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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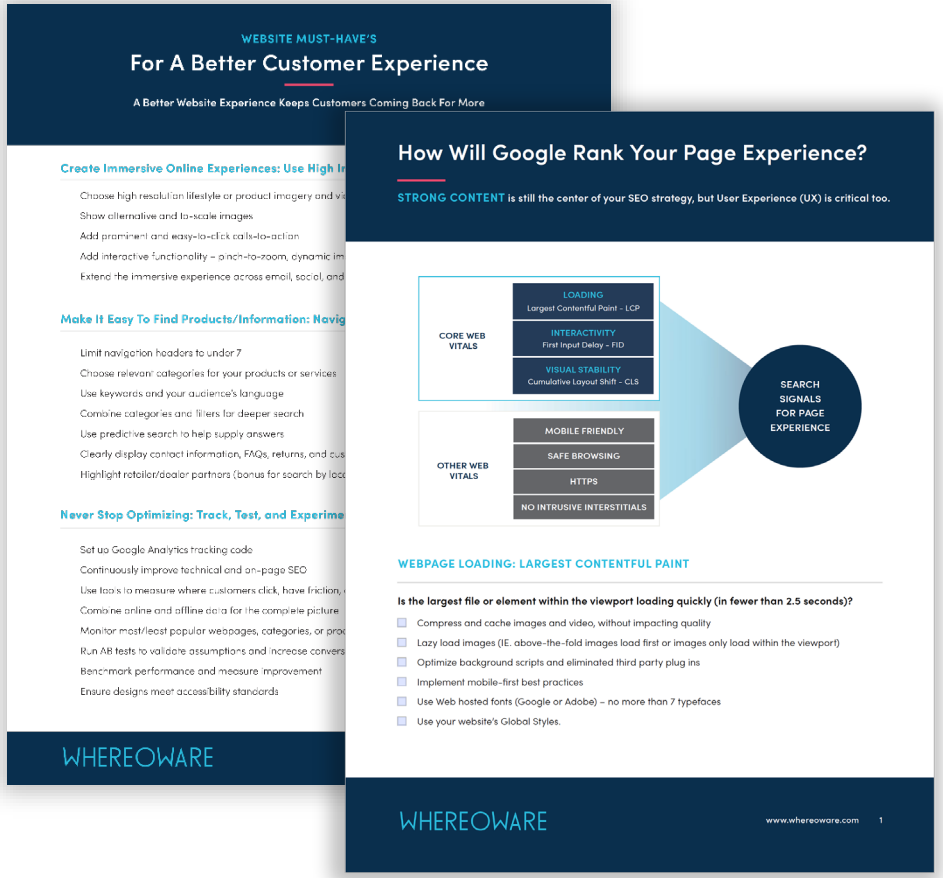

WEBSITE MUST-HAVE'S

For A Better Customer Experience

A Better Website Experience Keeps Customers Coming Back For More

Create Immersive Online Experiences: Use High Ir

Choose high resolution lifestyle or product imagery and vi

Show alternative and to-scale images

Add prominent and easy-to-click calls-to-action

Add interactive functionality – pinch-to-zoom, dynamic im

Extend the immersive experience across email, social, and

Make It Easy To Find Products/Information: Navig

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 cus

Highlight retailer/dealer partners (bonus for search by loca

Never Stop Optimizing: Track, Test, and Experime

Set up Google Analytics tracking code

Continuously improve technical and on-page SEO

Use tools to measure where customers click, have friction,

Combine online and offline data for the complete picture

Monitor most/least popular webpages, categories, or prod

Run AB tests to validate assumptions and increase convers

Benchmark performance and measure improvement

Ensure designs meet accessibility standards

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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 (IE. 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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www.whereoware.com 1

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.

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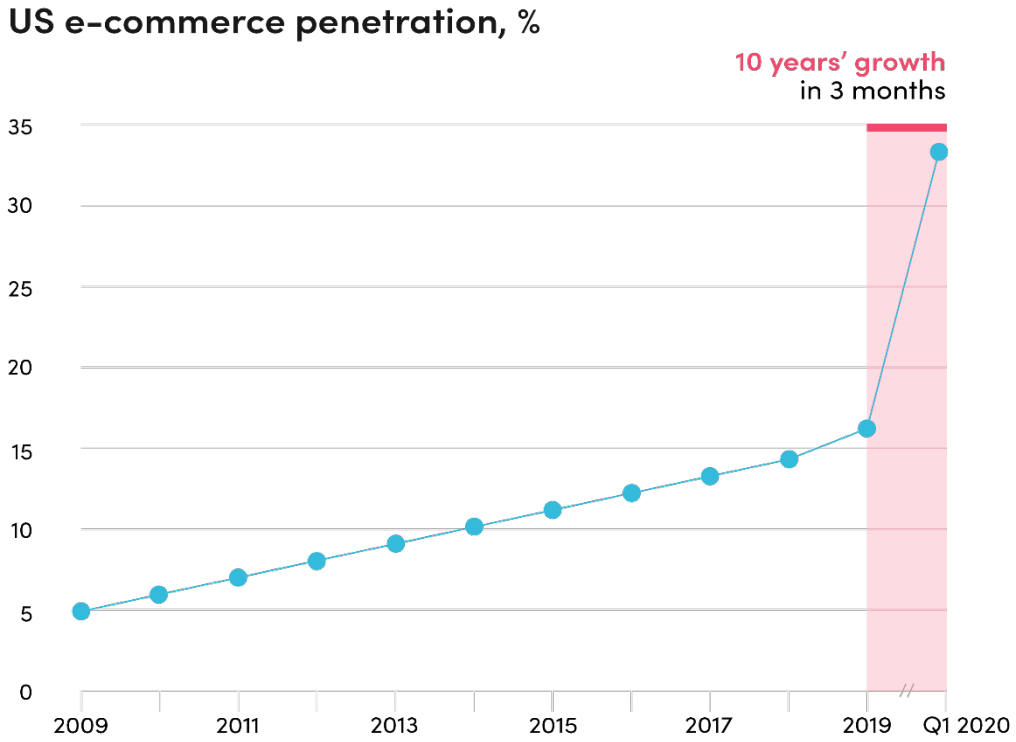
Your Digital Strategy is Critical in 2021

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.



