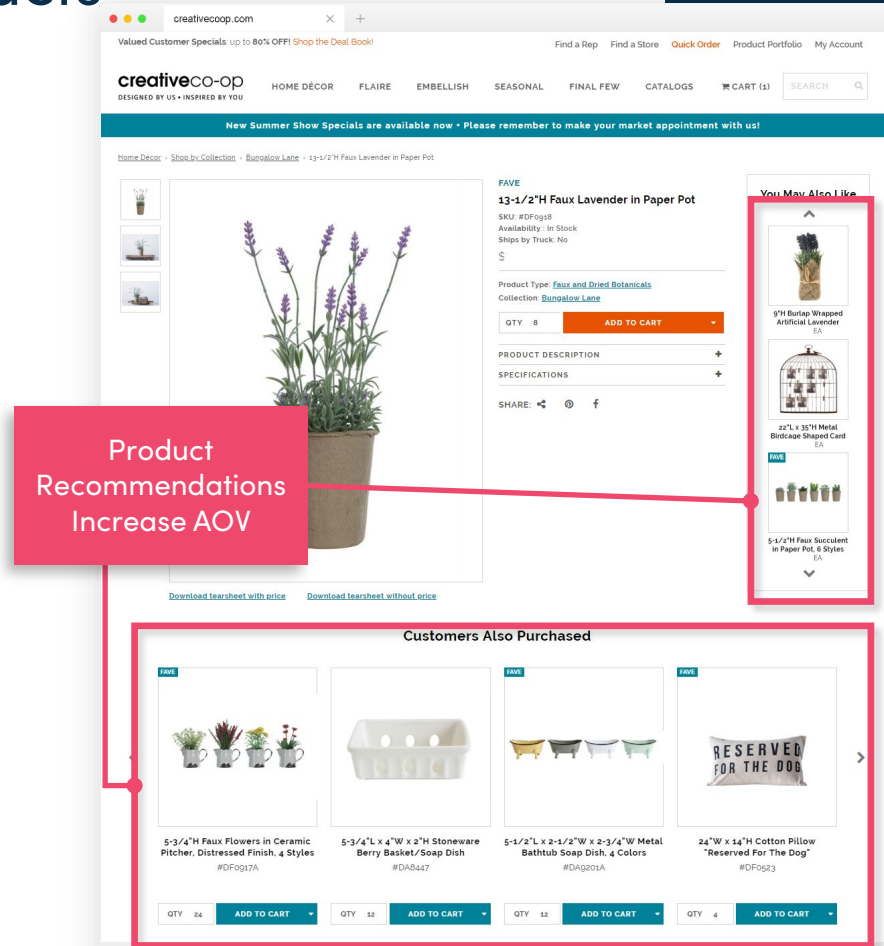
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Easy to Discover Products

RESULTS

↑ **1182%** Increased product
rec-driven revenue

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Easy To Run Their Business: Self Serve Portals

The screenshot shows a self-serve portal dashboard. On the left is a sidebar with a user profile for 'bobby@jemail.com' and a list of menu items: My dashboard, Account settings, Manage users, Order history, Address book, Pay invoices, Favorites, Reorder, Resources & forms, and Need help?. Three callout boxes are present: 'Quick Reorder' points to the 'Reorder' menu item; 'Order History' points to the 'Order history' menu item and the 'Order history' section on the main dashboard; 'Recommended Products' points to the 'Hand Selected for You' section. The main dashboard area includes a 'My Dashboard' header, a summary of account information (Retailer ID, Account #, Business type, YTD order total, Last year order total), a 'Hand Selected for You' section with four product cards (each with a heart icon, image, title, SKU, price, and 'SHOP NOW' button), and an 'Order history' table.

Quick Reorder

Order History

Recommended Products

My Dashboard

WELCOME, Bobby's Gift Shop

Your sales rep: Bobby Riggins
bobby@jemail.com
(800) 487-3541

My dashboard

Account settings
Manage users
Order history
Address book
Pay invoices
Favorites
Reorder
Resources & forms
Need help?

