

May 12, 2021

AMA Cincinnati Digital Marketing & Technology Community

10 EMPATHY-BASED WEBSITE REDESIGN TACTICS FOR DIGITAL MARKETERS

gulo

SINCE 2003

For 18 years we have been helping brands build marketing websites for business growth.



Strategy & Research



Web Design / UX



Web Development



Analytics & Optimization

The background features two overlapping circles. The upper circle is light gray and has a red dot on its left edge. The lower circle is also light gray and has a teal dot on its right edge. The text is centered between the two circles.

TWO THINGS HAPPENED IN 1977

THE BLIZZARD OF '77 AND EMPATHY



The Apple Marketing Philosophy

Empathy

- We will truly understand their needs better than any other company.

Focus

- In order to do a good job of those things we decide to do we must eliminate all of the unimportant opportunities.

MARKETING WEBSITE

What is our ultimate goal for a new website?



The Customer

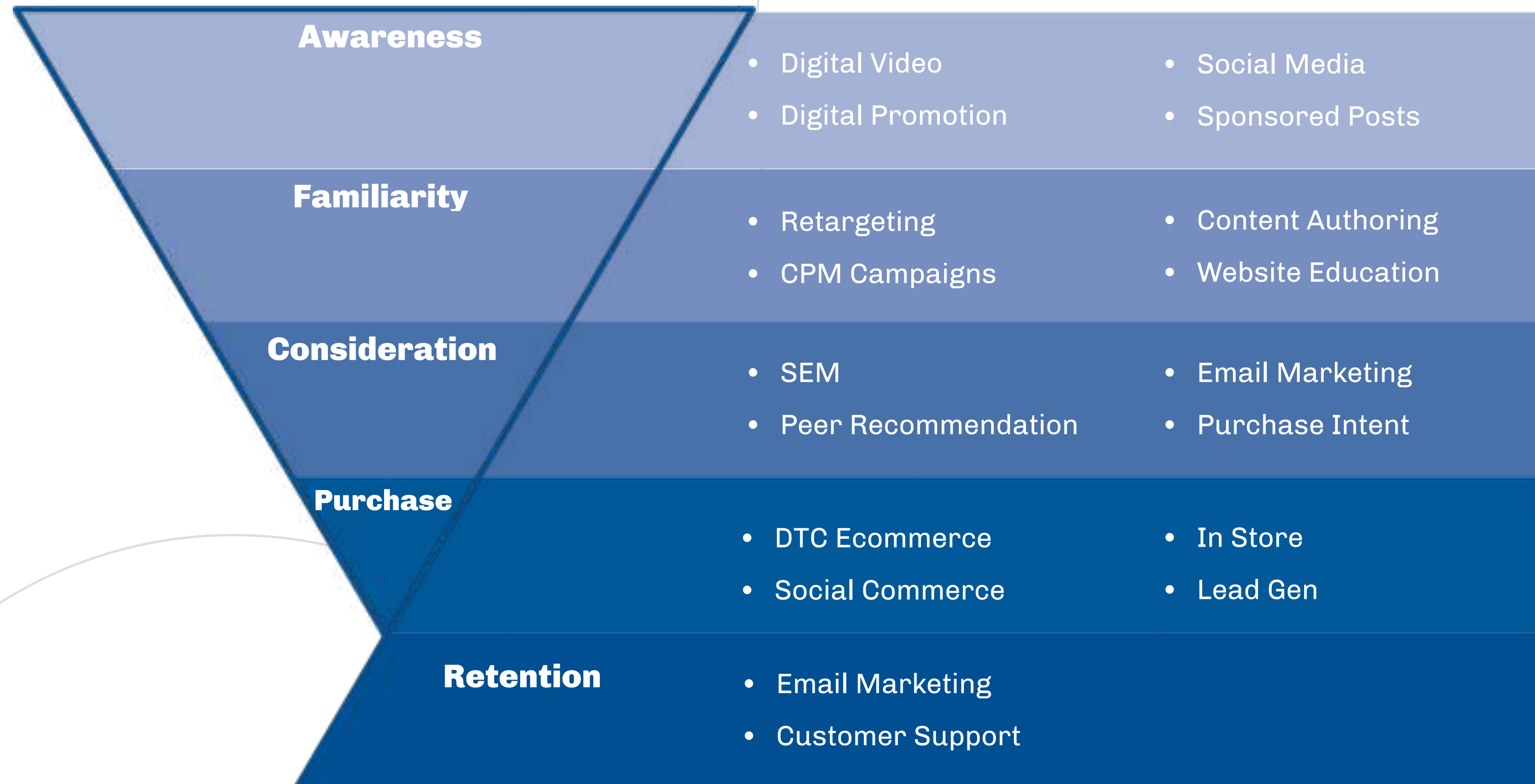
The Customer

The Customer

The Customer

The Customer

EMPATHY SHOULD DRIVE EACH LAYER



DEFINE GOALS

- Every section or page should have one
- What are you trying accomplish for your visitor?
- Education? Purchase? Lead?
- People looking for this page are searching for what keyphrase?
- Does this page answer the visitor's top questions?

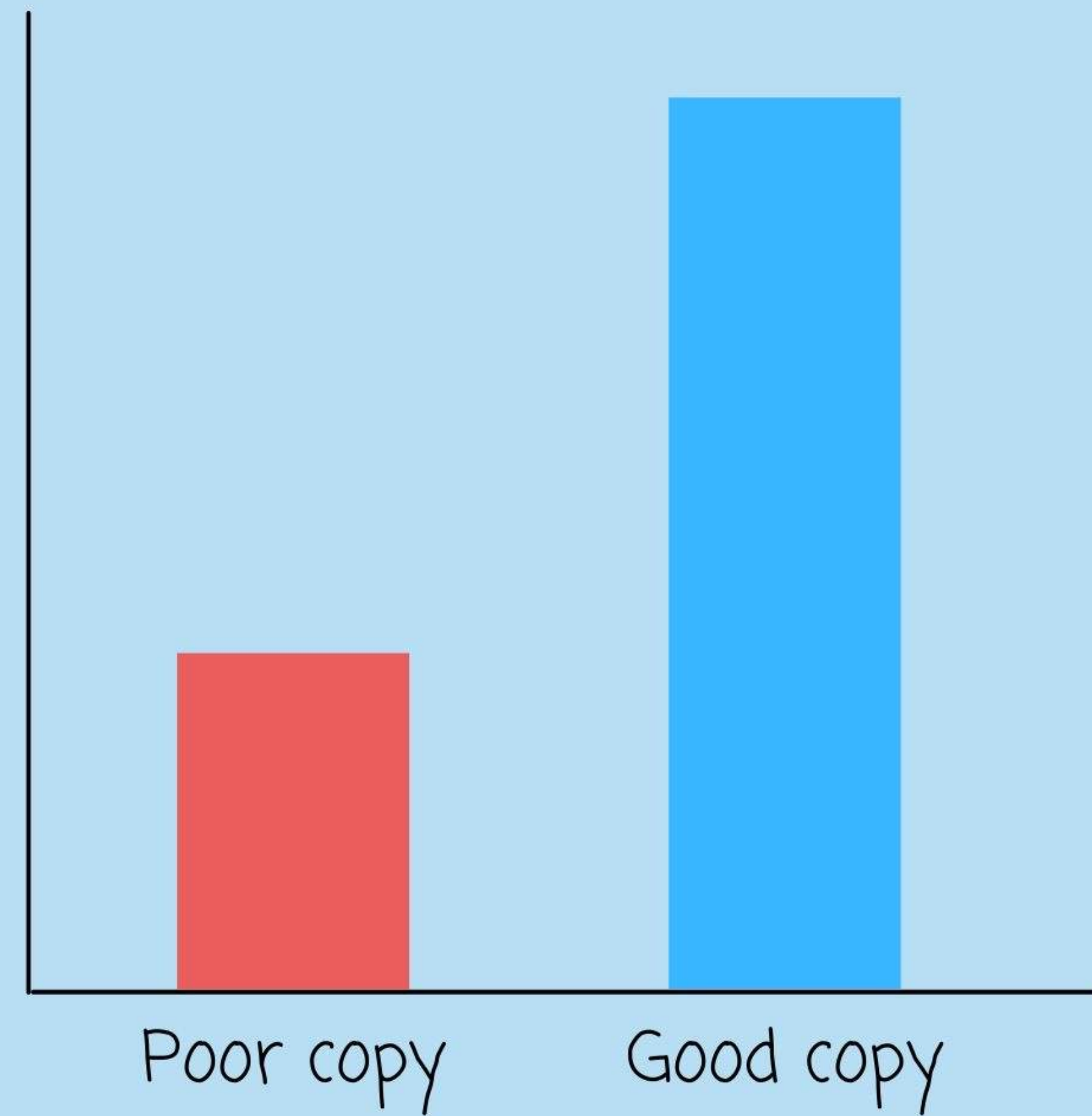
WHAT DO WE WANT VISITORS TO DO?

