

Website Redesign Tips & Tricks

Mike Volpe
VP Inbound Marketing
HubSpot

Twitter: [@mvolpe](https://twitter.com/mvolpe)



Outbound Marketing



Inbound Marketing

Blog

TechCrunch



YouTube

Technorati™

SEO

Google™

Live Search

YAHOO!®

Ask.com

Social Media

facebook

twitter

LinkedIn

delicious
social bookmarking

digg

HubSpot

Rethinking Marketing

Outbound Marketing

- Telemarketing
- Trade shows
- Direct mail
- Email blasts
- Print ads
- TV/radio ads

Interruption



Inbound Marketing

- SEO / SEM
- Blogging
- Social Media
- RSS
- Free tools/trials
- PR / Buzz

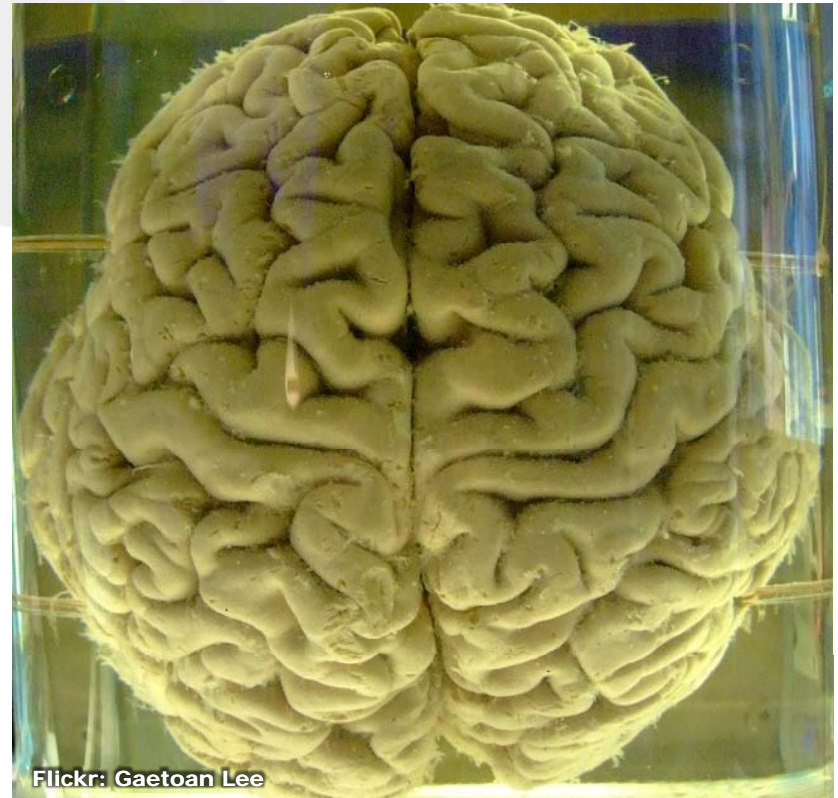
Permission



Budget vs. Brains



Flickr: Refracted Moments




Flickr: Gaetoon Lee

⚠ CAUTION



MIKE IS GOING TO SAY
SOME THINGS THAT WILL
UPSET SOME PEOPLE.


(ESPECIALLY DESIGNER
AND CREATIVE TYPES.)



**Why do you have
a business website?**

Which is better?

Law Offices of Gail J. Berritt



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Special expertise with Information Technology Projects

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Call: (203) 222-7449 or Fax: (203) 227-9179

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Law Offices of
Gail J. Berritt, Esq.

Westport, Connecticut
Phone: 203-222-7449
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Big Firm Experience at Small Firm Prices

Admitted in Connecticut, New York and Illinois

HOME
Biography
RECENT ACCOMPLISHMENTS
E-mail

CORPORATE, COMPUTER AND
INTELLECTUAL PROPERTY LAW

SERVICES INCLUDE:

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Protecting Your Assets:
trade secret strategies; warranties and disclaimers; copyright and trademark registration; referrals to qualified patent counsel

Special expertise with Information Technology Projects

info@berrittlaw.com



The Wrong Reasons

- “We have a new corporate look and feel.”
- “I’m tired of the old website.”
- “It’s been 12 months since the last redesign.”
- “The design department wants to do it.”
- “The CEO wants to do it.”