Retailer ID: Angela Duncan
angela@hgc.com
000-000-0000

Account #: 12345678-00

Business type: Rice and Mortar

YTD order total: \$989.23

Last year order total: \$1622.85

Hand Selected for You

Product Name Goes Here And May Span Multiple Lines
SKU#123456789
\$ 123.45
Min 2
- 4 + SHOP NOW

Product Name Goes Here And May Span Multiple Lines
SKU#123456789
\$ 123.45
Min 2
- 4 + SHOP NOW

Product Name Goes Here And May Span Multiple Lines
SKU#123456789
\$ 123.45
Min 2
- 4 + SHOP NOW

Product Name Goes Here And May Span Multiple Lines
SKU#123456789
\$ 123.45
Min 2
- 4 + SHOP NOW

Order history

Type	Order #	P.O. #	Order date	Order total	Status
Invoice	355-431	089853	02/16/2020	\$49.42	Shipped
Order	355-431	089853	02/16/2020	\$49.42	In progress
Invoice	355-431	089853	02/16/2020	\$49.42	Shipped
Invoice	355-431	089853	02/16/2020	\$49.42	In progress

DON'T FORGET:

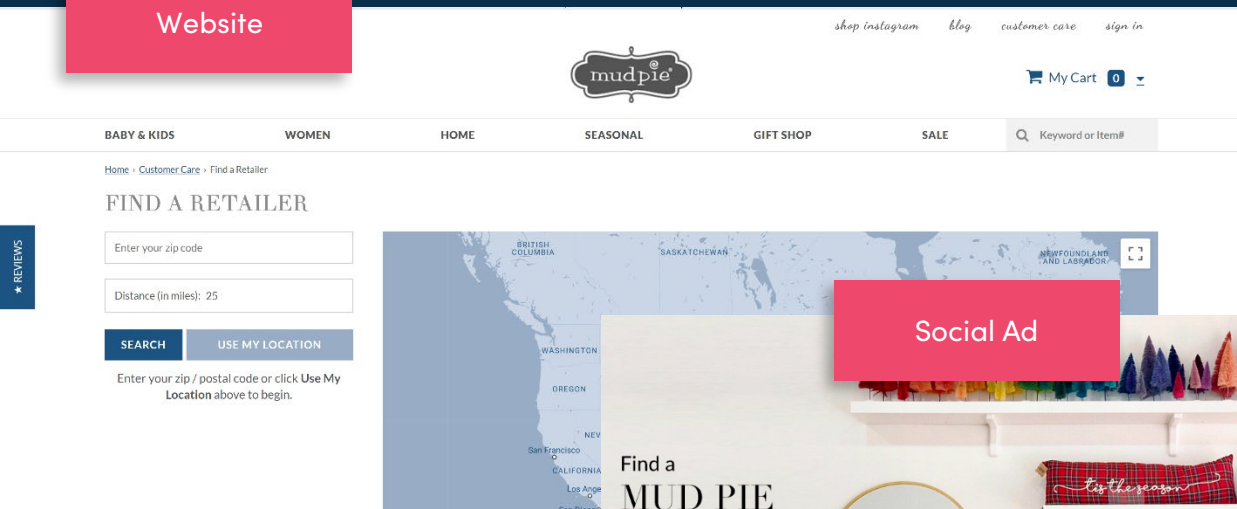
For **one in four Americans with a disability**,
ADA compliance determines where they can do business.

A Consistent Experience – Online and Offline



Easy to Stay Top of Mind: Omni Channel Campaigns

Website

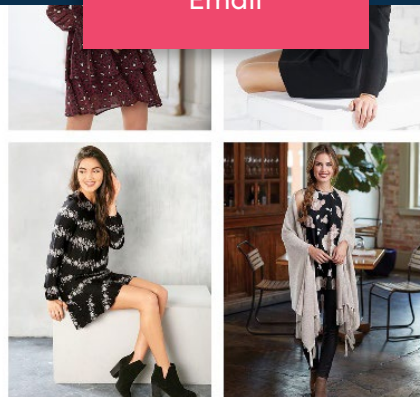


Social Ad

Find a
MUD PIE
RETAILER
Near you!