Source: McKinsey & Company

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↓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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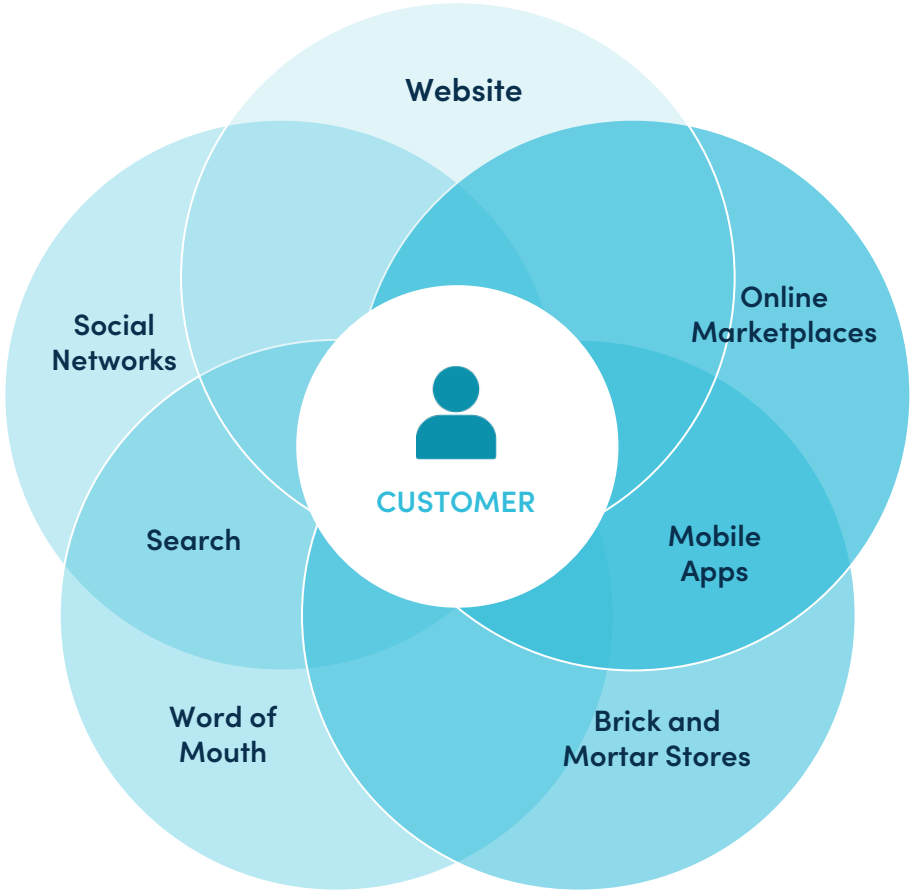
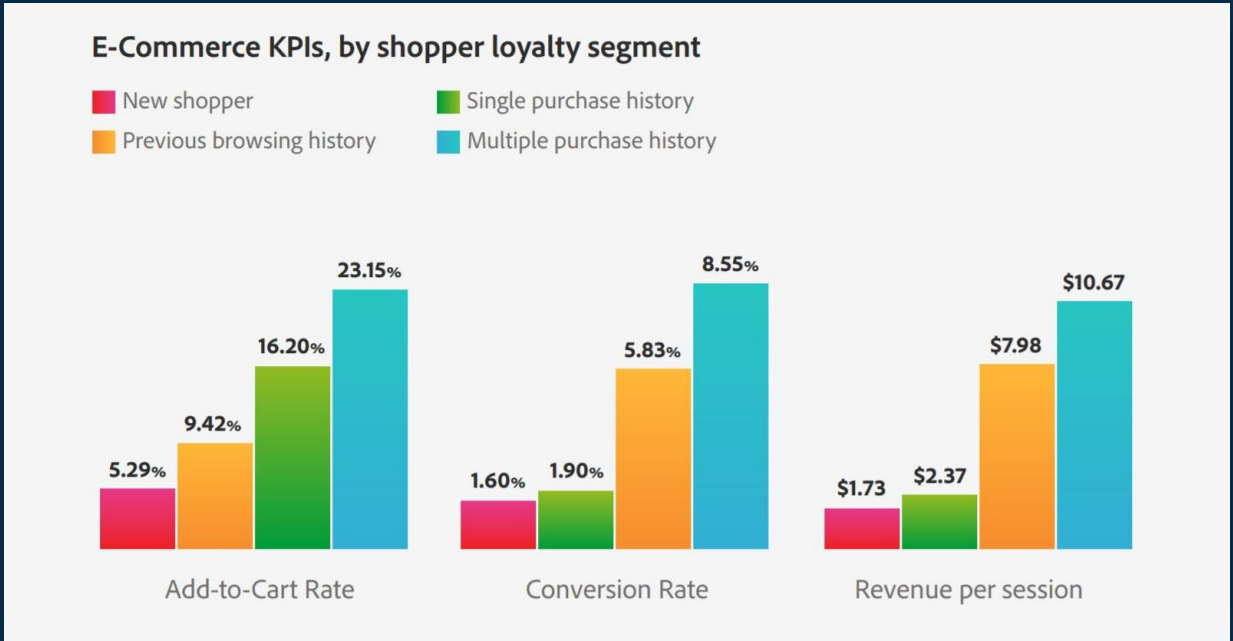


Harvard Business Review, Omnisend, 2020

A great website experience keeps
customers coming back...

...and Customer Retention Pays Off



"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

EXPLORE THE

2021 WAVERUNNERS

MOVING THE INDUSTRY

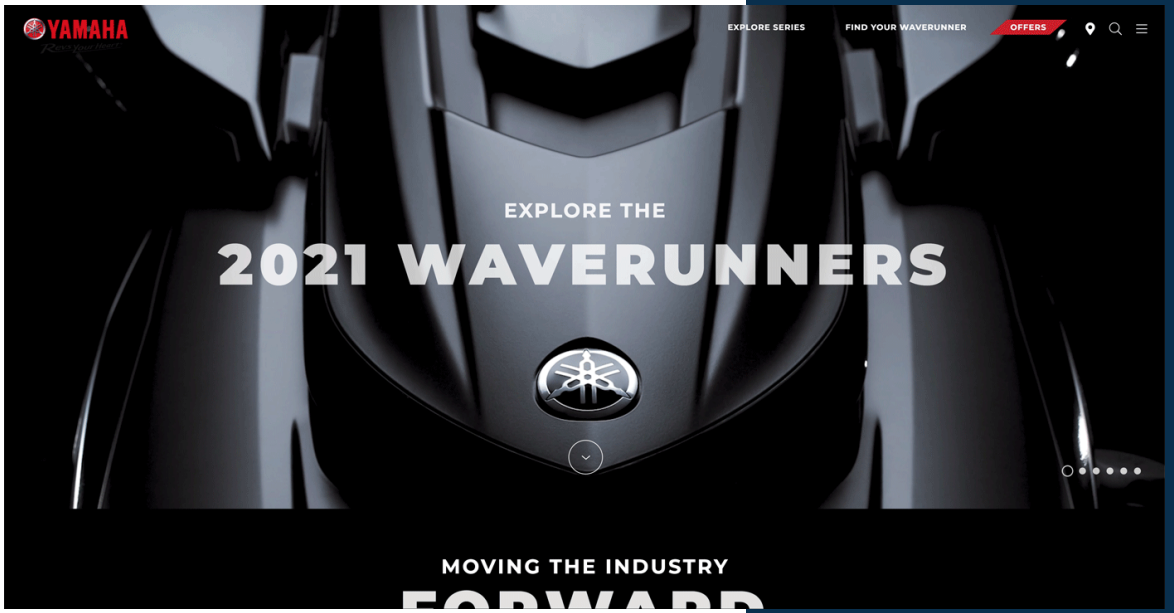
FORWARD

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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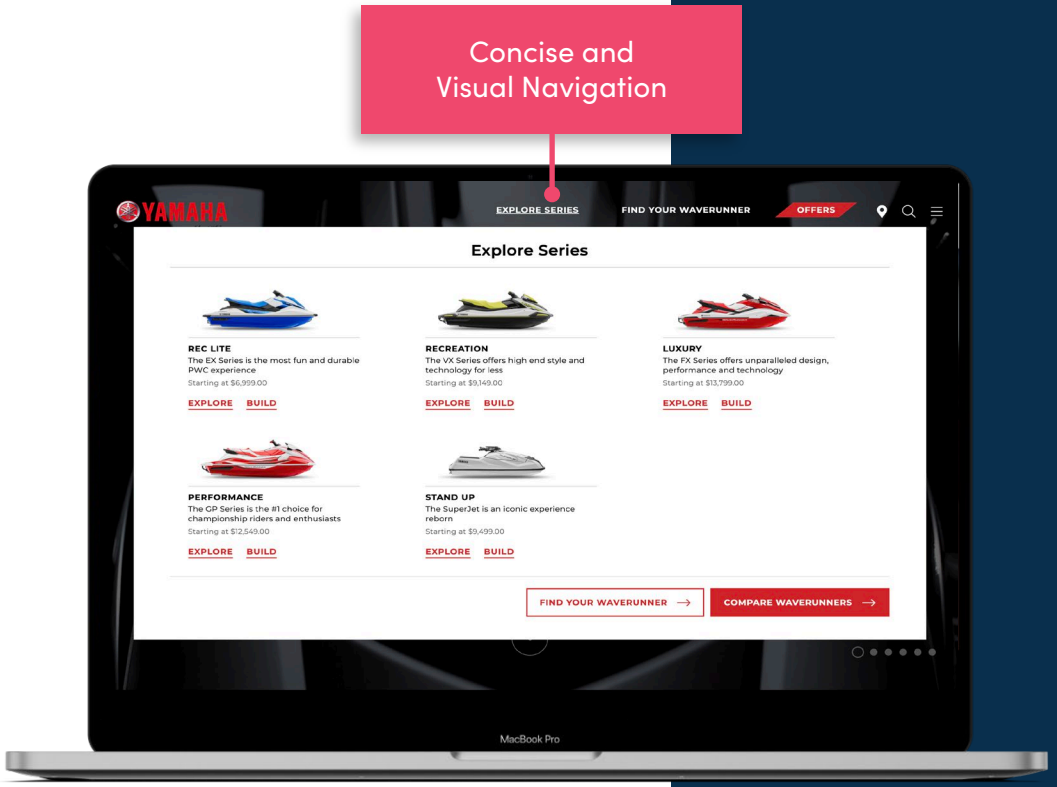
Easy to Find Content: Better Navigation