| Page | Objective |
|---------------------|--|
| Homepage | Guide visitors toward specific service and product pages (audience segmentation) |
| Service page | Answer questions and build trust Generate leads Gather email addresses (download whitepaper, etc.) |
| Product page | Provide key product information and answer questions Sell products |
| About section pages | Tell stories, connect on a personal level, share values, build trust |
| Landing page | Generate leads Gather email addresses (download whitepaper, etc.) |
| Blog | Guide visitors deeper into the content |
| Blog post | Teach, demonstrate expertise Gather email addresses (subscribe) |

Source: Orbit Media

COPY DONE RIGHT

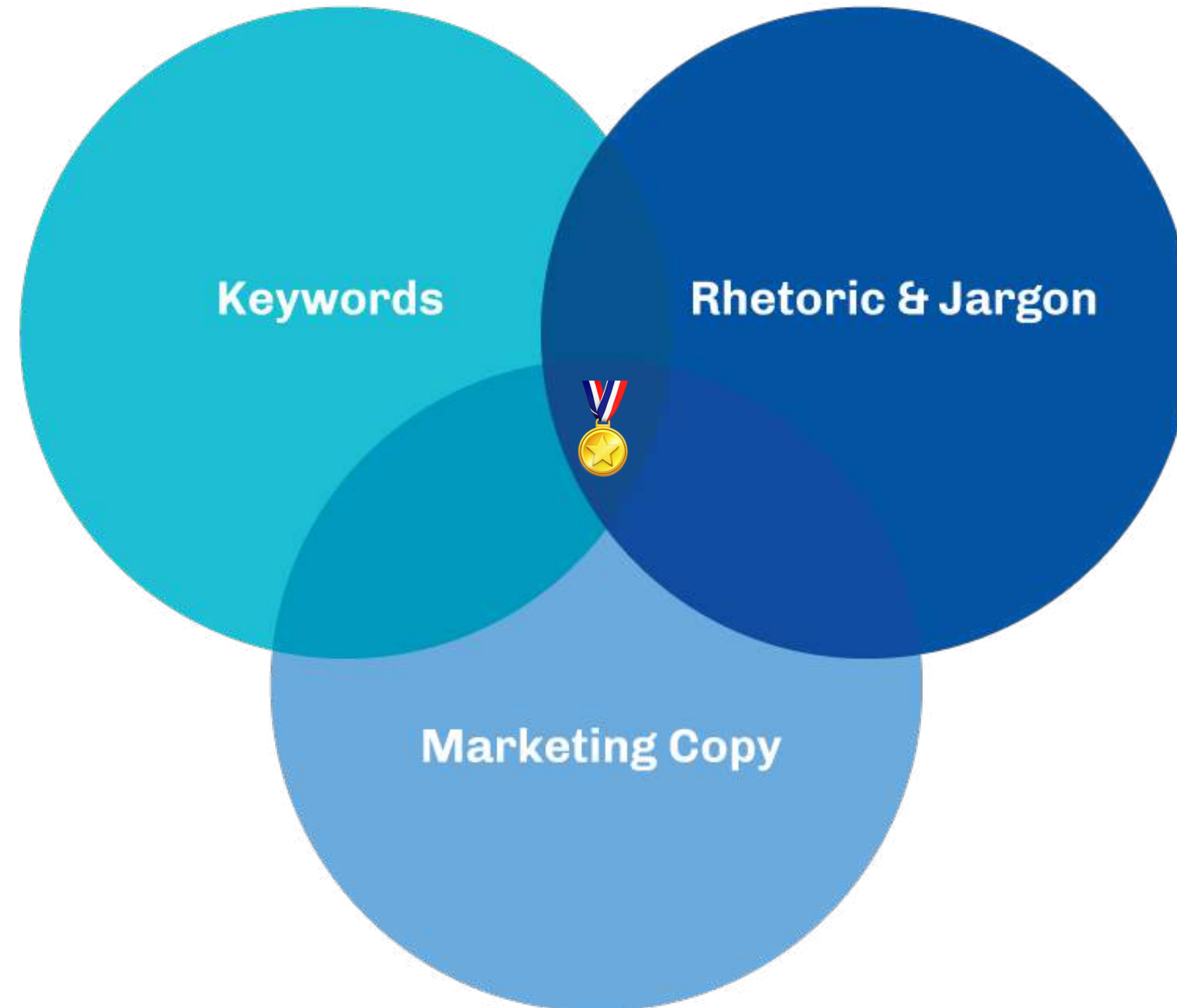
CONVERSION RATES



LizWillits

Source: [linkedin.com/in/liz-willits/](https://www.linkedin.com/in/liz-willits/)

YOUR CUSTOMER'S VOICE



CUSTOMER DICTIONARY

- Develop list of products / services
- Keyphrase research
- Use keyphrase to improve clarity
- Improve search visibility

USE RELEVANT PHRASES

✘ Build Dreams

✔ General Contractor

✘ Our Passions

✔ Industrial Building Construction

✘ Our Passions

✔ Office Building Construction

✘ Learn More

✔ Learn About Con/Steel Building Systems

TELL VISITORS WHAT YOU DO AT A GLANCE

Vague marketing speak

No high-impact search terms / keywords

Weak CTA

BAD

**BUILD DREAMS. CHANGE LIVES.
OUR PASSION IS TO BUILD.**

Places where people build lives. Places where people build businesses.

Our approach is always the same. Exceed expectations.

Our legacy drives us every day.

Build Trust. Create Relationships. Change Lives.

[LEARN MORE](#)

GOOD

Descriptive header

Key-phrase with high search volume

Clear CTA

GENERAL CONTRACTORS WHO BUILD DREAMS.

Specializing in industrial building construction and office building construction.

We use concrete construction combined with the tilt-up construction called Con/Steel® Building System.

[LEARN ABOUT CON / STEEL BUILDING SYSTEMS.](#)

DREAM SCROLLER'S PARADISE

X BAD

✓ GOOD

WHY CLEARCUT

eCommerce and Retail Analytics Company

ClearCut is a retail analytics company that empowers CPG brands with critical data for making strategic decisions with confidence. By using our retail analytics software, unlock actionable eCommerce and Amazon insights to drive successful product innovation, accelerate sales faster than competitors, and support sustainable business growth. Beyond our technology, ClearCut's in-house experts ensure your team is equipped with a roadmap and partner to win in the digital era for consumer goods.

LEARN MORE →

WHY CLEARCUT

eCommerce and Retail Analytics Company

We empower CPGs to make strategic decisions and unlock actionable Amazon.com insights.

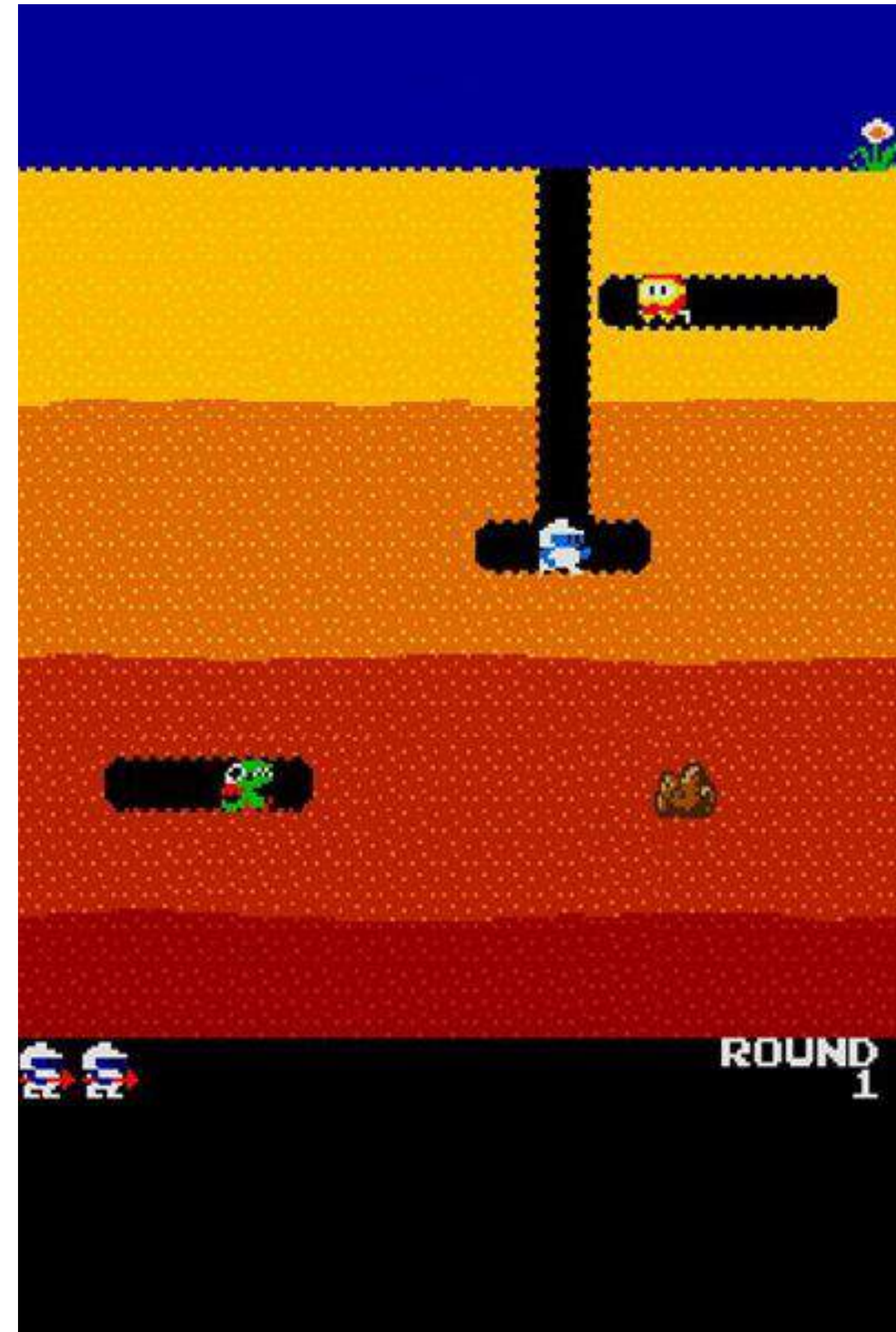
Marketing teams can successfully:

- Drive successful product innovation
- Accelerate sales faster than competitors
- Support sustainable business growth

[Learn How Retail Analytics Help CPGs →](#)

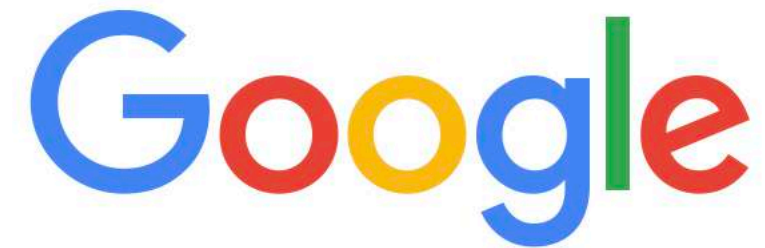
If the visitor doesn't read this dissertation, what are they learning more about?

DIG DUG



LEVERAGE TOOLS

SEMrush, aHrefs



Search bar with text: general contractor industrial

- industrial general contractor
- industrial general contractor near me
- industrial general contractor chattanooga

Buttons: Google Search, I'm Feeling Lucky

Report inappropriate predictions

Google Autocomplete

Search: general contractor industrial

Dashboard > Keyword Overview > Keyword Magic Tool

Keyword Magic Tool: general contractor ind...

Database: United States | Currency: USD

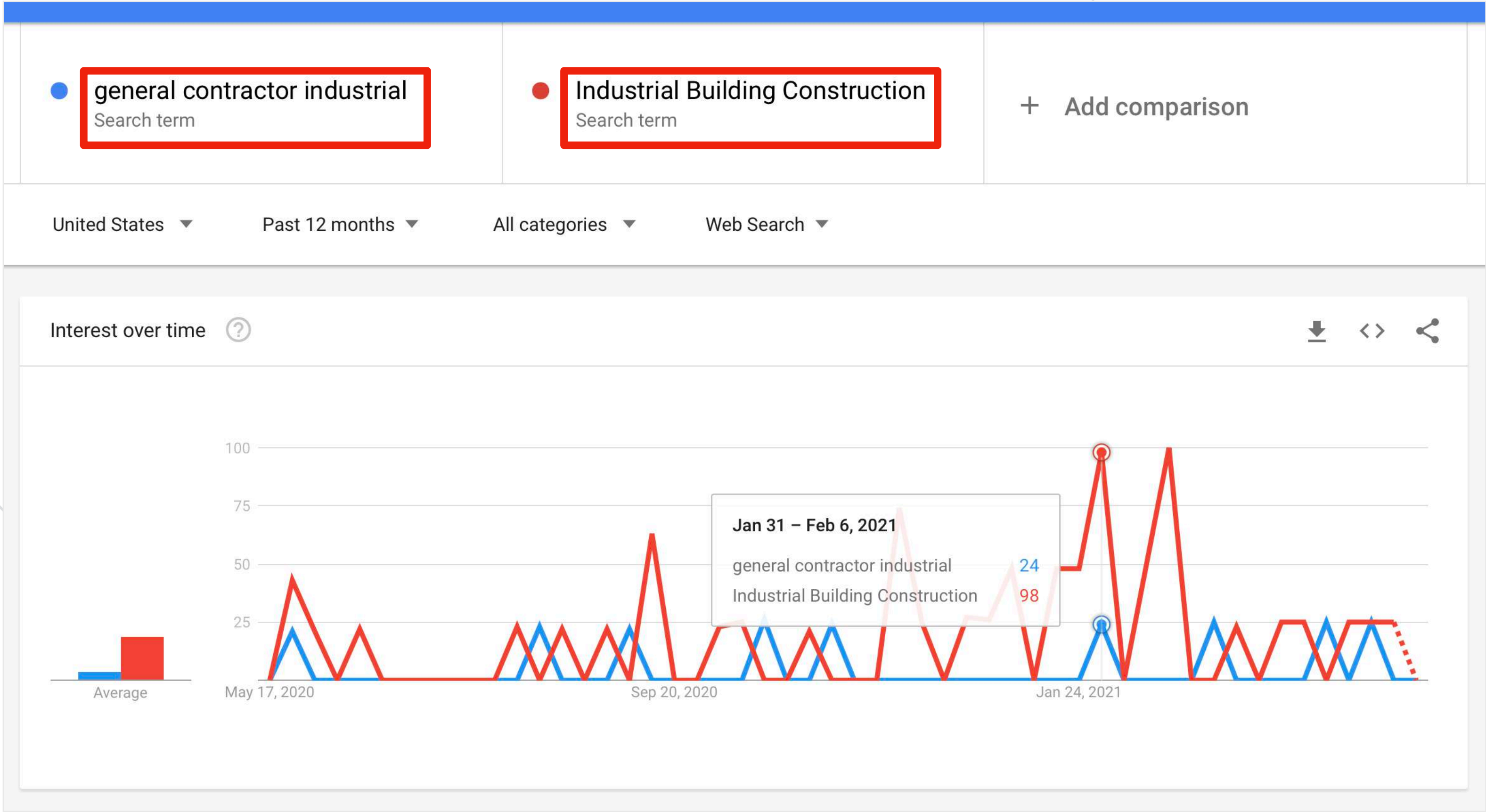
Filters: All, Questions, Broad Match, Phrase Match, Exact Match, Related, Languages (beta)

Volume, KD %, CPC, Include keywords, Exclude keywords, Advanced filters

By number | By volume | All keywords: 83 | Total volume: 270 | Average KD: 51.42%

| Keyword | Volume | Trend | KD % |
|---|--------|-------|-------|
| industrial general contractors | 110 | | 52.46 |
| general contractor industrial | 40 | | 0.00 |
| industrial general contractors near me | 30 | | 58.04 |
| general contractor hospitality industry | 20 | | 43.77 |
| industrial general contractors list | 20 | | 0.00 |