@shopgiftbar

Email



DECORATE YOUR HOME >

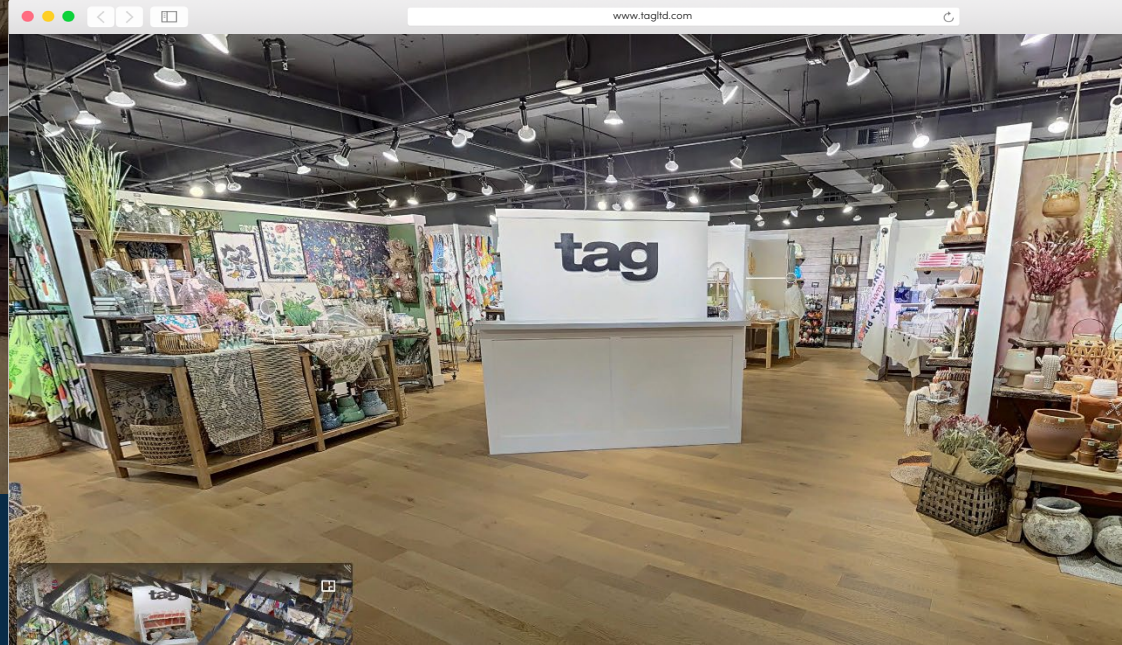
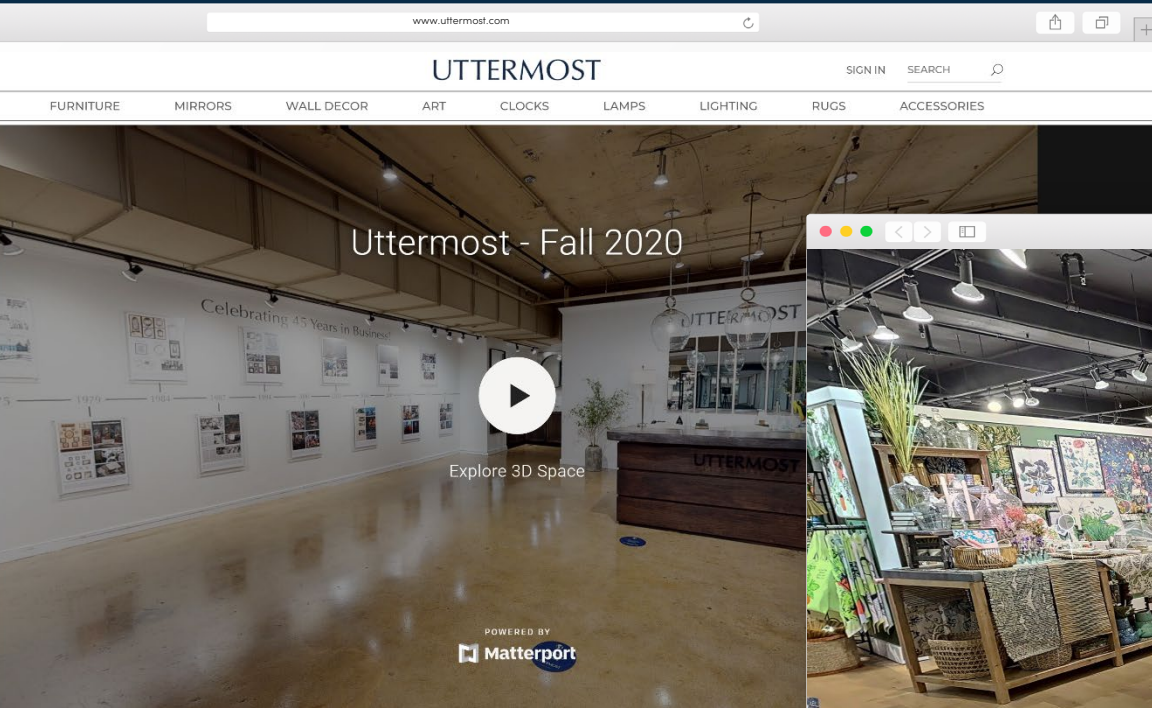
missed our last day to
shop for christmas?

Shop one of our 16,000 retailers!