56%

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

*Salesforce



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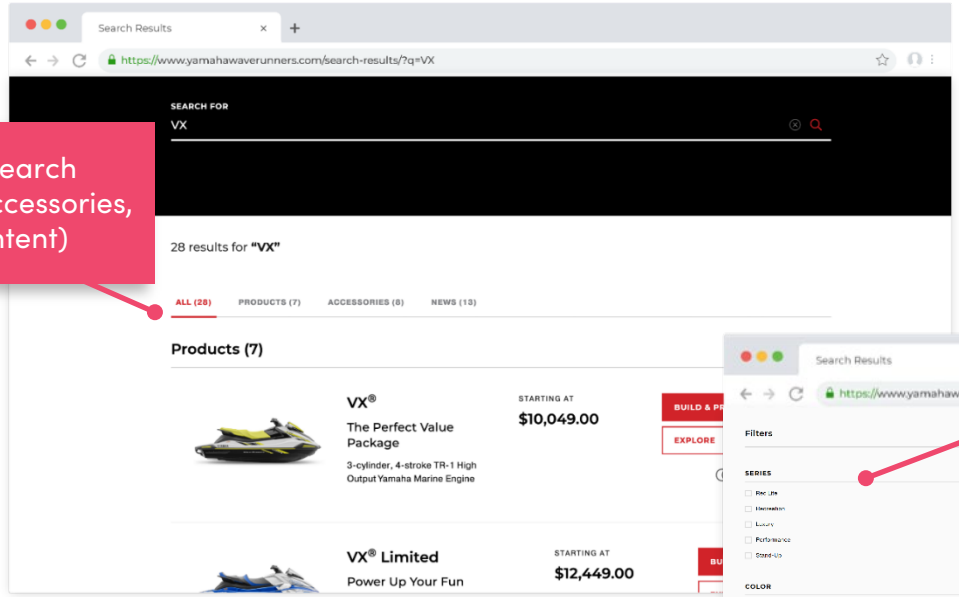
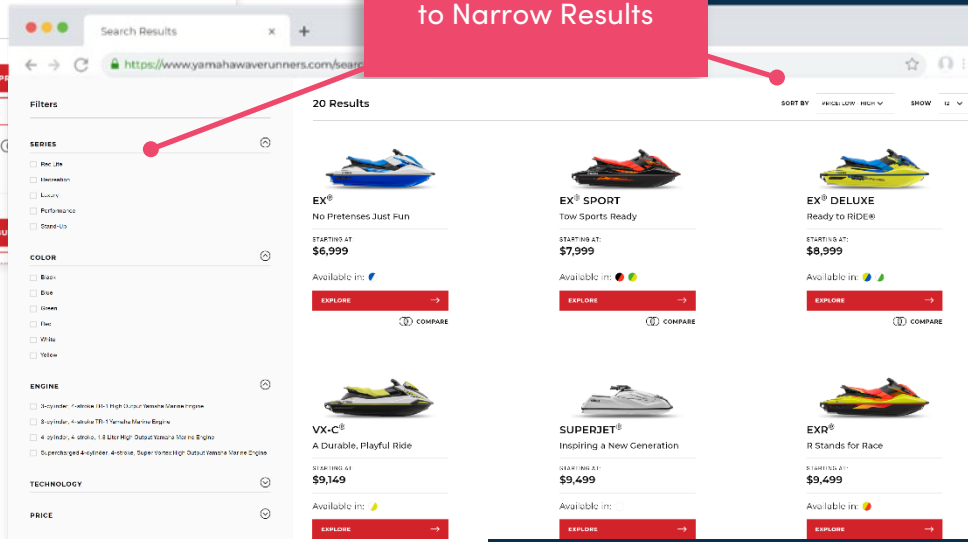
Easy to Answer Questions: Better Search

Robust Search (Products, Accessories, and Content)

Add Filters and Sort to Narrow Results





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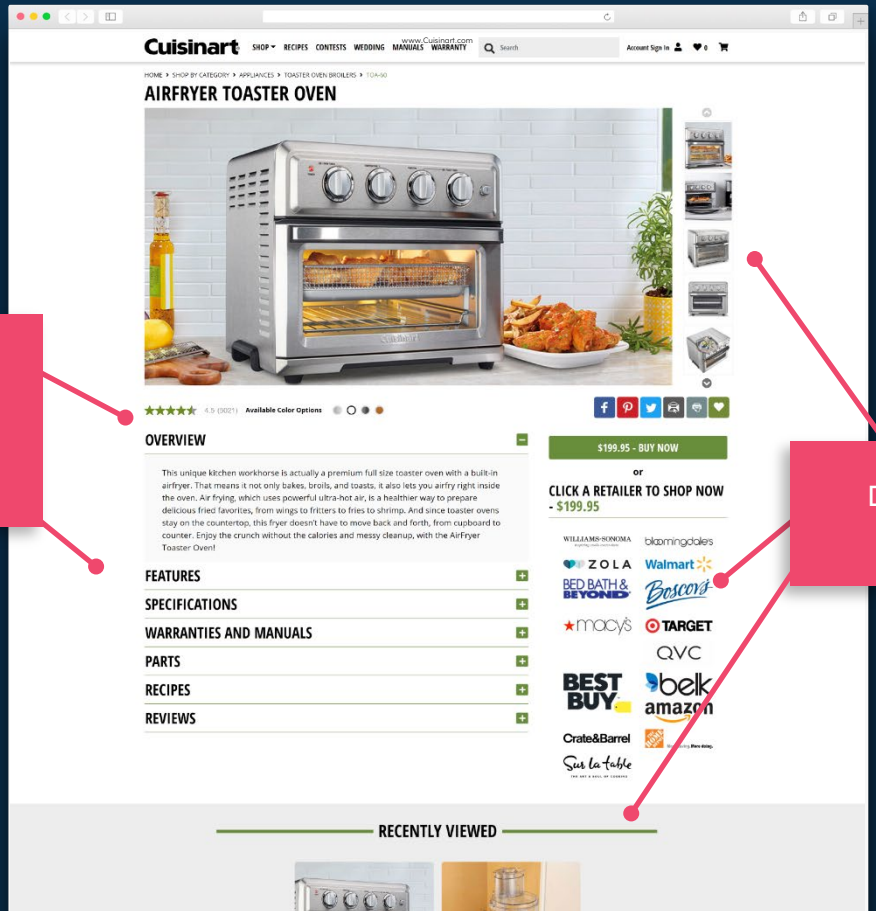
Easy to Research: Rich Content and Product Details

34% increase in sales from testimonials.