Website Design Half Life

Happiness



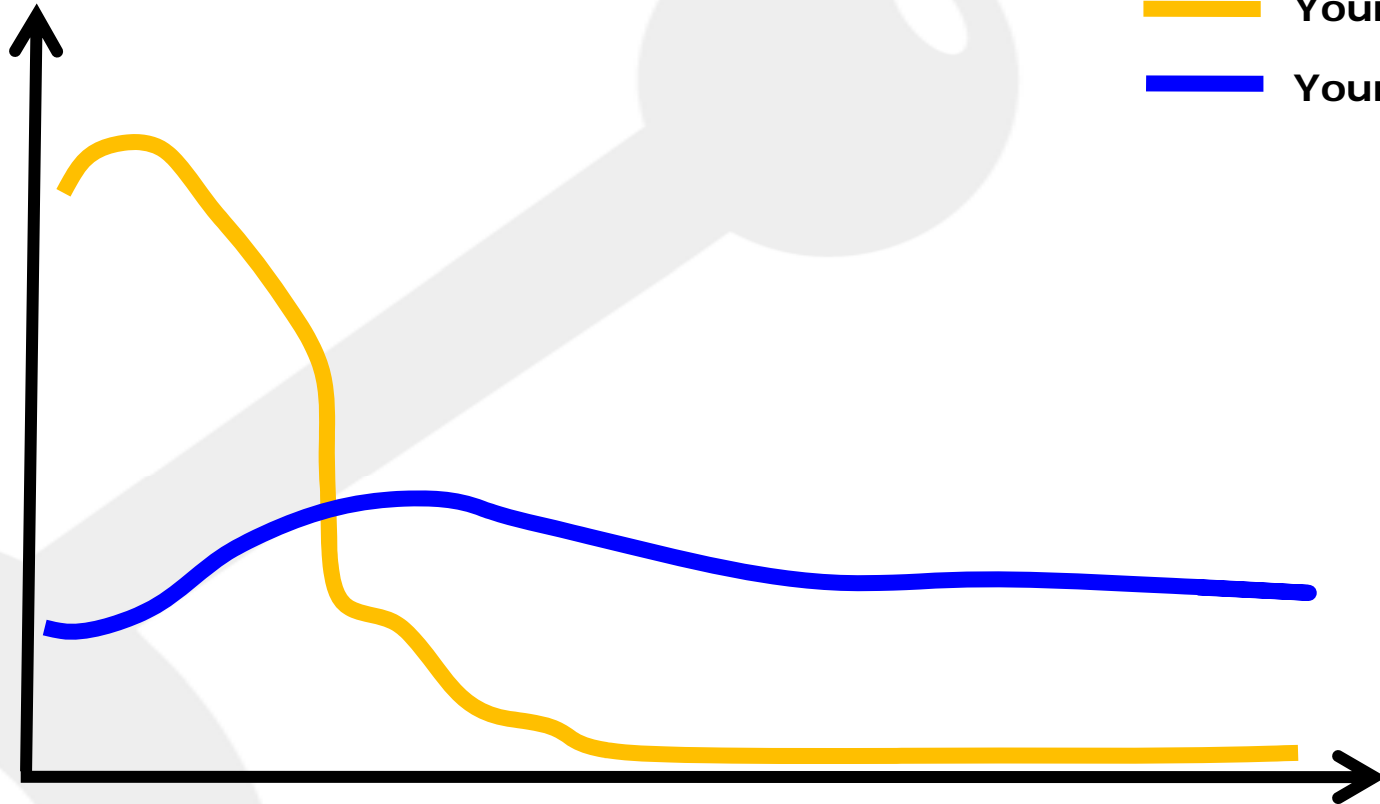
- Your Company
- Your Prospects

Launch

6 Months

12 Months

Time



The Right Reasons

- “Get found by more prospects.”
- “Convert more prospects into leads and customers.”
- “Branding” *might* be a good reason... if it will drive the goals above.

The Right Reasons

- “Get found by more prospects.”
 - Better content
 - More content
 - Optimized content
- “Convert more prospects into leads and customers.”
 - Better offers & calls to action
 - More offers & calls to action
 - Optimized landing pages / forms

Billboard in the Desert?



Flickr: thegolzer

“

**Business websites
are for
*lead generation.***

”

Which is better?



vocio

Home :: Products :: Methodology :: Case Studies ::

Telecom expenses getting out of control?

Get expert help & control your telecom costs

A Single Point of Contact for All Your Telecom Needs

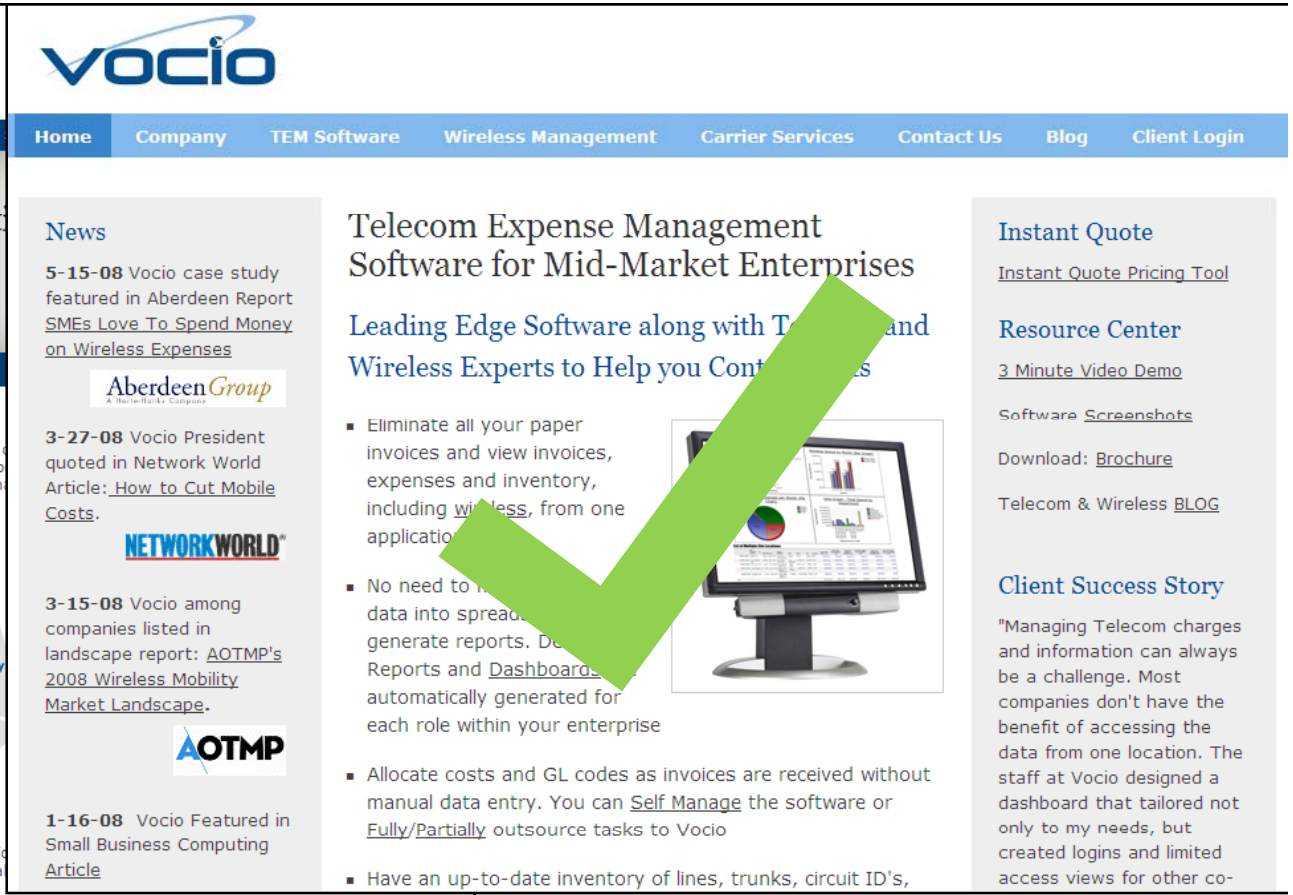
Vocio helps companies effectively manage their telecommunications services and relationships by giving them control over their telecom inventory and expenses. We offer industry best practice cost reduction strategies and telecom service and management optimization.