FIND A STORE NEAR YOU >



Easy to Support In-Person Experiences

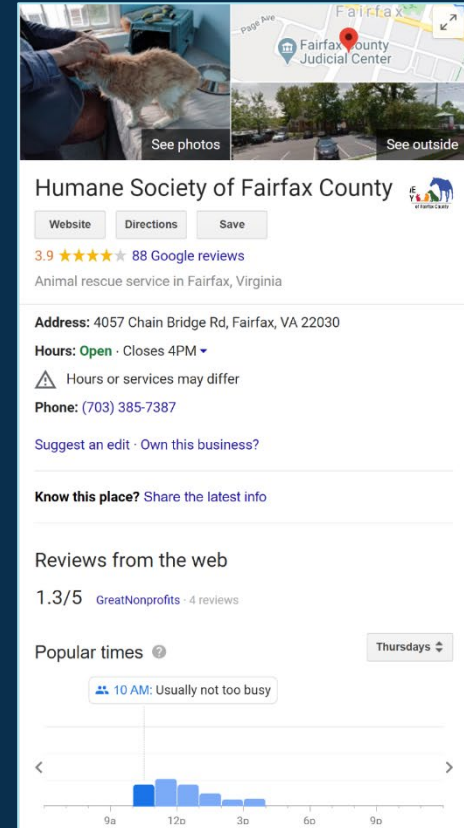
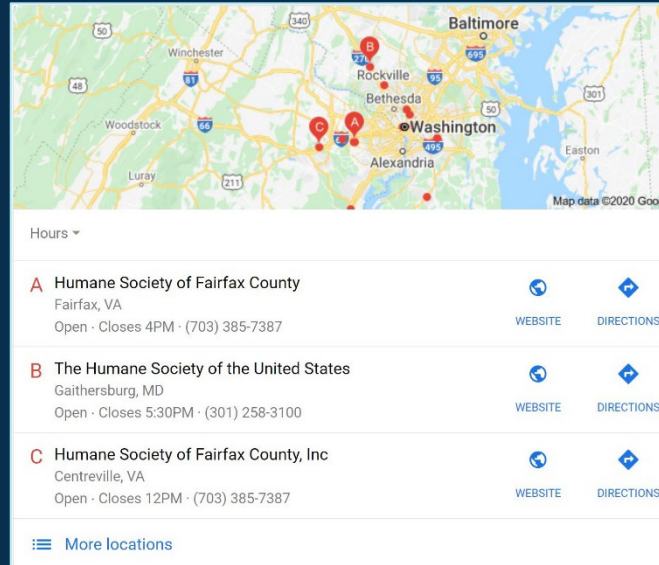


Easy To Find: SEO/Local SEO

80%
of consumers have
used a search engine
in the past week to
find local business
information."

-Moz Local

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Easy To Find Dealers: Case Study

Data-Driven
Based on Geography

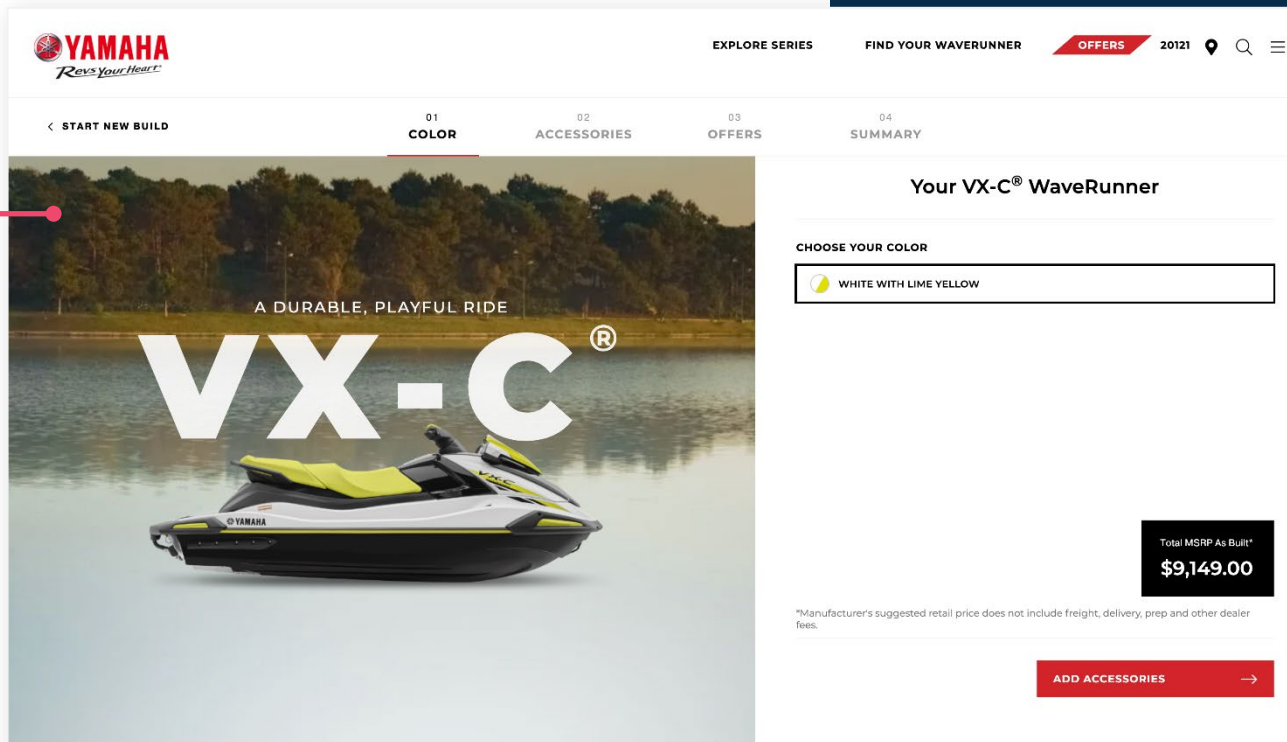
The screenshot shows a web browser window with the URL <https://www.yamahawaverunners.com/find-a-dealer/?zip=20148>. The page features the Yamaha logo and navigation links: EXPLORE SERIES, FIND YOUR WAVERUNNER, OFFERS, 2021, and search icons. The main heading is "Find a Dealer". Below it, a search bar contains the ZIP code "20148" with a magnifying glass icon and a red location pin icon. The text "Showing your 3 closest dealers" is displayed. The results list three dealers:

- 1 COLEMAN POWER SPORT**
435 S WASHINGTON ST
FALLS CHURCH, VA 22046-4413
703-237-3400
Distance: 20.5 miles
Buttons: BUILD & PRICE →, TEST DRIVE →
- 2 COLEMAN POWERSPORTS**
14105 TELEGRAPH RD
WOODBIDGE, VA 22192-4613
703-497-1500
Distance: 26.3 miles
- 3 ATLANTIC CYCLE & POWER**
4580 CRAIN HWY
WHITE PLAINS, MD 20695-3013
301-753-1171
Distance: 43 miles

To the right of the list is a map of the Washington D.C. area with three red location pins numbered 1, 2, and 3, corresponding to the dealers listed. Pin 1 is in Falls Church, VA; Pin 2 is in Woodbridge, VA; and Pin 3 is in White Plains, MD.

Easy to Get Brand-Loyal Leads to the Dealer

Users Customize
Product Model Colors



Easy to Increase Average Order Value

...and Add Accessories

Accessory
Recommendations
based on Selected Models

YAMAHA
Revs Your Heart

EXPLORE SERIES FIND YOUR WAVERUNNER OFFERS 20121

< START NEW BUILD 01 COLOR 02 ACCESSORIES 03 OFFERS 04 SUMMARY




Choose Your Accessories

MOST POPULAR LIFESTYLE/TECH WATERSPORTS STORAGE

FEATURED **NEW**
YAMAHA EXCLUSIVE ECOGEAR
BLUETOOTH SPEAKERS FOR THE VX
SERIES
\$349.99
[+ MORE INFO](#)
SELECT →

FEATURED **NEW**
VX SERIES TOW ROPE BAG
\$179.99
[+ MORE INFO](#)
SELECT →

FEATURED **NEW**
VX SERIES GARMIN KIT
\$279.99
[+ MORE INFO](#)
REMOVE →

Your VX-C® WaveRunner

COLOR
WHITE WITH LIME YELLOW \$9,149.00

ACCESSORIES
- 1 + VX SERIES GARMIN KIT \$279.99

Total MSRP As Built*
\$9,428.99

REVIEW OFFERS →

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Easy To Apply Incentives

Offers Personalized Based
on Product Models

The screenshot displays the Yamaha WaveRunner configuration interface. At the top, the Yamaha logo and navigation links (EXPLORE SERIES, FIND YOUR WAVERUNNER, OFFERS, 20121) are visible. The main navigation bar includes steps: START NEW BUILD, 01 COLOR, 02 ACCESSORIES, 03 OFFERS (highlighted), and 04 SUMMARY. The 'Special Offers' section features three personalized offers for the selected model:


- OFFER 1:** \$0 DOWN AND 0 PAYMENTS FOR 90 DAYS (OFFER ENDS 12/31/2020). Includes a 'VIEW OFFER' button and a 'REMOVE' button.
- OFFER 2:** GET 2 WAVERUNNERS AT 6.49% APR FOR 96 MONTHS (OFFER ENDS 12/31/2020). Includes a 'VIEW OFFER' button and a 'SELECT' button.
- OFFER 3:** 3.99% APR FOR 36 MONTHS (OFFER ENDS 12/31/2020). Includes a 'VIEW OFFER' button and a 'SELECT' button.