- VMO

†



Data-Driven Integrations Reduce Manual Effort

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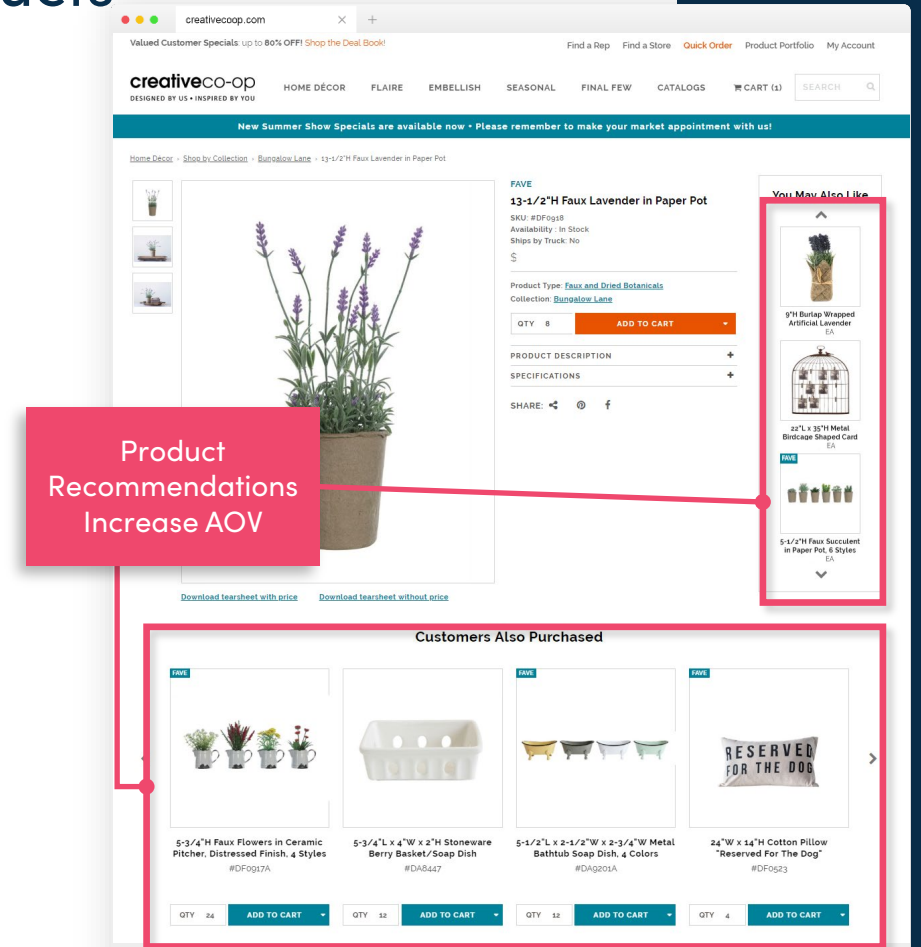
Easy to Discover Products

RESULTS

↑ 1182% Increased product rec-driven revenue



Product Recommendations Increase AOV

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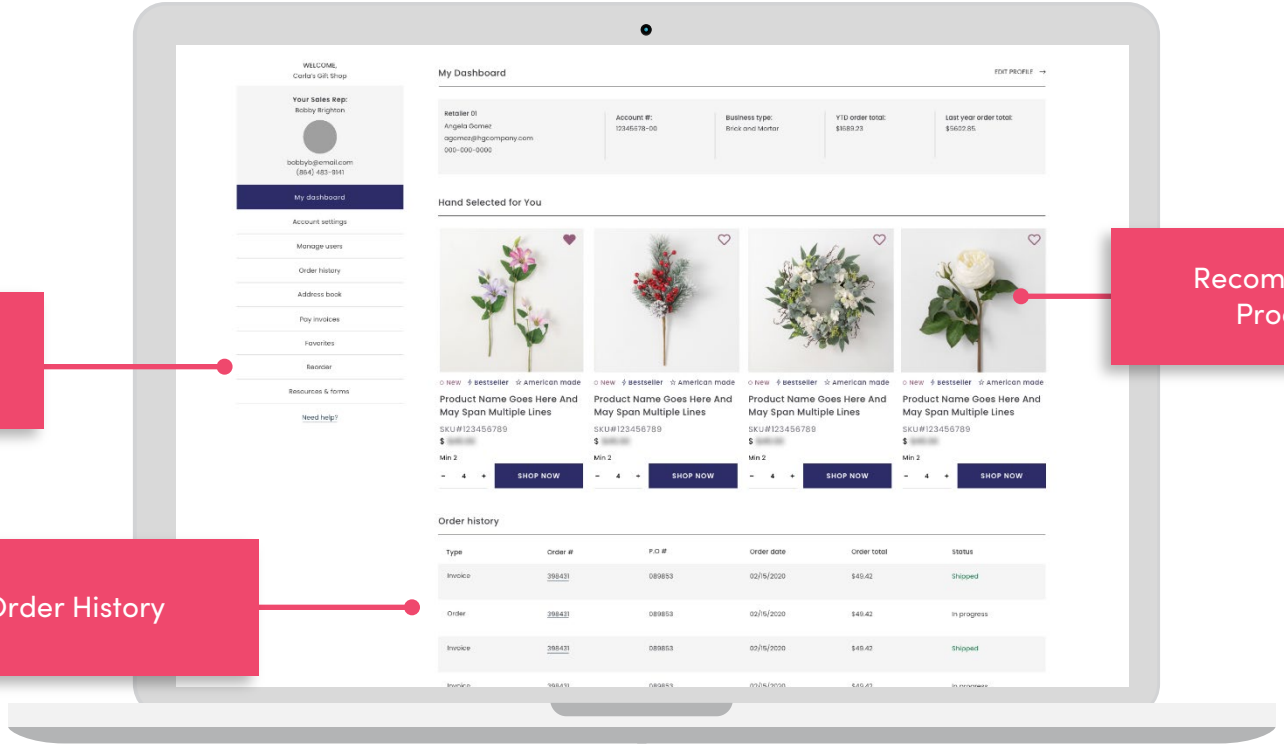
Easy To Run Their Business: Self Serve Portals

Quick Reorder

Order History

Recommended Products



DON'T FORGET:

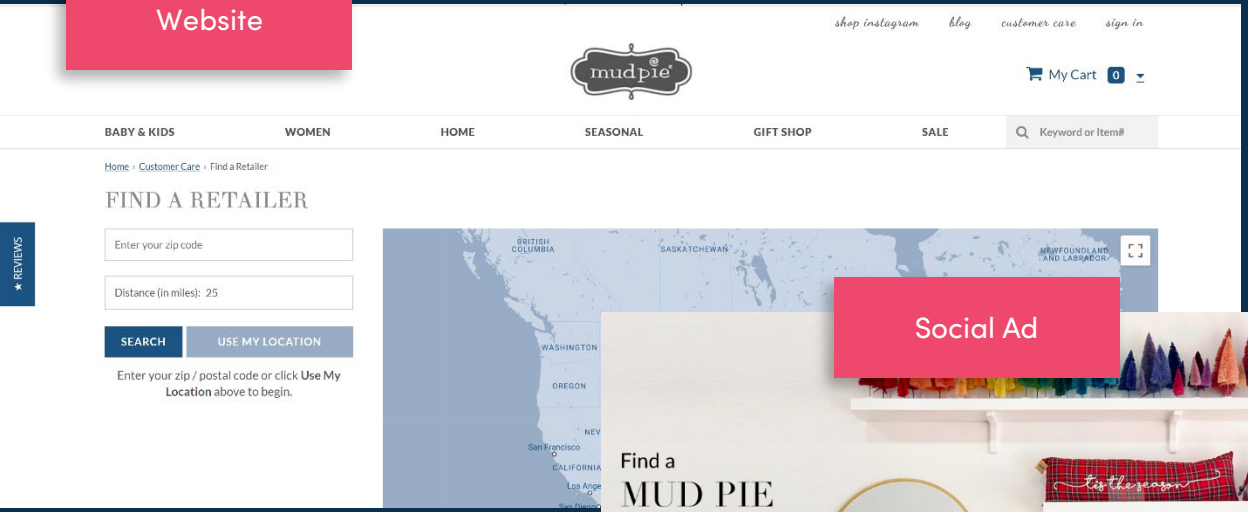
For **one in four Americans with a disability,**

ADA compliance determines where they can do business.