Services We Offer:

- Inventory Validation
- Network Optimization
- Carrier & Contract Management
- Implementation & Transitioning
- On-Going Support

Vocio employs a proven **five-step methodology** for managing telecom services.

Our clients, which include small businesses to Fortune 500 enterprises, have cut their telecom expenses up to 60% annually by employing our methodology. We gauge our success on our track record of savings and client testimonials. Call us today at **888-200-8647** or **858-724-1100**. You won't get a hard sell from Vocio; the benefits of getting control and visibility simply speak for themselves.



vocio

Home Company TEM Software Wireless Management Carrier Services Contact Us Blog Client Login

Telecom Expense Management Software for Mid-Market Enterprises

Leading Edge Software along with Telecom and Wireless Experts to Help you Control Your Telecom Expenses

- Eliminate all your paper invoices and view invoices, expenses and inventory, including wireless, from one application
- No need to manually enter data into spreadsheets. Data is automatically generated for each role within your enterprise
- Allocate costs and GL codes as invoices are received without manual data entry. You can Self Manage the software or Fully/Partially outsource tasks to Vocio
- Have an up-to-date inventory of lines, trunks, circuit ID's,

News

5-15-08 Vocio case study featured in Aberdeen Report [SMEs Love To Spend Money on Wireless Expenses](#)

Aberdeen Group
A Harte-Hanks Company

3-27-08 Vocio President quoted in Network World Article: [How to Cut Mobile Costs](#)

NETWORKWORLD

3-15-08 Vocio among companies listed in landscape report: [AOTMP's 2008 Wireless Mobility Market Landscape](#)

AOTMP

1-16-08 Vocio Featured in Small Business Computing [Article](#)

Instant Quote
[Instant Quote Pricing Tool](#)

Resource Center
[3 Minute Video Demo](#)
[Software Screenshots](#)
Download: [Brochure](#)
Telecom & Wireless [BLOG](#)

Client Success Story
"Managing Telecom charges and information can always be a challenge. Most companies don't have the benefit of accessing the data from one location. The staff at Vocio designed a dashboard that tailored not only to my needs, but created logins and limited access views for other co-

- Website traffic has doubled
- Lead flow has doubled

-- Noel Huelsenbeck, CEO, Vocio



What do you want?



Beautiful & Empty



Ugly & Crowded



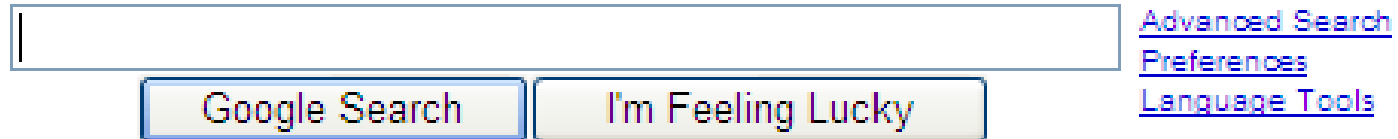
The 3 Keys to a Successful Website

“

**Websites should
attract prospects.**

”

Search Engines

The Google logo is displayed in its characteristic multi-colored font: 'G' is blue, 'o' is red, 'o' is yellow, 'g' is blue, 'l' is green, and 'e' is red. A small 'TM' trademark symbol is located to the upper right of the 'e'.A screenshot of the Google search interface. It features a white search input box with a vertical cursor on the left. Below the box are two buttons: 'Google Search' and 'I'm Feeling Lucky'. To the right of the input box are three links: 'Advanced Search', 'Preferences', and 'Language Tools'.