The right sidebar shows the configuration for 'Your VX-C® WaveRunner':

- COLOR:** WHITE WITH LIME YELLOW (\$9,149.00)
- ACCESSORIES:** VX SERIES GARMIN KIT (\$279.99)
- OFFERS:** \$0 DOWN AND 0 PAYMENTS FOR 90 DAYS (OFFER ENDS 12/31/2020)

The total price is displayed as **Total MSRP As Built* \$9,428.99**. A 'VIEW SUMMARY' button is located at the bottom right.

Easy for The Dealer To Fulfill the Order

**YAMAHA**
Race Your Heart

START NEW BUILD

01

COLOR

02


ACCESSORIES

03

OFFERS

04

SUMMARY



Your VX-C® WaveRunner

BUILD SUMMARY

VX-C® (BASE MSRP)

3-cylinder, 4-stroke TR-1 Yamaha Marine Engine

COLOR

White with Lime Yellow

\$9,149.00

ACCESSORIES

1 VX Series Garmin Kit

\$279.99

OFFERS

50 Down and 0 Payments for 90 Days (Offer ends 12/31/2020)

Total MSRP As Built*
\$9,428.99

*Manufacturer's suggested retail price does not include freight, delivery, prep and other dealer fees.

EXPLORE SERIES

FIND YOUR WAVERUNNER

OFFERS

📍

☰

YOU'RE ONE STEP AWAY TO GETTING ON THE WATER

For the most accurate quote let's connect you with your local dealer.

Your Information

* All fields are required unless specified optional

* Full Name

Enter your first and last name

* Email Address

Enter email address

Preferred Contact Method

☒ Email ☐ Call ☐ Text

☐ I instruct Yamaha WaterCraft to provide my information to an authorized Yamaha dealership. I understand that an authorized Yamaha Dealership may contact me with offers or information about their products and services.

Any questions or special requests? (Optional)


Enter your message

Y.E.S. Warranty

☐ I'm interested in learning more about a Y.E.S. Warranty from an authorized dealership.

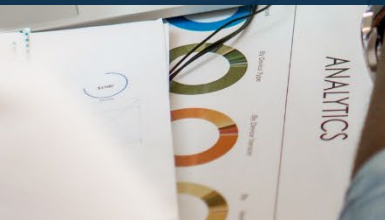
Select Your Dealer

Showing your 3 closest dealers

**COLEMAN POWERSPORTS**
1405 TELLEGRAPH RD.
WOODBRIDGE, VA 22192-4813
Distance: 16.9 miles

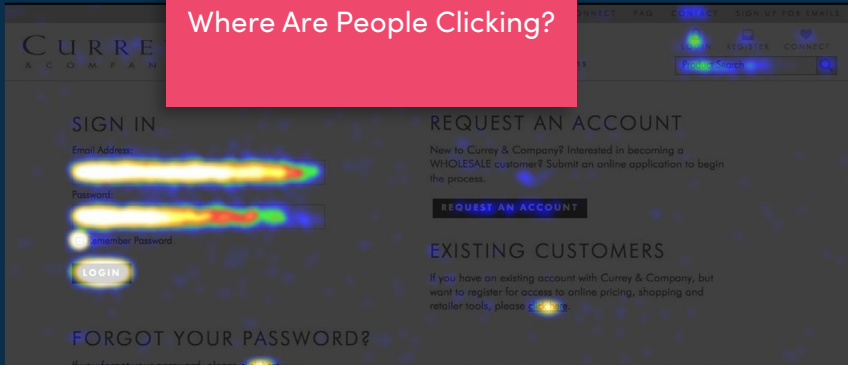
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Web Experience Lacking? How To Improve



Improve Customers' Experience: What Is or Isn't Working?

Where Are People Clicking?



What Keywords Are They Searching For?

What Keywords Are They Searching For?