A Consistent Experience – Online and Offline

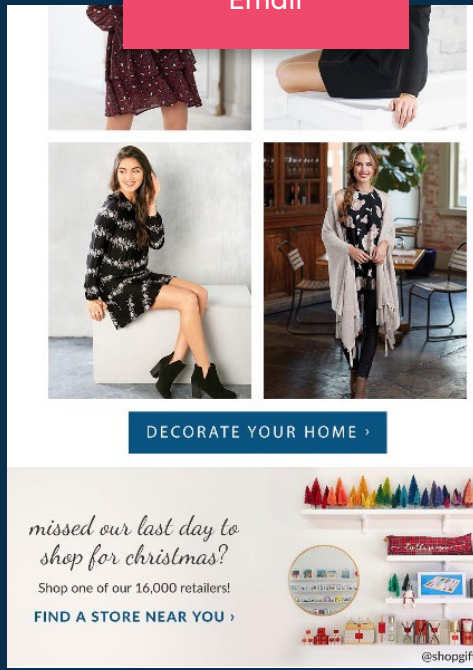
Easy to Stay Top of Mind: Omni Channel Campaigns

Website

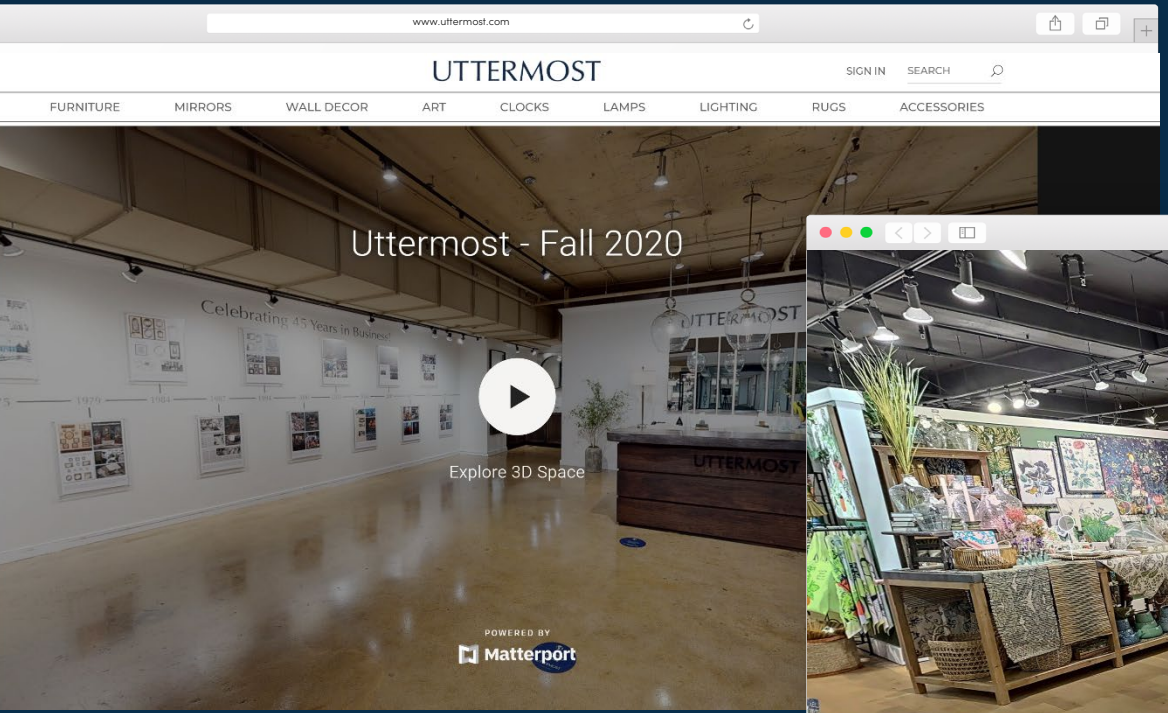


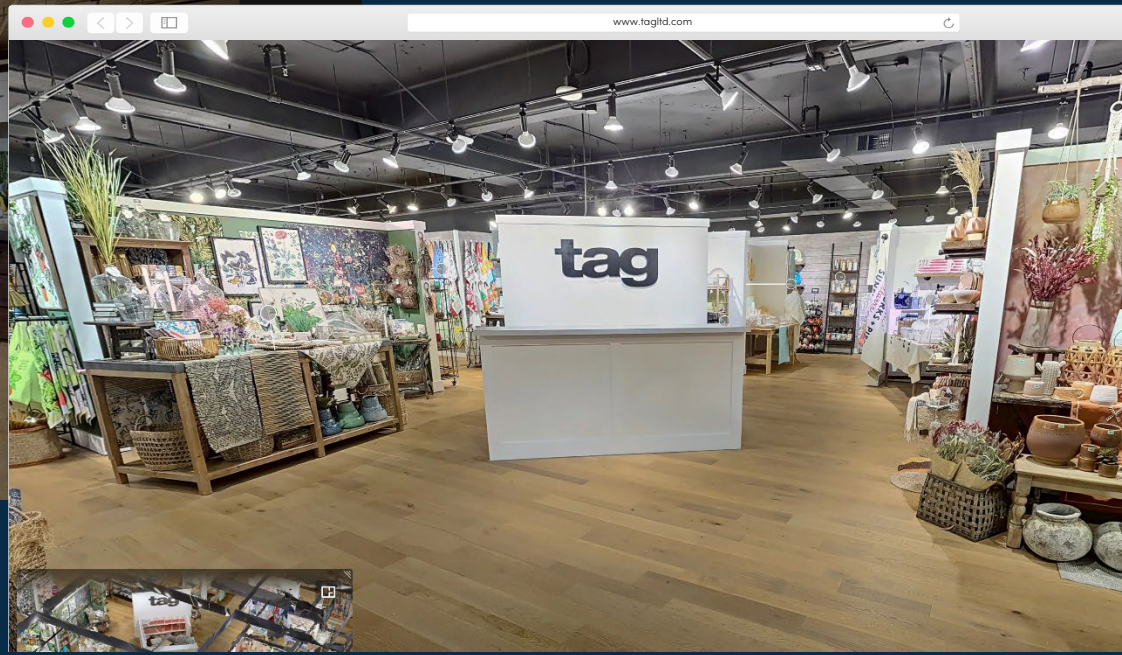
Social Ad

Email



Easy to Support In-Person Experiences

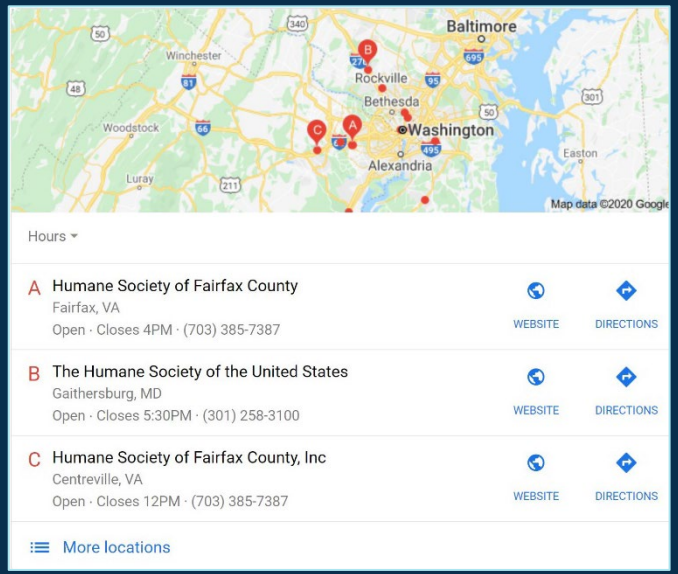


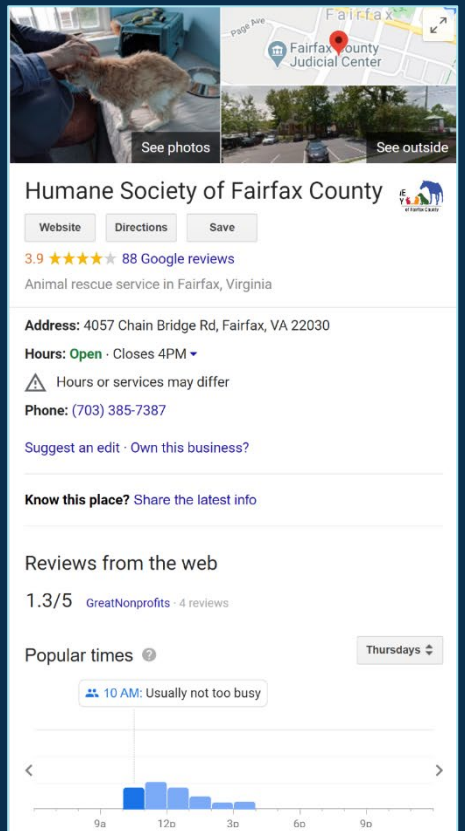