3,000 times per second

- Publish more content
- Optimize your content

Content Drives Visitors

- Search engines like fresh content
- People like fresh content
- More content means more tickets in SEO lottery

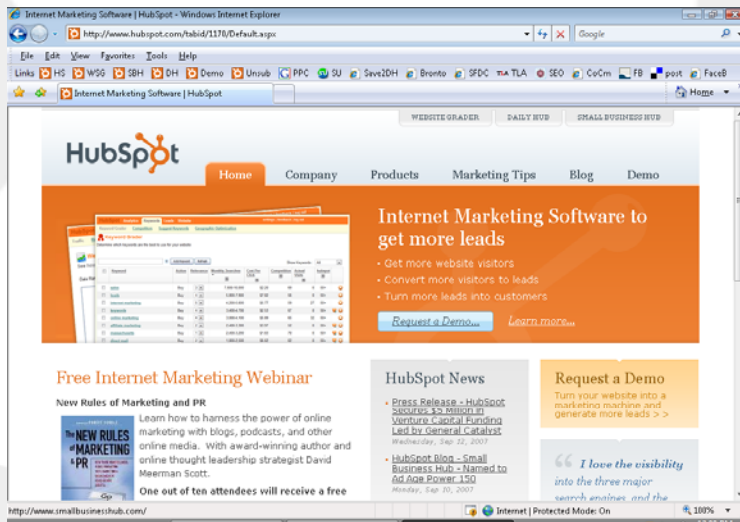
		0		
1-18	1st 12	1	2	3
		4	5	6
EVEN		7	8	9
	2nd 12	10	11	12
◆		13	14	15
		16	17	18
	3rd 12	19	20	21
◆		22	23	24
ODD		25	26	27
	19-36	28	29	30
		31	32	33
		34	35	36
		2-1	2-1	2-1

What to Publish?

- Blog
- Podcast
- Videos
- Photos
- Presentations
- eBooks
- News Releases



SEO



On-Page



Off-Page

25% of SEO = On-Page

- Page Title

 Internet Marketing Company

- Clean URL

 <http://www.hubspot.com/internet-marketing-company/>

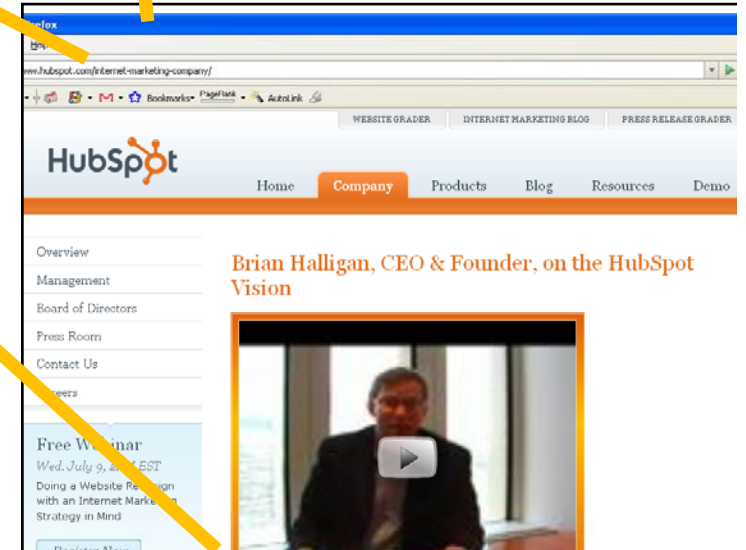
- Headers & Content

More About HubSpot... Internet Marketing Company

- Description

Internet Marketing Company

Internet Marketing Company: HubSpot provides **Internet marketing** software to small and medium sized **companies** for blogging, social media, lead generation, ...



75% of SEO = Off-Page

- Recommendations from friends
 1. "I know HubSpot"
 2. "HubSpot is a marketing expert"
 3. You trust the person saying this
- Links are online recommendations
 1. A link: www.HubSpot.com
 2. Anchor text: [Internet Marketing](#)
 3. Link is from a trusted website

Bloggging is SEO, and More

- Bloggging helps with SEO
- Bloggging helps with Social News Sites
- Bloggging helps with Social Networking Sites
- Bloggging is Permission Centric



The screenshot shows the HubSpot blog interface. At the top, the HubSpot logo is on the left, and navigation links for 'Blog', 'Best Articles', and 'Free Mar' are on the right. Below the navigation, the page title is 'HubSpot's Inbound Internet Marketing Blog'. There are links for 'Current Articles' and 'RSS Feed'. The main article title is 'Inbound Marketing vs. Outbound Marketing', with social media sharing icons for Digg, Reddit, Del.icio.us, and StumbleUpon. Below the title, there is a '111 diggs' badge and a 'dugg!' button. The article text begins with: 'When I talk with most marketers today about how they generate leads and fill the top of their sales funnel, most say trade shows, seminar series, email blasts to purchased lists, internal cold calling, outsourced telemarketing, and advertising. I call these methods "outbound marketing" where a marketer pushes his message out far and wide hoping that it resonates with that needle in the haystack. I think outbound marketing techniques are getting less and less effective over time for two reasons. First, your average human today is inundated with over 2000 outbound marketing interruptions per day and is figuring out more and more creative ways to block them out, including caller id, spam filtering, Tivo, and Sirius satellite radio. Second, the cost of coordination around learning about something new or shopping for something new using the internet (search engines, blogs, and social media sites) is now much lower than going to a seminar at the Marriott or flying to a trade show in Las Vegas. Rather than do outbound marketing to the masses of people who are trying to block you out, I advocate doing "inbound marketing" where you help yourself "get found" by people already learning about and shopping in your industry. In order to do this, you need to set

“

**Websites should
convert visitors to
leads.**

”

All Websites Should Have Landing Pages

Conversion is where we take what we have spent time and money to get (visitors) and change it into something valuable to marketing (leads).