CHECK TRENDS

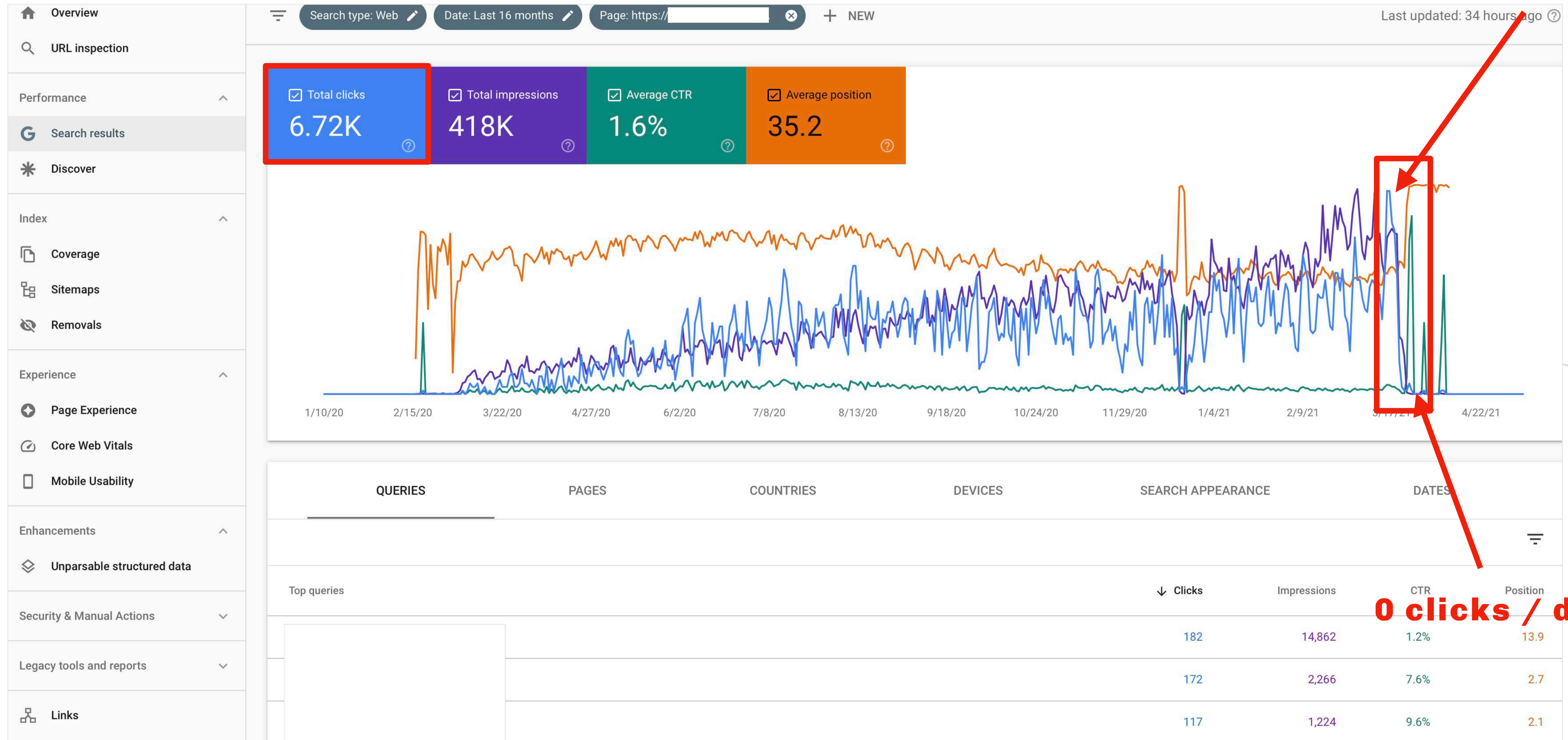


TRUTH SERUM - GSC

- Organic traffic & search queries
- Structured Data
- Coverage errors
- Core Web Vitals
- A straight answer from Google

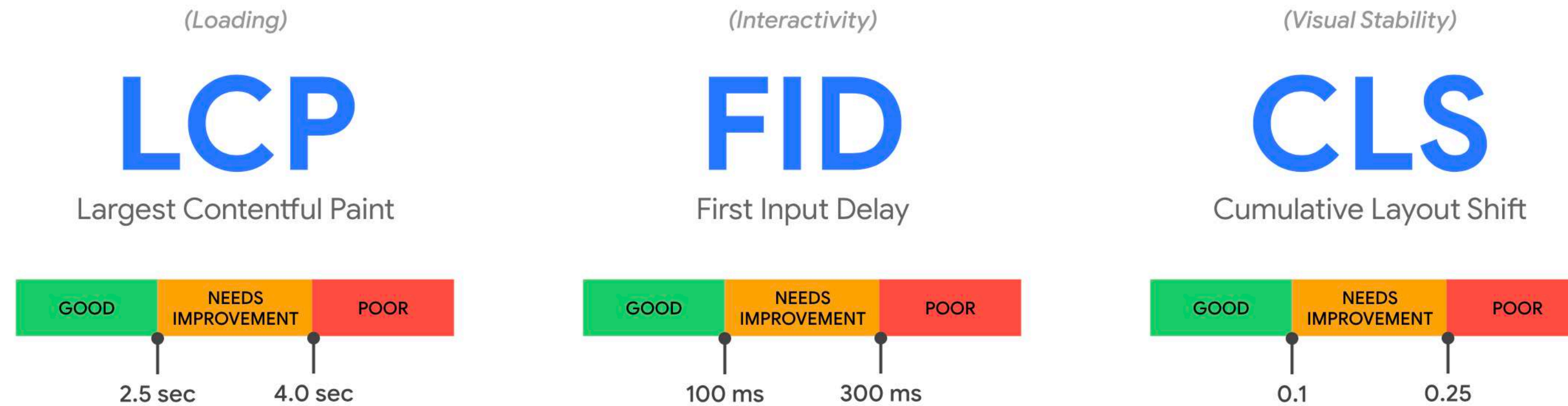
WHEN GOOGLE TALKS. LISTEN.