Easy To Find: SEO/Local SEO

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

-Moz Local





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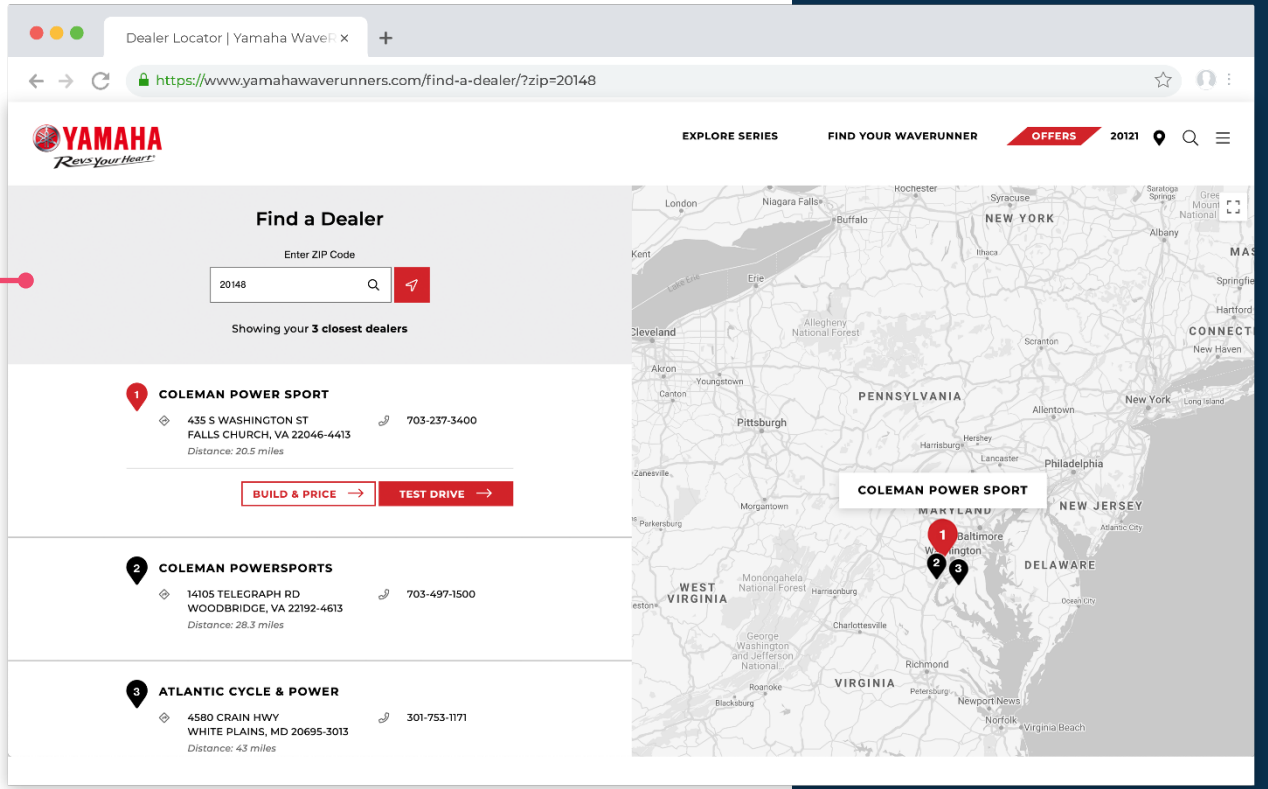
Easy To Find Dealers: Case Study

Data-Driven
Based on Geography



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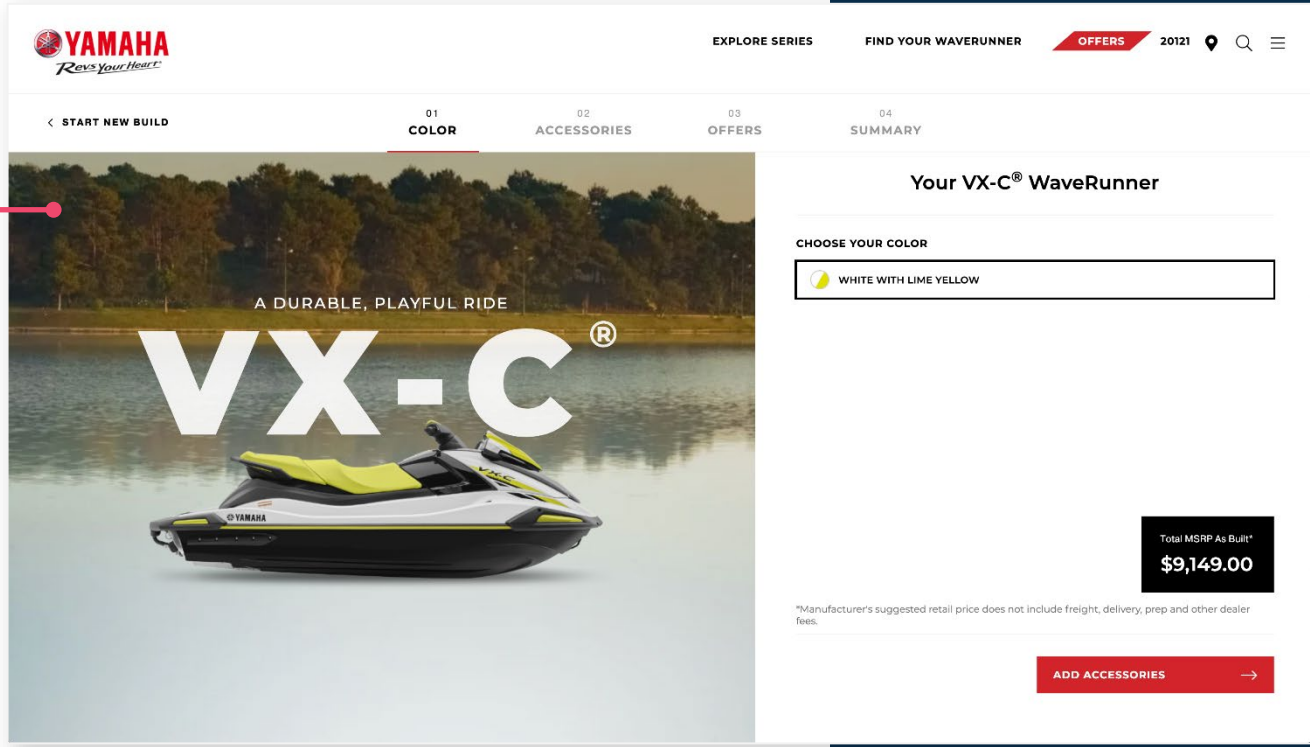
Easy to Get Brand-Loyal Leads to the Dealer