A cost becomes a benefit.

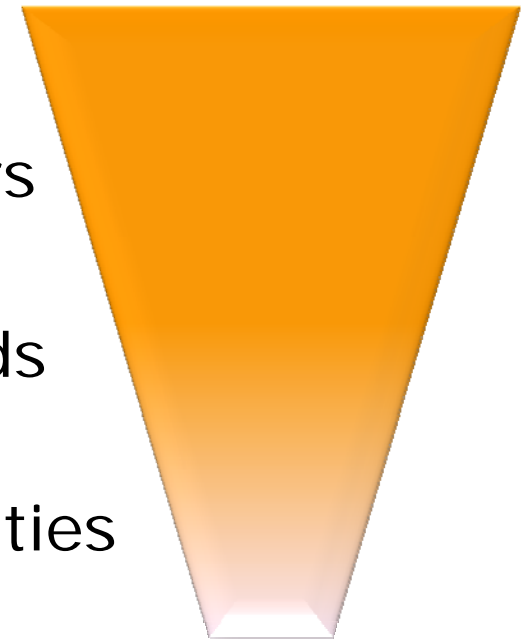
Target Market

Website Visitors

Leads

Opportunities

Customers



All Websites Should Have Landing Pages

- Limited navigation
- Clear and simple
- Form above the fold



The screenshot shows a HubSpot landing page with a clean, minimalist design. At the top, the HubSpot logo is displayed in a light blue header. Below the logo, the main heading reads "Free Internet Marketing Kit with Video and a 12 Page Whitepaper". A central graphic features the title "5 Tips to Turn Your Website into a Marketing Machine" and includes contact information for Mike Todd, VP Marketing at HubSpot. Below this graphic, a video player is embedded with the caption "Video with tips about search engine optimization (SEO) and lead conversion." To the right of the video, a section titled "Improve Your Website - Fast and Easy Tips" provides a brief overview of the kit's benefits. Below this, a list of included items is shown: a video webinar and a whitepaper. A prominent call-to-action button says "Download Free Internet Marketing Kit". Underneath, a form with five fields is provided for users to enter their contact information: First Name, Last Name, Email (with a privacy policy link), Phone, and Company. Each field is marked with an asterisk to indicate it is required.



Landing Page Uses

- Call to action on website homepage
- Links in all email newsletters / emails
- Use for all pay-per-click ads
- Next step after tradeshow or events

“

**Websites should
produce
measurable ROI.**

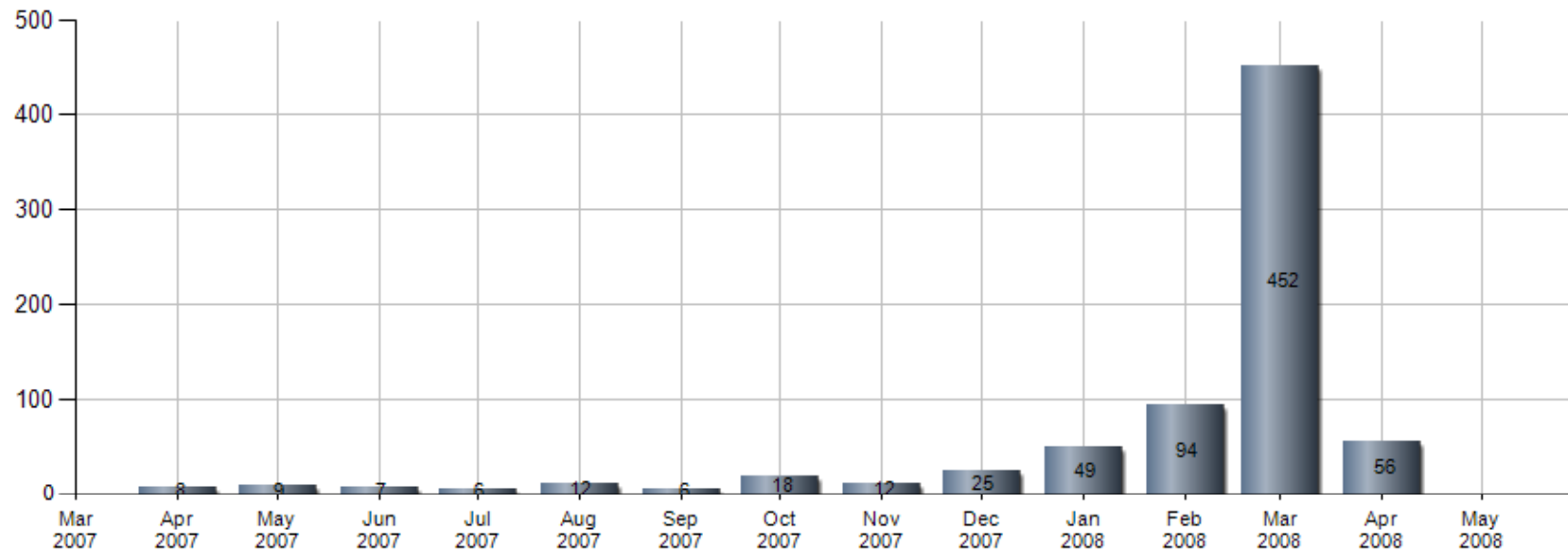
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Metrics: Traffic, Leads and Customers



Traffic, Leads and Customers

Visitors from Blog



	Visitors	Leads	Customers
SEO	5,289	754	12
Blog	834	72	3
Facebook	511	28	1

Is Your Website Performing?