KEYWORDS	Edit	Details	Search term	Impressions	CTR	Match type	Qual. score	Ad relevance					
<input type="checkbox"/>		Keyword	Status										
<input type="checkbox"/>		[mud pie baby clothes]	<input type="checkbox"/> Eligible	\$1.40 (enhanced)	1.0	\$0.26	96.97%	29	5	17.24%	Exact	10/10	Above average
<input type="checkbox"/>		[mudpie baby clothing]	<input type="checkbox"/> Eligible	\$1.40 (enhanced)	1.2	\$0.27	100.00%	62	28	45.16%	Exact	10/10	Above average
<input type="checkbox"/>		[mud pie clothing baby]	<input type="checkbox"/> Eligible	\$1.40 (enhanced)	1.0	\$0.29	100.00%	88	20	22.73%	Exact	10/10	Above average
<input type="checkbox"/>		[mud pie infant clothing]	<input type="checkbox"/> Eligible	\$1.40 (enhanced)	1.0	\$0.29	100.00%	1,312	590	44.97%	Phrase	10/10	Above average
<input type="checkbox"/>		"mudpie baby clothes"	<input type="checkbox"/> Eligible	\$1.40 (enhanced)	1.1	\$0.29	99.09%	1,312	590	44.97%	Phrase	10/10	Above average
<input type="checkbox"/>		[mud pie baby clothing]	<input type="checkbox"/> Eligible	\$1.40 (enhanced)	1.1	\$0.81	99.22%	128	30	23.44%	Exact	10/10	Above average
<input type="checkbox"/>		[mud pie infant clothes]	<input type="checkbox"/> Eligible	\$1.40 (enhanced)	1.0	\$0.08	100.00%	20	4	20.00%	Exact	10/10	Above average
<input type="checkbox"/>		"mud pies baby clothes"	<input type="checkbox"/> Eligible	\$1.40 (enhanced)	1.1	\$0.13	99.30%	141	19	13.48%	Phrase	10/10	Above average
<input type="checkbox"/>		[mud pie clothing for babies]	<input type="checkbox"/> Eligible	\$1.40 (enhanced)	1.1	\$0.23	98.97%	96	30	31.25%	Exact	9/10	Average

What Channels Are Engaging?

What Channels Are Engaging?

Default Channel Grouping	Acquisition	Engagement			
	Sessions	Pages / Session	Avg. Session Duration		
	3,140,000	14.71% 3.06 vs 3.59	24.81% 00:03:27 vs 00:02:46		
1. Organic Search	-8.66% 98,913 vs 108,286	-1.75% 60.52% vs 61.60%	-10.25% 59,862 vs 66,701	-13.93% 3.13 vs 3.63	23.19% 00:03:37 vs 00:02:56
2. Referral	-11.43% 12,922 vs 14,589	7.11% 47.52% vs 44.39%	-5.13% 6,140 vs 6,472	-22.46% 3.37 vs 4.34	4.08% 00:03:39 vs 00:03:30
3. Direct	-50.51% 18,797 vs 37,979	-0.47% 63.91% vs 64.21%	-50.74% 12,014 vs 24,398	-36.29% 2.32 vs 3.65	-9.73% 00:02:41 vs 00:02:38
4. Email	-72.12% 1,527 vs 5,477	48.45% 58.55% vs 39.44%	-58.61% 894 vs 2,160	-21.39% 2.72 vs 3.47	9.98% 00:03:19 vs 00:03:01
5. Paid Search	-74.11% 13,172 vs 50,871	9.17% 59.74% vs 54.72%	-71.73% 7,869 vs 27,837	-8.27% 3.47 vs 3.78	40.84% 00:03:29 vs 00:02:28
6. Social	-88.28% 20,272 vs 170,000	20.27% 60.52% vs 61.60%	-85.90% 59,862 vs 66,701	-10.53% 3.13 vs 3.63	66.54% 00:03:27 vs 00:02:46

PAGE EXPERIENCE MATTERS

If it takes more than three seconds for a page to load, just **over half of visitors will leave it.**

How Will Google Rank Your Page Experience?

STRONG CONTENT is still the center of your SEO strategy, but User Experience (UX) is critical too.

The diagram illustrates the relationship between web vitals and search signals. On the left, two boxes represent 'CORE WEB VITALS' and 'OTHER WEB VITALS'. 'CORE WEB VITALS' includes 'LOADING' (Largest Contentful Paint - LCP), 'INTERACTIVITY' (First Input Delay - FID), and 'VISUAL STABILITY' (Cumulative Layout Shift - CLS). 'OTHER WEB VITALS' includes 'MOBILE FRIENDLY', 'SAFE BROWSING', 'HTTPS', and 'NO INTRUSIVE INTERSTITIALS'. A large blue arrow points from these vitals to a dark blue circle on the right labeled 'SEARCH SIGNALS FOR PAGE EXPERIENCE'.

WEBPAGE LOADING: LARGEST CONTENTFUL PAINT

Is the largest file or element within the viewport loading quickly (in fewer than 2.5 seconds)

- Compress and cache images and video, without impacting quality
- Lazy load images (i.e. above-the-fold images load first or images only load within the viewport)
- Optimize background scripts and eliminate third party plug-ins
- Implement mobile-first best practices
- Use Web hosted fonts (Google or Adobe) - no more than 7 typefaces
- Use your website's Global Styles.