60 clicks / day



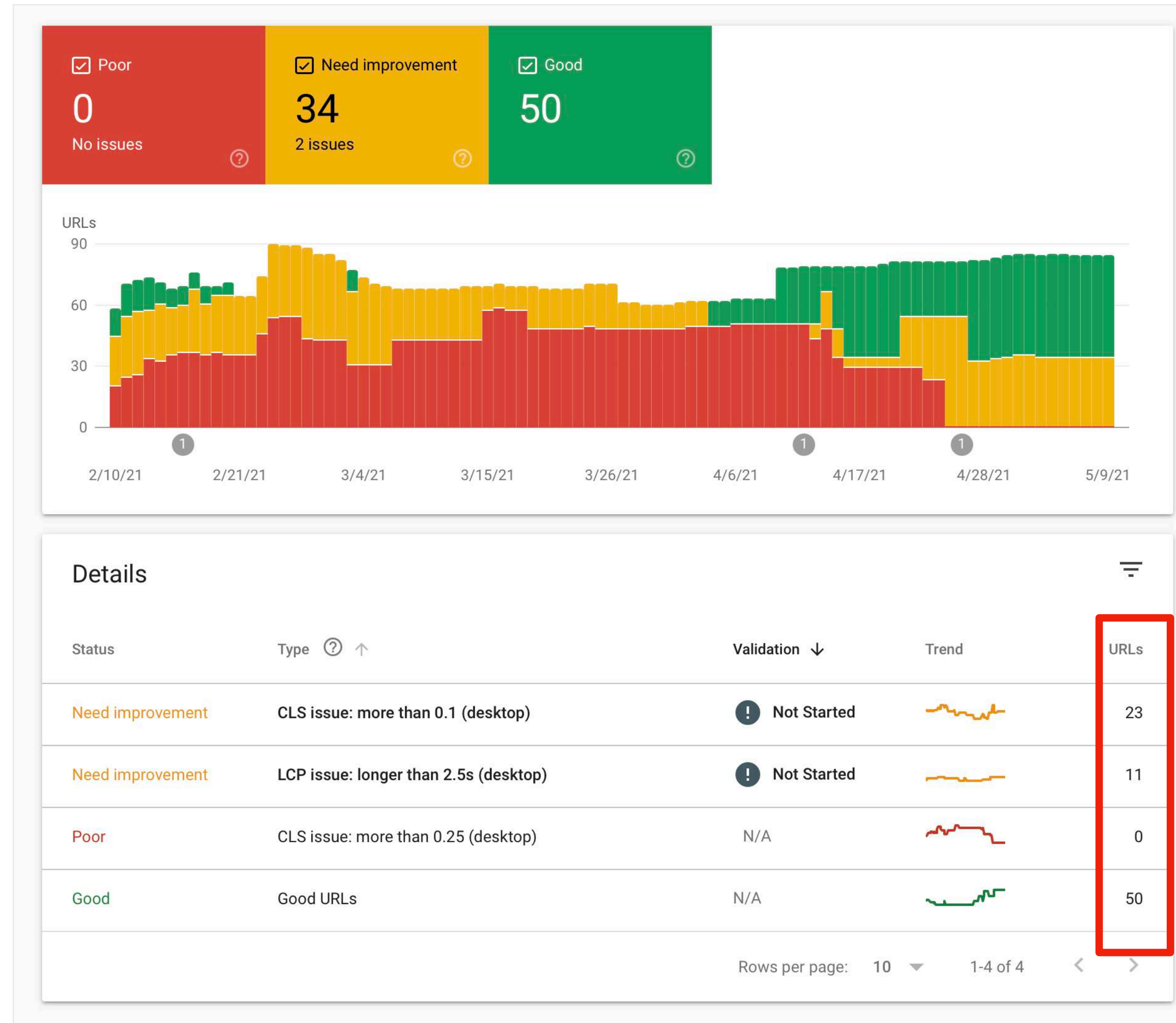
0 clicks / day

CORE WEB VITALS, EXPLAINED



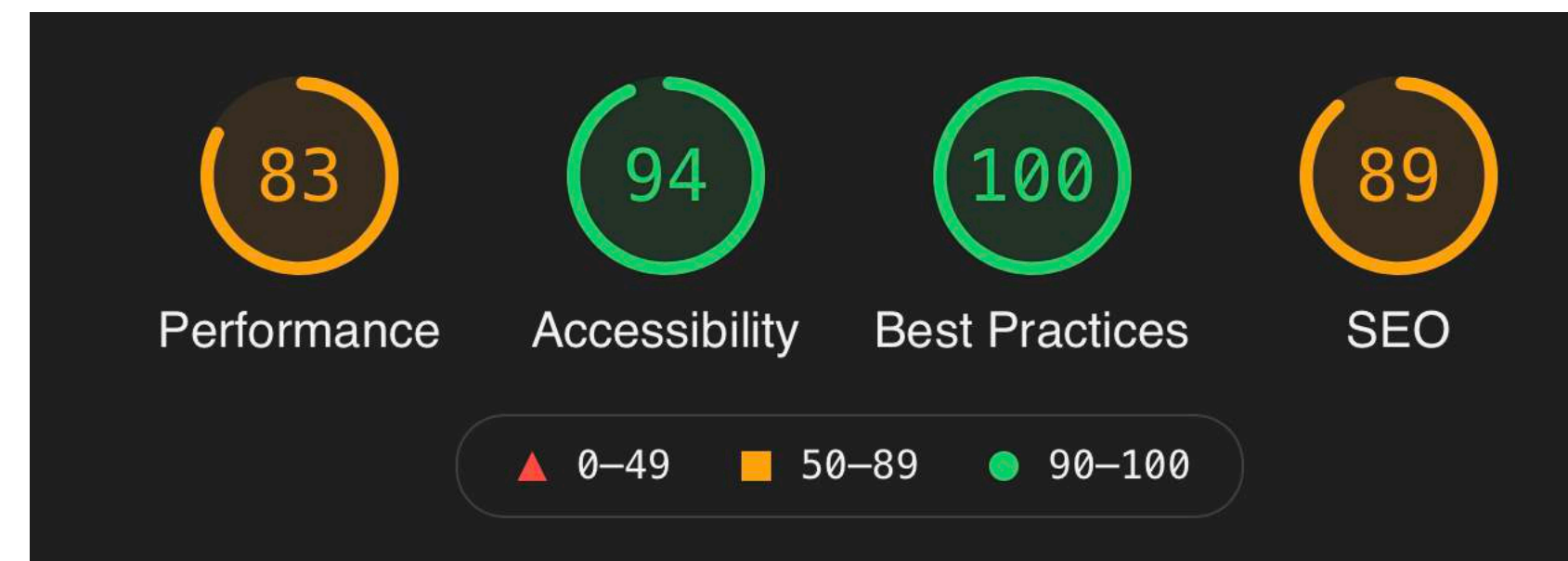
- Largest Contentful Paint (LCP): measures loading performance. To provide a good user experience, LCP should occur within 2.5 seconds of when the page first starts loading.
- First Input Delay (FID): measures interactivity. To provide a good user experience, pages should have a FID of 100 milliseconds or less.
- Cumulative Layout Shift (CLS): measures visual stability. To provide a good user experience, pages should maintain a CLS of 0.1. or less.

WHAT GOOGLE SAYS, GOES



Best get to work

USE LIGHTHOUSE



As part of Google's mission to help site builders build better websites, Google built a tool called Lighthouse.

Lighthouse is an open-source, automated tool for improving the quality of web pages.

Try to **achieve >90** in all categories: performance, accessibility, best practices & SEO.

Visit: <https://web.dev>

BEST GSC QUERIES

FIND SEARCH QUERIES THAT ARE QUESTIONS

```
^(who|what|when|where|why|how)[ " ]
```

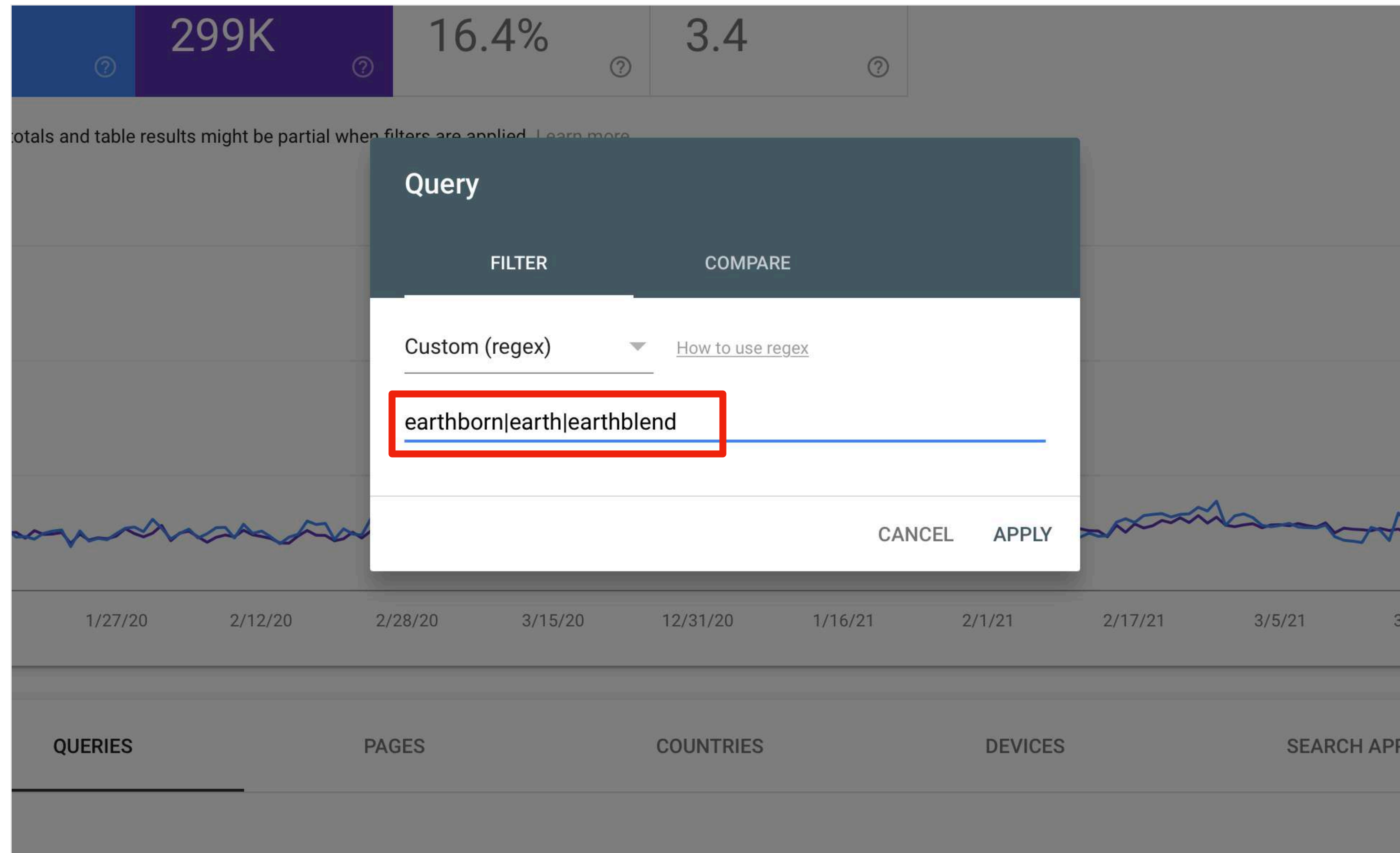
Click & select
"query"

Toggle this

The screenshot shows a search analytics dashboard with a 'Query' dialog box open. The dialog has two tabs: 'FILTER' and 'COMPARE'. Under the 'FILTER' tab, a dropdown menu is set to 'Custom (regex)' with a link to 'How to use regex'. Below the dropdown, a text input field contains the regex `^(who|what|where|why|how)["]`. At the bottom of the dialog are 'CANCEL' and 'APPLY' buttons. In the background, the dashboard shows search metrics: 'Total impressions' at 97.7K, 'Average CTR' at 2.1%, and 'Average position' at 27. A line chart at the bottom shows search volume over time from February 2020 to January 2021. A red box highlights the '+ NEW' button in the top right of the dashboard, and a red arrow points from the text 'Click & select "query"' to it. Another red arrow points from the text 'Toggle this' to the 'Custom (regex)' dropdown in the dialog.