1. Attract website visitors (blog & SEO)
2. Convert visitors to leads (landing pages)
3. Produce measurable ROI (leads & sales)



The 2 Keys to a Successful Website Redesign

“

**Websites are about
performance more
than looks.**

”

Seth Godin on Website Redesign

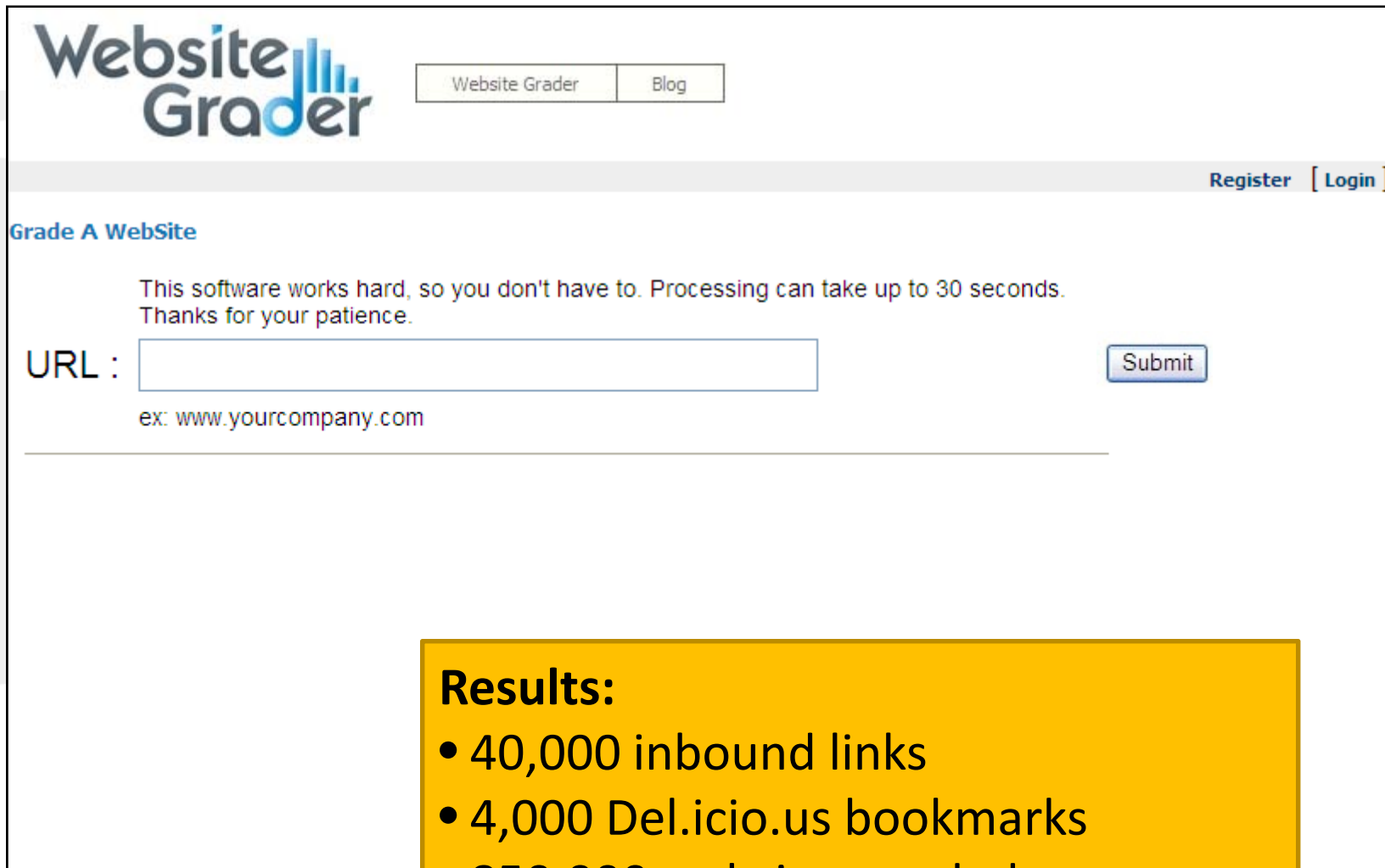


“I'm going to go out on a limb and beg you **not** to create an original design. There are more than a billion pages on the web. Surely there's one that you can start with?”

“Your car isn't unique, and your house might not be either...”

http://sethgodin.typepad.com/seths_blog/2007/10/how-to-create-a.html

Ugly? Template? Who cares!