PSST: Get Our Google UX Checklist For More Tips

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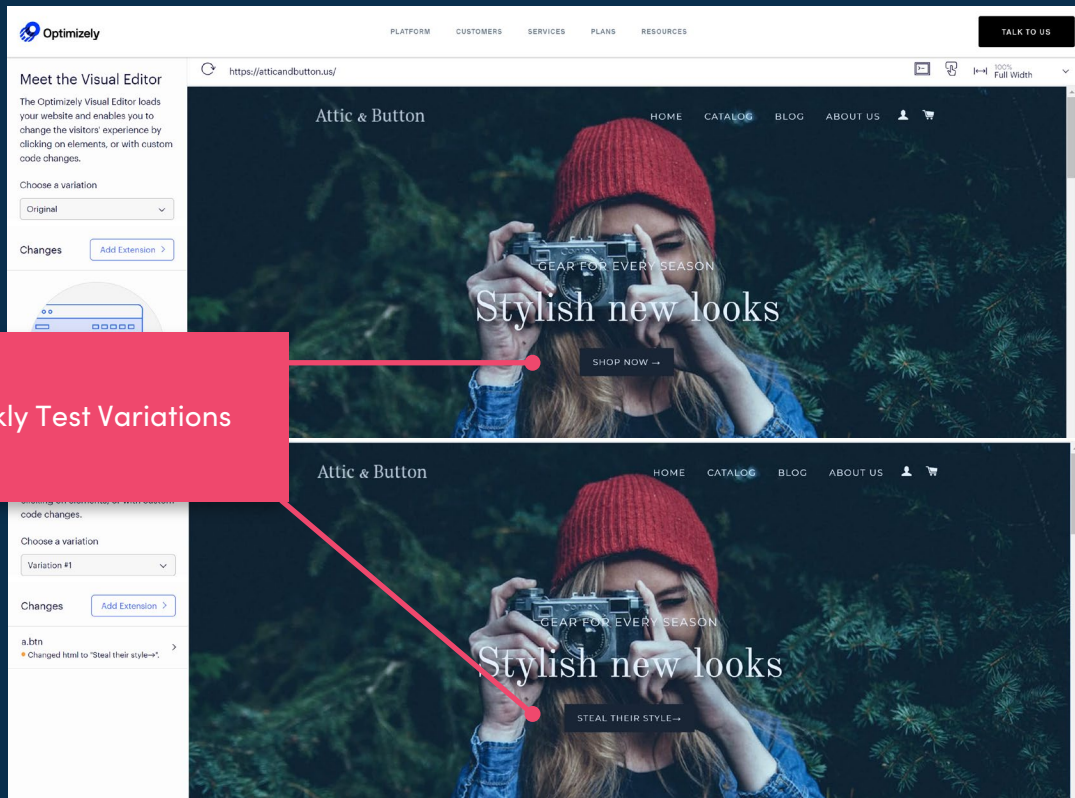
Dare to Experiment – AB Testing on Steroids

1/3
of companies
experimenting
saw an increase
in digital revenue
of 5 – 9%.

Econsultancy, 2019

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Quickly Test Variations



Get It Right: Website Platform Must Have's

- ❑ Simple content management (CMS)
- ❑ Mobile-friendliness
- ❑ Scalability and security
- ❑ Highly individualized product recommendations and search tools
- ❑ Convenient self-service tools
- ❑ Makes experimentation easy
- ❑ Leverage AI
- ❑ Bonus: easy audience segmentation and dynamic content to deliver personalized content

Be Cautious of A Website Provider **Unwilling** to Answer These Questions!

Questions To Ask Your Website Service Partner

- ☐ What are your developer specializations?
- ☐ Are you a system implementor or do you provide strategy and campaign services (email, SEO, PPC)?
- ☐ Can you provide examples or references?
- ☐ How do you handle scope- or budget-creep?
- ☐ What other vendors do you work with?
- ☐ Who will handle ongoing maintenance or issues?
- ☐ What ongoing support do you offer?
- ☐ What is your communication strategy?

Thank you!

Reach out to speak to a digital expert about **improving your website.**

CONTACT US

14399 Penrose Pl #450, Chantilly, VA 20151

(703) 889-1211

jharris@whereoware.com

FOLLOW US

Facebook.com/whereoware

Linkedin.com/company/whereoware

@whereoware



JOE HARRIS

Chief Revenue Officer