SEARCH QUERIES WITH BRAND NAME & MISSPELLINGS

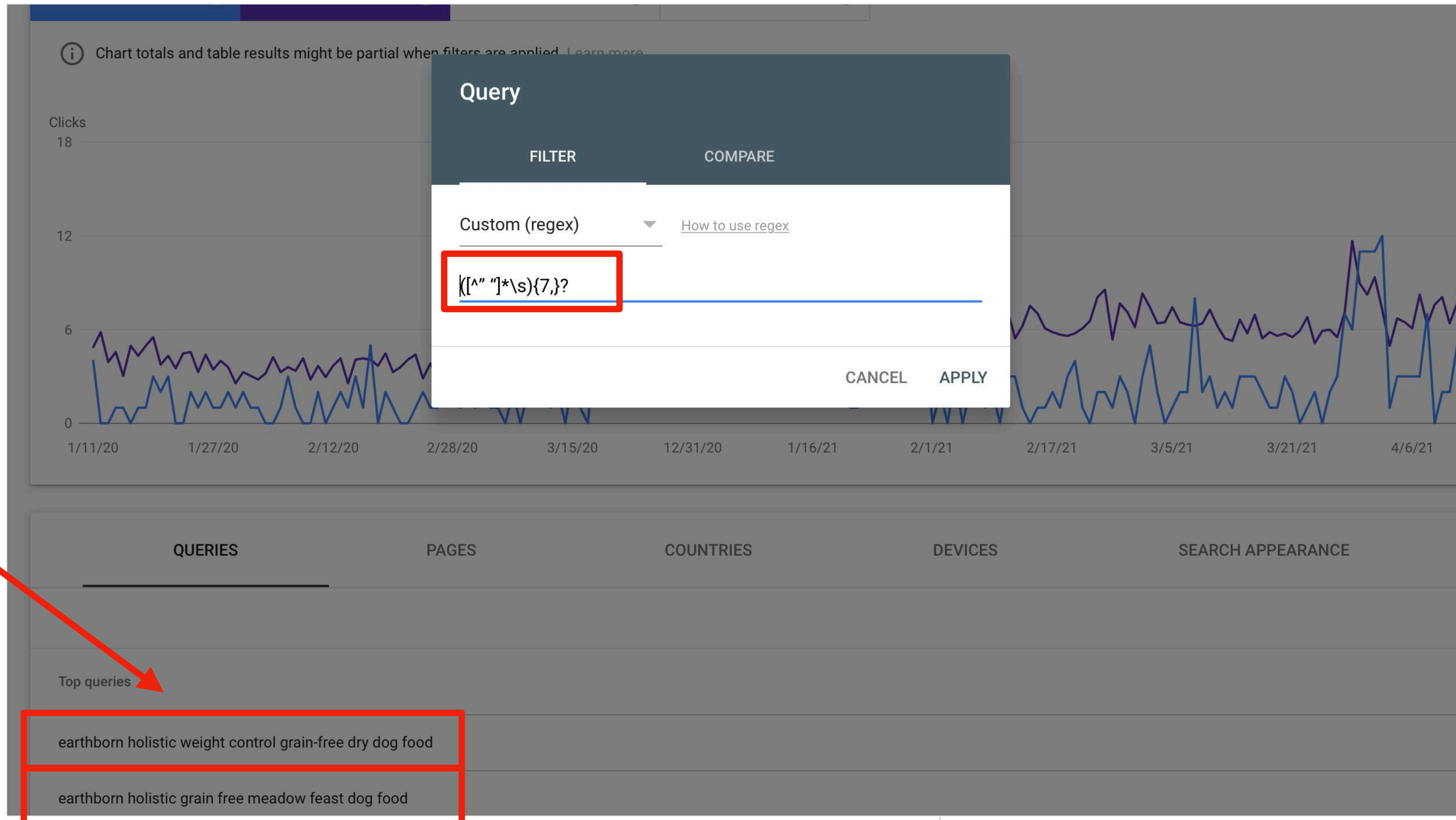
earthborn|earth|earthblend



SEARCH QUERIES WITH “X” NUMBER OF WORDS

```
([^\s"]*\s){7,}?
```

**Long tail searches
8+ keywords**



BE A FRIEND, LINK

LINK GA TO YOUR GSC PROPERTY

The screenshot displays the Google Analytics interface. On the left sidebar, the 'Property User Management' option is highlighted with a red box, and a red arrow points to it from the left. The main content area shows the 'Adjust Search Console' button highlighted with a red box. The interface includes a navigation menu with items like 'GA4 Setup Assistant', 'Property Settings', 'Property User Management', 'Tracking Info', 'Property Change History', 'Data Deletion Requests', and 'PRODUCT LINKING' (Google Ads Linking, AdSense Linking, Ad Exchange Linking, All Products, Postbacks, Audience Definitions). The main content area has sections for 'How to setup enhanced link attribution on my site?' (ON), 'Start In-Page Analytics in' (Embedded mode recommended), 'Google Analytics Intelligence', 'Search History' (Delete Search History), 'Search Console' (Adjust Search Console), and 'User Analysis' (Enable Users Metric in Reporting - OFF). 'Save' and 'Cancel' buttons are at the bottom.

WHAT DO YOU GET?

"You can read minds?"

-Derek Zoolander



Clicks vs. Select a metric

SAVE EXPORT SHARE INSIGHTS

Clicks

Primary Dimension: Landing Page

Secondary dimension

| Landing Page | Acquisition | | | | Behavior | | | Conversions |
|--|---|---|---|-----------------------------------|--|---|--|-----------------------------------|
| | Impressions | Clicks | CTR | Average Position | Sessions | Bounce Rate | Pages / Session | Goal Completions |
| | 8,138,083 % of Total: 100.00% (8,138,083) | 120,618 % of Total: 100.00% (120,618) | 1.48% Avg for View: 1.48% (0.00%) | 15 Avg for View: 15 (0.00%) | 124,713 % of Total: 67.54% (184,660) | 86.30% Avg for View: 82.60% (4.48%) | 1.31 Avg for View: 1.41 (-7.00%) | 51 % of Total: 41.13% (124) |
| 1. / | 1,166,461 (14.33%) | 14,898 (12.35%) | 1.28% | 11 | 12,729 (10.21%) | 56.19% | 2.23 | 30 (58.82%) |
| 2. /living-mediterranean-lifestyle/ | 1,006,038 (12.36%) | 766 (0.64%) | 0.08% | 5.8 | 5,151 (4.13%) | 96.14% | 1.05 | 0 (0.00%) |
| 3. /going-nuts-about-milk-heres-what-you-need-to-know-about-plant-based-milk-alternatives/ | 760,059 (9.34%) | 10,693 (8.87%) | 1.41% | 18 | 10,844 (8.70%) | 96.84% | 1.04 | 0 (0.00%) |
| 4. /what-is-the-world-drinking-study-reveals-why-people-are-switching-to-plant-based-milk/ | 144,461 (1.76%) | 1,267 (1.05%) | 0.87% | 14 | 1,444 (1.16%) | 95.79% | 1.05 | 0 (0.00%) |

Open #/report/acquisition-sc-landingpages/a104394110w6222026p6430900/_u.date00%3D20210201%26_u.date01%3D20210430%26_goalOption%3DALL%26_useg%3Dbuiltin1 on this page in a new tab

UNEARTH HIDDEN CONTENT IDEAS

What are visitors unable to easily find?



Customization

REPORTS

- Realtime
- Audience
- Acquisition
- Behavior**
 - Overview
 - Behavior Flow
 - Site Content
 - Site Speed
 - Site Search**
 - Overview
 - Usage
 - Search Terms**
 - Search Pages
 - Events
 - Publisher
 - Experiments
- Conversions
- Attribution ^{BETA}

Total Unique Searches

3,000
2,000
1,000

April 2020

Primary Dimension: Search Term Site Search Category

Secondary dimension Sort Type: Default

| Search Term ? | Total Uniqu ? |
|-------------------------|---------------|
| 1. vegan | |
| 2. obesity | |
| 3. protein | |
| 4. nutrition | |
| 5. diabetes | |
| 6. intermittent fasting | |
| 7. carbohydrates | |
| 8. keto | |

LINK SITE SEARCH TO GA

The screenshot shows the Google Analytics 'View Settings' interface. On the left sidebar, 'View Settings' is highlighted with a red box and a red arrow points to it. The main content area is divided into sections: 'Default page', 'Exclude URL Query Parameters', 'Currency displayed as' (set to US Dollar), 'Bot Filtering' (checked), 'Site Search Settings', 'Site search Tracking' (set to ON), 'Query parameter' (set to 's' with 'Strip query parameters out of URL' checked), and 'Site search categories' (set to OFF). A 'Save' button is at the bottom.

Just use the parameter - "s"

A browser address bar showing a search parameter: `?s=Dietitians%20research`. The parameter is enclosed in a red box, and a red arrow points from the 'Query parameter' field in the GA settings to this box.