The screenshot shows the Website Grader website interface. At the top left is the 'Website Grader' logo. To its right are two buttons: 'Website Grader' and 'Blog'. In the top right corner, there are links for 'Register' and 'Login'. Below the navigation bar, the text 'Grade A WebSite' is displayed. A message states: 'This software works hard, so you don't have to. Processing can take up to 30 seconds. Thanks for your patience.' Below this message is a form with the label 'URL :', an input field, and a 'Submit' button. An example URL 'ex: www.yourcompany.com' is provided below the input field.

Results:

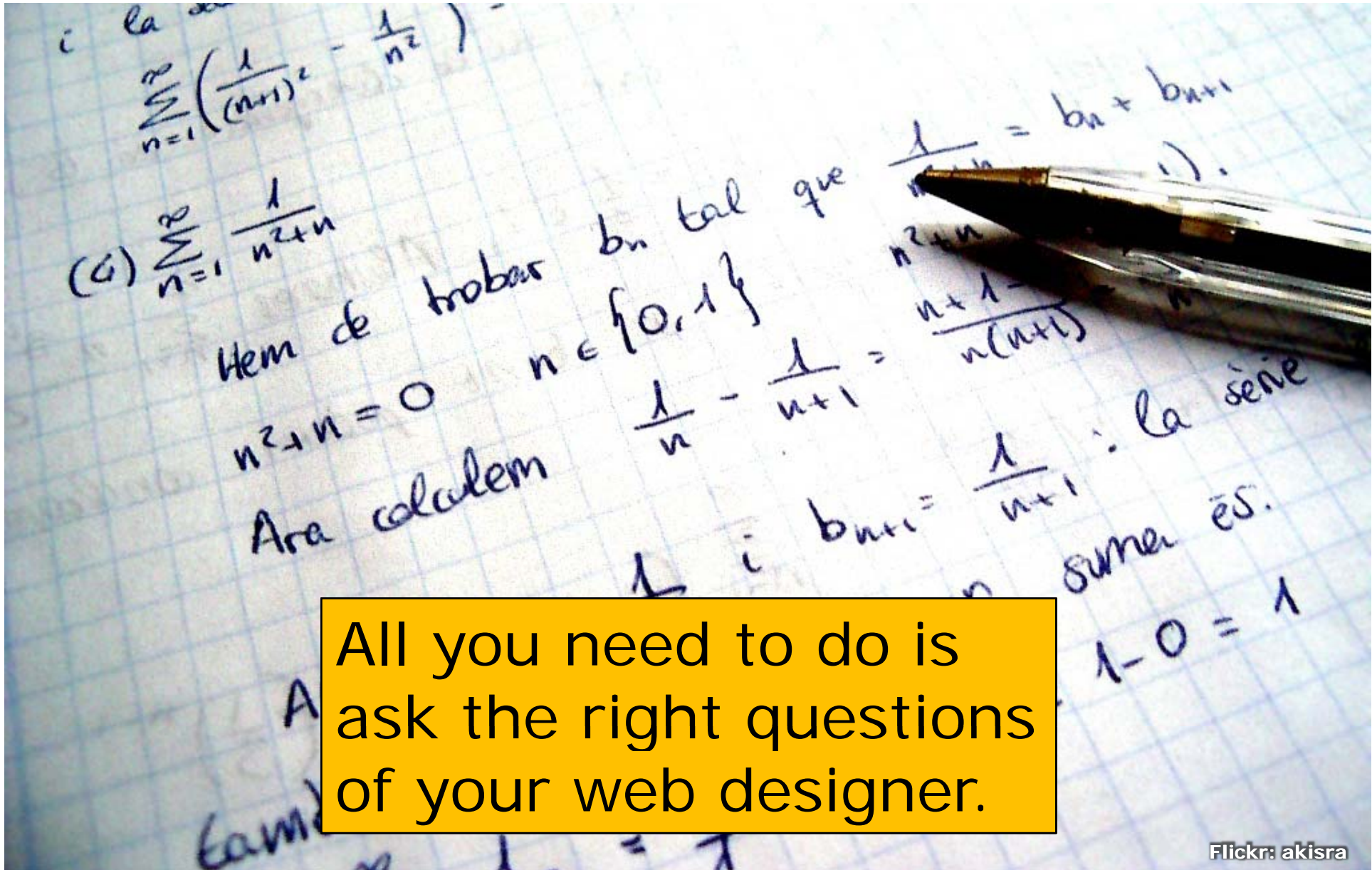
- 40,000 inbound links
- 4,000 Del.icio.us bookmarks
- 850,000 websites graded
- 10,000's of opt-in email addresses

“

**Don't break what
is already working
for you.**

”

Don't Get Scared



All you need to do is ask the right questions of your web designer.

Website Redesign Pitfalls

- Removing valuable content
- Losing value of inbound links
- Losing keyword rankings
- Changing good conversion tools

- **Destroy your assets and you'll get a drop in traffic and leads.**
- **You'll also have wasted time, effort and money.**

Avoid Website Redesign Pitfalls

1. Take an inventory of your website assets.
 1. Content
 2. Links
 3. Keyword rank
 4. Conversion tools
2. Protect your assets during the redesign.

Website Assets = Content

- How many pages do you have?
- How many will be killed?
- Will pages move to a new URL?
- How many new pages will you create?
- What is your most popular content?
- What is your most powerful content?