Users Customize Product Model Colors



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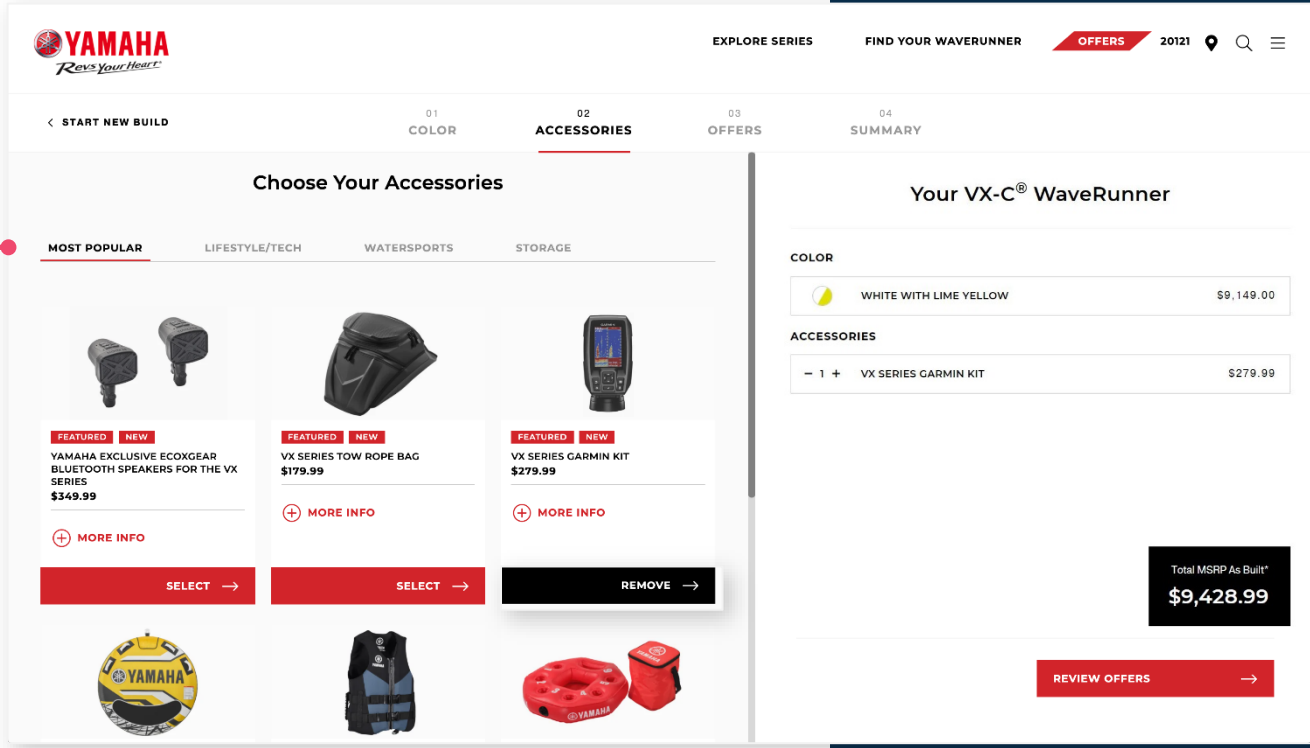
Easy to Increase Average Order Value