This is a WordPress setup

ANSWER VISITOR'S QUESTIONS BETTER

| Acquisition | | | | | | | |
|-------------------------------|---|--|-------------------------------------|--|--|--|------------------------------------|
| Site Search Status ? | Sessions ? ↓ | | | | | | |
| | 1,012,564 % of Total: 100.00% (1,012,564) | | | | | | |
| 1. Visits Without Site Search | 988,475 (97.62%) | | | | | | |
| 2. Visits With Site Search | 24,089 (2.38%) | Total Unique Searches ? ↓ | Results Pageviews / Search ? | % Search Exits ? | % Search Refinements ? | Time after Search ? | Avg. Search Depth ? |
| | | 34,270 % of Total: 100.00% (34,270) | 1.32 Avg for View: 1.32 (0.00%) | 34.30% Avg for View: 34.30% (0.00%) | 26.20% Avg for View: 26.20% (0.00%) | 00:02:02 Avg for View: 00:02:02 (0.00%) | 0.94 Avg for View: 0.94 (0.00%) |
| 1. vegan | 149 (0.43%) | 149 (0.43%) | 1.38 | 30.87% | 14.63% | 00:02:25 | 1.19 |
| 2. obesity | 142 (0.41%) | 142 (0.41%) | 1.99 | 23.94% | 13.78% | 00:04:15 | 1.61 |
| 3. protein | 119 (0.35%) | 119 (0.35%) | 1.54 | 29.41% | 19.13% | 00:02:23 | 1.06 |
| 4. nutrition | 114 (0.33%) | 114 (0.33%) | 1.33 | 27.19% | 23.03% | 00:03:10 | 1.14 |
| 5. diabetes | 100 (0.29%) | 100 (0.29%) | 1.71 | 33.00% | 16.96% | 00:03:12 | 1.18 |
| 6. intermittent fasting | 85 (0.25%) | 85 (0.25%) | 1.35 | 17.65% | 7.83% | 00:03:05 | 1.73 |
| 7. carbohydrates | 75 (0.22%) | 75 (0.22%) | 1.28 | 38.67% | 12.50% | 00:01:50 | 1.04 |
| 8. keto | 72 (0.21%) | 72 (0.21%) | 1.38 | 34.72% | 7.07% | 00:02:13 | 1.36 |
| 9. sugar | 72 (0.21%) | 72 (0.21%) | 2.31 | 33.33% | 10.24% | 00:05:21 | 1.38 |
| 10. Vegan | 72 (0.21%) | 72 (0.21%) | 1.33 | 34.72% | 16.67% | 00:02:26 | 1.35 |

Small % of visitors

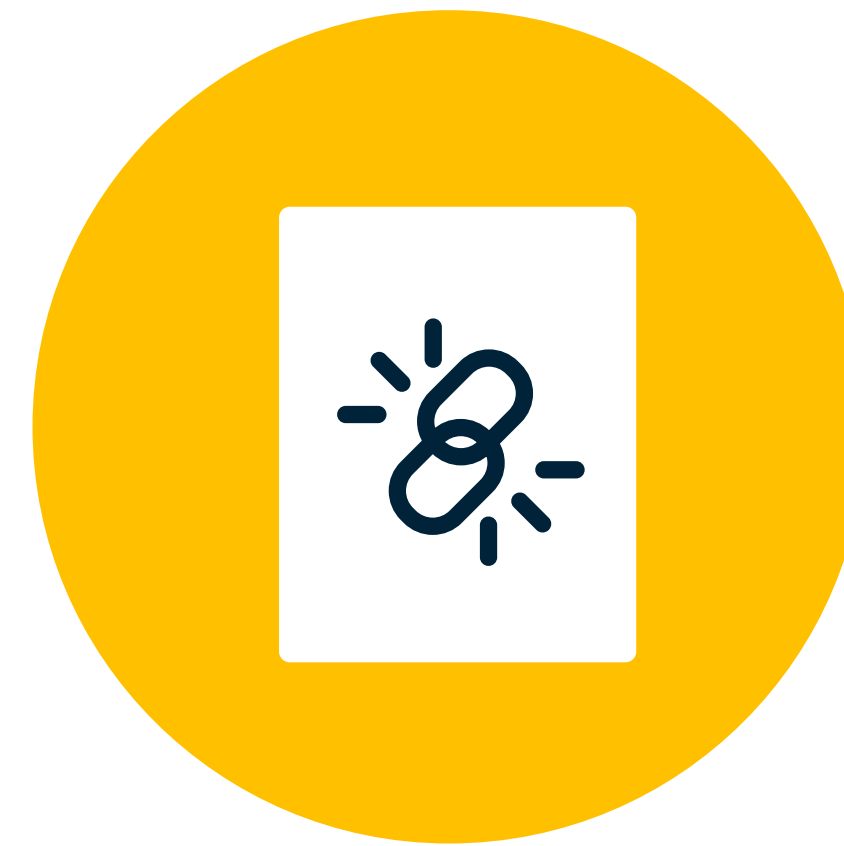
GA'S NAVIGATION SUMMARY REPORT



**Previous
Page**



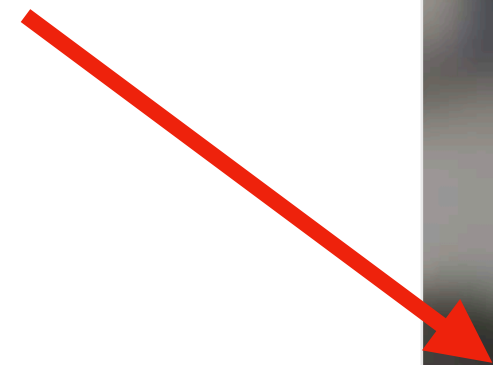
Next Page



Top Links

EXPLORE THE UI

Visitors read
left to right



The screenshot shows the homepage of MACHINE TOOLS.COM. At the top, there is a navigation bar with links for Machines, Auctions, Wanted, Directory, Machinery Manager, Price Guide, and Have something to sell? A search bar is located below the navigation bar, with a search button and links for Log In and Register. The main content area is divided into two columns. The left column features a large 'Buy Machinery' section with a sub-header 'Find new and used metalworking machines, machine tools, and fabricating equipment.' Below this are two buttons: 'Find by Type' (highlighted with a red border) and 'Find by Brand'. The right column features a 'Sell Machinery' section with a sub-header 'Sell your machinery to buyers all over the world.' Below this are two buttons: 'Create a Listing' and 'Post a Wanted'. At the bottom, there is a category filter bar with 'All', 'Fabricating', 'Metal Cutting', 'Additional Categories', and 'Tooling & Accessories'. Below the filter bar is a section titled 'TOP CATEGORIES THIS WEEK' with three image thumbnails and a 'VIEW ALL (71)' link.

FOLLOW THE NUMBERS

Page we're exploring

The screenshot shows the Google Analytics 'Pages' report for 'All Web Site Data'. The left sidebar is annotated with a red arrow and the number '1' pointing to the 'All Pages' option under 'Site Content'. The main content area shows a 'Navigation Summary' chart (annotated with a red box and the number '2') and a table of 'Next Pages'. A red arrow points from the text 'Where visitors are going from the homepage' to the first row of the 'Next Pages' table, which is also highlighted with a red box.

Navigation Summary

Pageviews vs. Select a metric

Pageviews

February 2021, March 2021, April 2021

Group pages by: Ungrouped | Current Selection: /en | Show rows: 10

Entrances Jan 1, 2021 - Apr 30, 2021: 60.20% | Exits Jan 1, 2021 - Apr 30, 2021: 34.37%

Previous Pages Jan 1, 2021 - Apr 30, 2021: 39.80% | Next Pages Jan 1, 2021 - Apr 30, 2021: 65.63%

| Previous Page Path | Pageviews | % Pageviews | Next Page Path | Pageviews | % Pageviews |
|---|-----------|-------------|--|-----------|-------------|
| /en/machinery | 1,447 | 7.20% | /en/machinery | 7,823 | 20.44% |
| /en/control_panel/company | 893 | 4.44% | /en/search/for-sale/machines | 2,963 | 7.74% |
| /en/control_panel/for-sale | 824 | 4.10% | /en/auctions | 2,109 | 5.51% |
| /en/control_panel/for-sale/?iDisplayLength=50&iDisplayStart=0&iSortCol_0=1&sSortDir_0=desc&mDataProp_1=created_at | 649 | 3.23% | /en/control_panel/for-sale | 1,935 | 5.06% |
| /en/search/for-sale/machines | 535 | 2.66% | /en/login?login_redirect=/en/control_panel/company | 1,308 | 3.42% |
| | | | /en/wanted | 1,053 | 2.75% |

WHAT DO VISITORS ❤️ DESIRE?

1st result is 5th most clicked

WORLDWIDE

Search Machines, Tooling, Companies, and more... All Content Search Log In Register

Machinery & Tooling

Find new and used metalworking machines, machine tools, heavy equipment and fabricating equipment that have been listed for sale.