Understanding Content Assets

Page Grader Detail ^{BETA} : VIEW ALL PAGES
www.hubspot.com/marketing-webinars

8
PAG
6TH

Link Analysis

Links are the most important factor in getting your pages to rank well in the search engines. There are two types of links: **internal links** and **inbound links**. In the search engines eyes, a link to a page on your website is a vote for that page. Each link, whether internal or inbound, will pass a variable amount of authority to that page.

Internal Links

Warning: To improve the performance of this page in search engine rankings, the anchor text of the links below should include the keywords from the rankings section above.

LINK	ANCHOR TEXT	SEO CREDIT	LINK GRADE
<input type="checkbox"/> http://			
<input type="checkbox"/> http://			
<input type="checkbox"/> http://	http://www.hubspot.com/company/internet-marketing-events	Marketing Webinars	✓ --
<input type="checkbox"/> http://	http://www.hubspot.com/internet-marketing-tips	Webinars	✓ --
<input type="checkbox"/> http://	http://www.hubspot.com/internet-marketing-tips/business-blog...	Webinars	✓ --
<input type="checkbox"/> http://	http://www.hubspot.com/internet-marketing-tips/detailed-keyw...	Webinars	✓ --
<input type="checkbox"/> http://	http://www.hubspot.com/internet-marketing-tips/how-blogs-fal...	Webinars	✓ --
<input type="checkbox"/> Explore	http://www.hubspot.com/internet-marketing-tips/improving-sea...	Webinars	✓ --
<input type="checkbox"/> online	http://www.hubspot.com/internet-marketing-tips/lead-conversi...	Webinars	✓ --
<input type="checkbox"/>	http://www.hubspot.com/internet-marketing-tips/link-building	Webinars	✓ --
<input type="checkbox"/>	http://www.hubspot.com/internet-marketing-tips/marketing-lin...	Webinars	✓ --
<input type="checkbox"/>	http://www.hubspot.com/internet-marketing-tips/reverse-the-p...	Webinars	✓ --

20 Keywords for

Website Assets = Links

- How many inbound links do I have?
- What interior web pages have links?
- Where are my links coming from?
- What are my most powerful links?

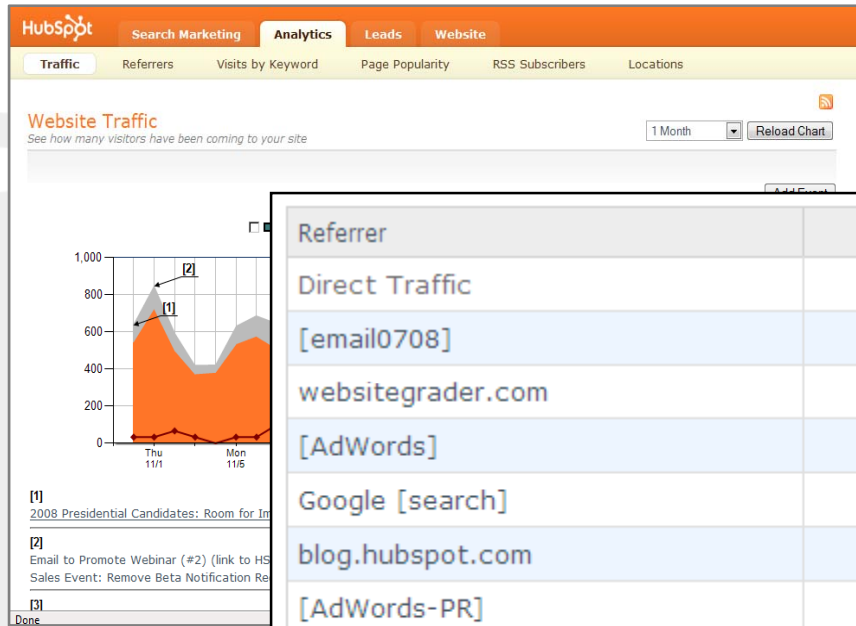
Website Assets = Keyword Rank

- What keywords do I rank for today?
- What keywords do my competitors rank for?
- What keywords should I want to rank for?
- How has my keyword rank changed?

Website Assets = Conversion Tools

- What generates most of my leads?
- What are my best conversion tools?
- How can I increase conversions?

Understanding Conversion Assets



Referrer	Visitors	Leads	Conv. %
Direct Traffic	3,711	930	25.061%
[email0708]	2,858	785	27.467%
websitegrader.com	2,789	675	24.202%
[AdWords]	2,397	285	11.89%
Google [search]	2,246	95	4.23%
blog.hubspot.com	1,751	116	6.625%
[AdWords-PR]	704	65	9.233%
onstartups.com	451	23	5.1%

Protecting Your Assets

- If you change domains, use 301 redirect for each individual page. Not all pages globally.
- Have a permanent redirect (check at <http://Website.Grader.com>)
- Identify all URLs with assets (content, keyword rank, links, conversions) and:
 - Keep this content on the new website
 - 301 Redirect old URL to the new URL **for that page**
 - Maintain SEO / content characteristics

Summary

3 Keys to a Successful Website

- Attract website visitors (blog & SEO)
- Convert visitors to leads (landing pages)
- Produce measurable ROI (leads & sales)

2 Keys to Successful Website Redesign

- Focus on performance more than looks.
- Don't break what's currently working

Thank You!

www.HubSpot.com

Mike Volpe

VP Inbound Marketing
HubSpot

Twitter: **@mvolpe**