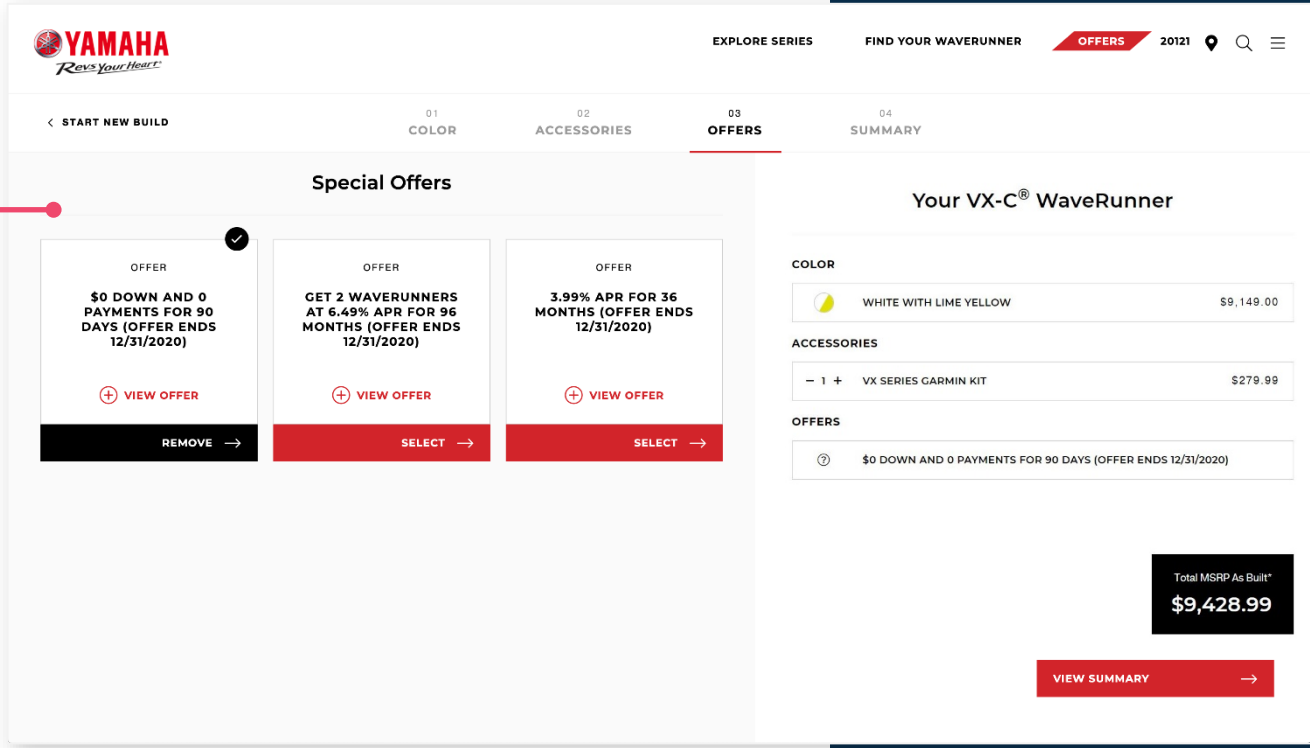
...and Add Accessories

Accessory Recommendations based on Selected Models



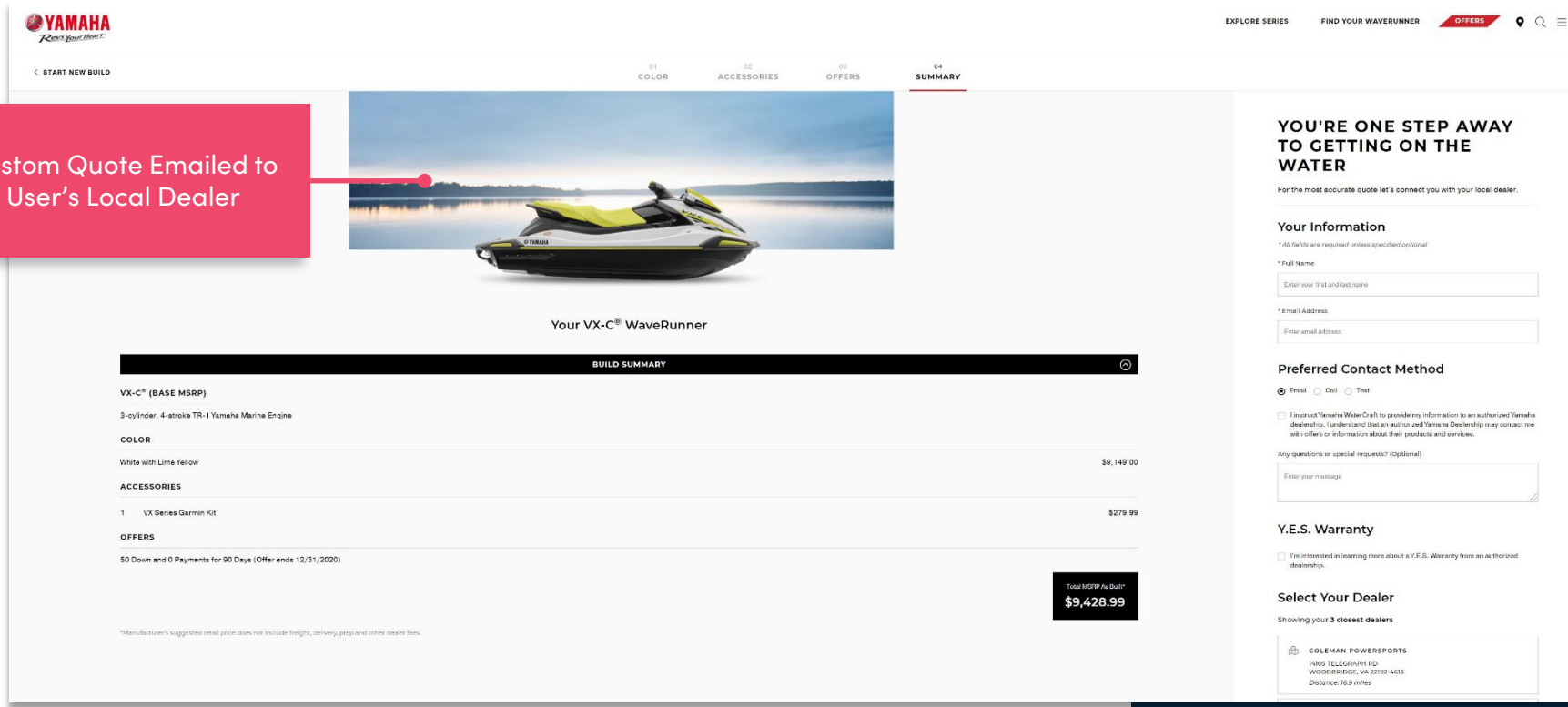
Easy To Apply Incentives

Offers Personalized Based on Product Models



Easy for The Dealer To Fulfill the Order

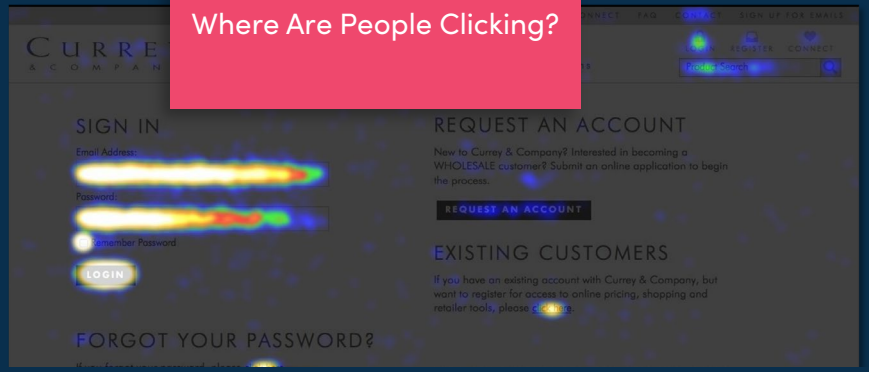
Custom Quote Emailed to User's Local Dealer



Web Experience Lacking? How To Improve

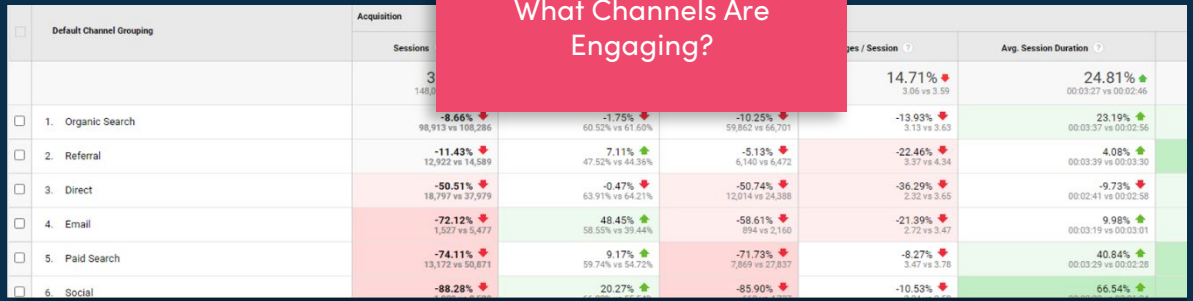
Improve Customers' Experience: What Is or Isn't Working?

Where Are People Clicking?



What Keywords Are They Searching For?

What Channels Are Engaging?



PAGE EXPERIENCE MATTERS

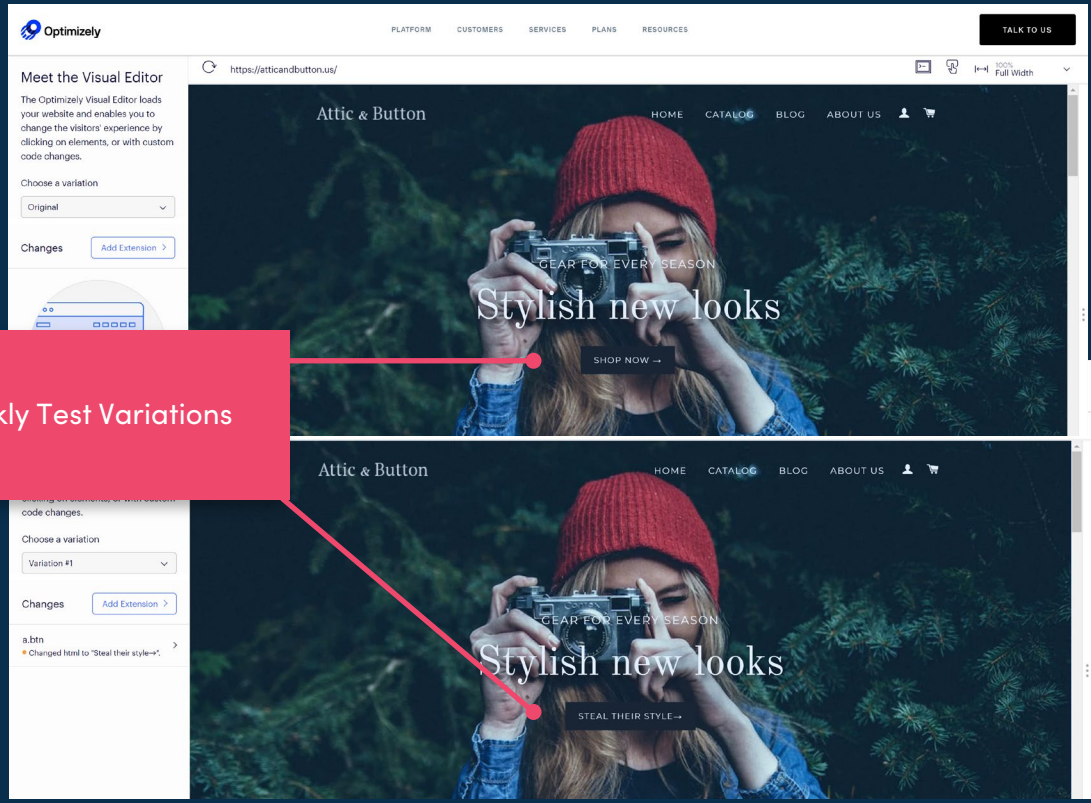
If it takes more than three seconds for a page to load, just **over half of visitors will leave it.**

PSST: Get Our Google UX Checklist For More Tips

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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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!

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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.**

JOE HARRIS
Chief Revenue Officer

CONTACT US

14399 Penrose Pl #450, Chantilly, VA 20151

(703) 889-1211

jharris@whereoware.com

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