[Add a For Sale Listing](#)

Find by category (or view recently added [used](#) OR [new](#) machinery)

[Fabricating](#) [Metal Cutting](#) [Additional Categories](#) [Tooling & Accessories](#)

Fabricating

| | |
|---|--------|
| Bending & Forming Equipment | 11,489 |
| Coil Handling Equipment | 3,737 |

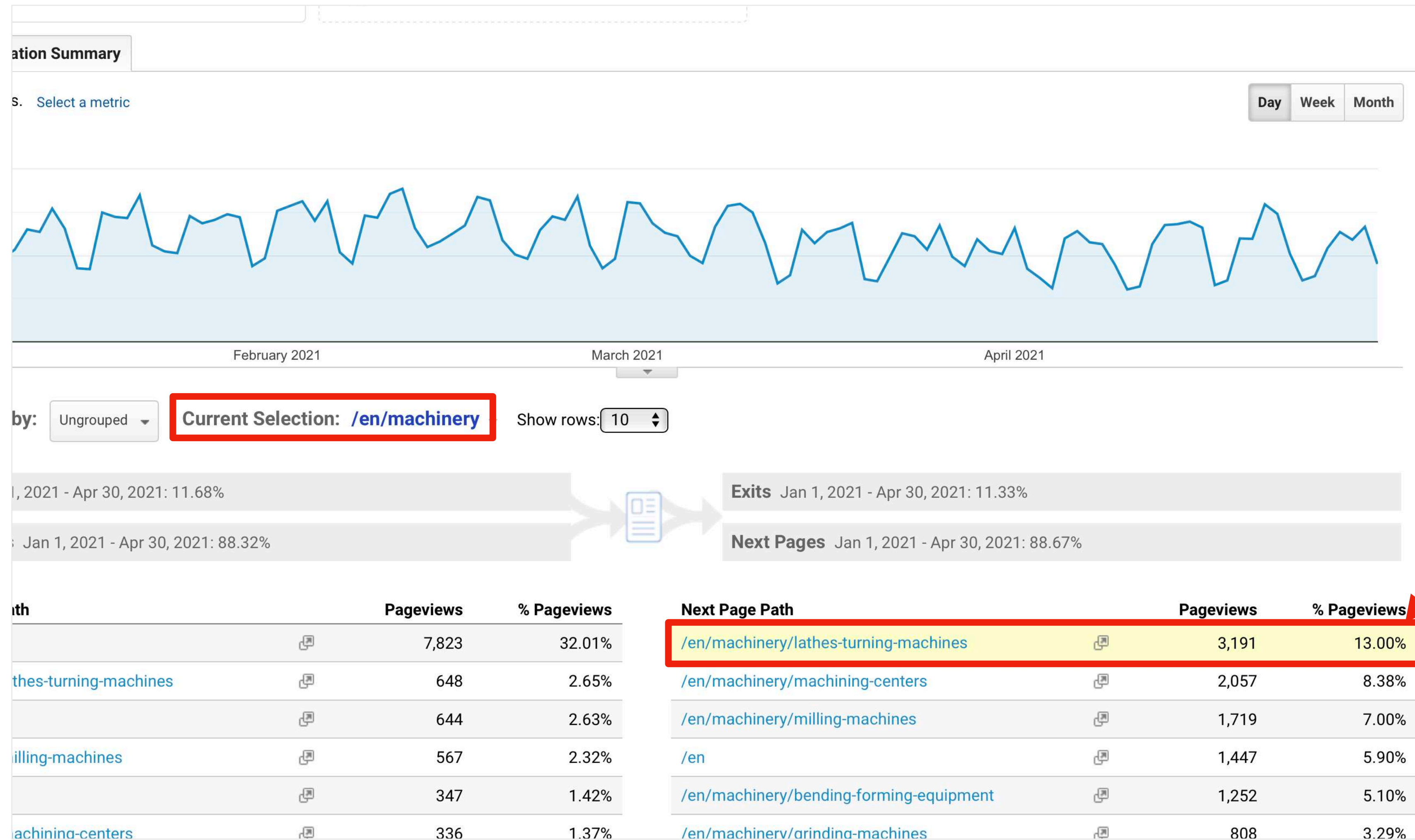
Quick Turn Financial
Need Financing?
Fast & Excellent Approvals
[CLICK HERE](#)

🏆 28% clicks

| | |
|--|--------|
| Finishing & Lapping Machines | 2,183 |
| Gear Machinery | 1,709 |
| Grinding Machines | 8,415 |
| Honing Machines | 355 |
| Lathes & Turning Machines | 15,755 |
| Machining Centers | 9,742 |
| Milling Machines | 4,687 |
| Rotary Transfer Machines | 147 |

66% down the page

WHERE ARE THEY GOING?



What page is next



BUT BUT BUT MY BUTTON

0.27%

Add a For Sale Listing

19%

Lathes, CNC

Used (1602) New Machinery Models (6663) New In-Stock (85)

20%

Lathes, Engine

Used (457) New Machinery Models (3756) New In-Stock (48)

New and Used Lathes & Turning Machines

A large class of lathes designed for precisely machining relatively hard materials.

Popular Types

Automatic Screw Machines, Swiss Type

Used (161) New Machinery Models (308) New In-Stock (3)

Lathes, CNC (5-Axis or More)

Used (201) New Machinery Models (333) New In-Stock (19)

Lathes, Oil Field & Hollow Spindle

Used (68) New Machinery Models (416) New In-Stock (14)

N&R
MACHINE SALES
A FULL SERVICE STOCKING DEALER
WITH OVER 50,000 SQUARE FEET OF
MACHINETOOL INVENTORY
REPAIRED AND RECONDITIONED

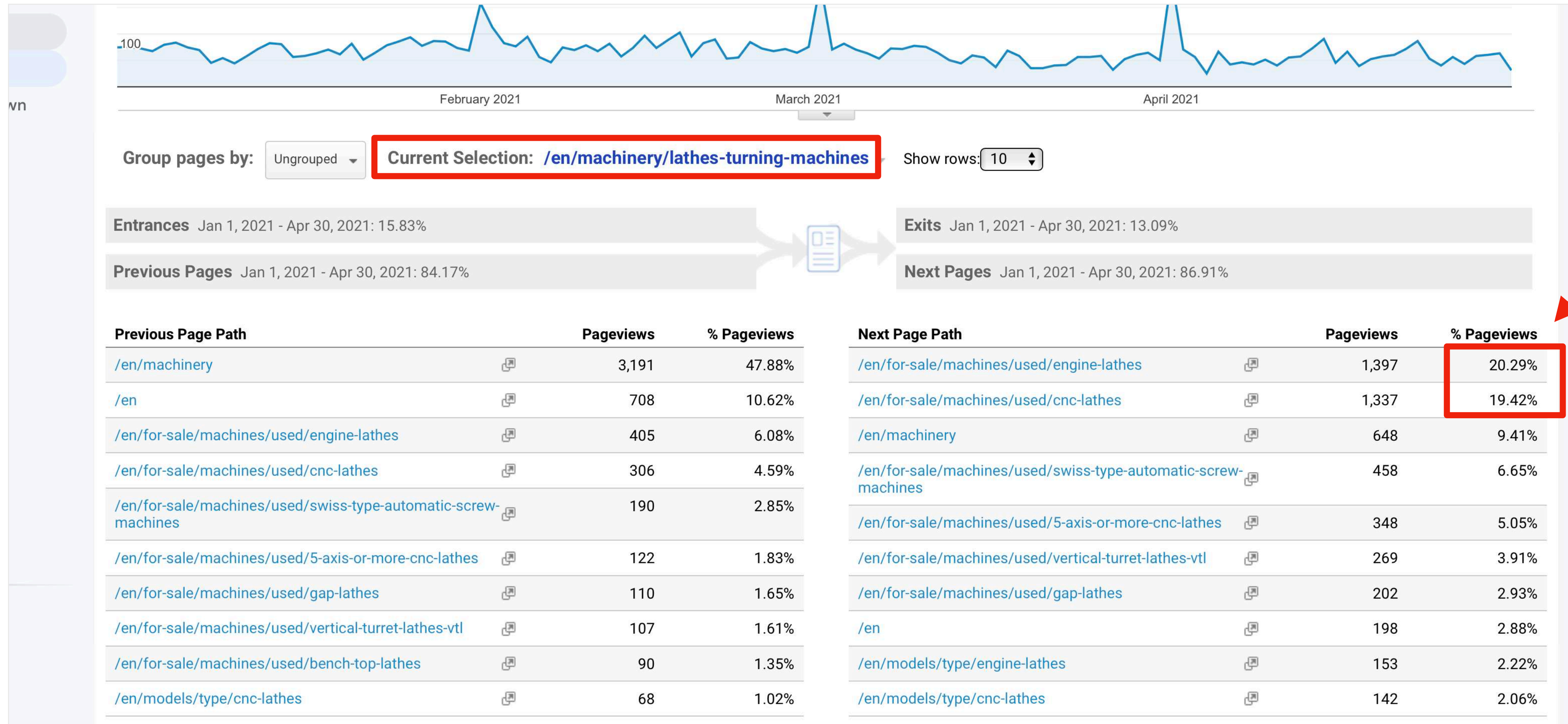
BUY - SELL - BROKER - TRADE IN - CONSIGNMENT

We're the Largest Reseller in N. America
for used Southwestern Industries
(Prototrak) CNC Mills & Lathes!

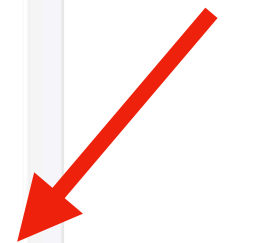
www.USEDPROTOTRAKMILLSANDLATHES.com

Call: 844 620-2711 | Ask for Bruce

WHAT CAN WE DO?



39%



LEARNINGS FOR REDESIGN



- Small links are getting lots of clicks
- CTAs are effectively ignored
- Visitors have to work too hard
- Focus on the visitors high-impact areas



OTHER TOOLS

- HotJar
- Crazy Egg
- Clicktail

THANK YOU

