



6 REASONS YOU MIGHT NEED A NEW WEBSITE - **PART 2.**

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CONTINUING WHERE WE LEFT OFF IN PART 1...

THE **THREE** FINAL KEY INDICATORS ARE:

- **DOES IT REPRESENT YOUR
COMPANY OR BRAND?**

- **DIGITAL USABILITY**

- **CALL TO ACTIONS**

4. DOES IT REPRESENT YOUR COMPANY OR BRAND?

- **HAS YOUR BUSINESS GROWN OR EVOLVED OVER THE PAST FEW YEARS?**
- **HAVE YOU ADDED NEW SERVICES?**
- **HAVE YOU HAD TO REPOSITION AS AN IMPACT OF COVID?**
- **IS YOUR TARGET AUDIENCE THE SAME AS IT WAS 3-5 YEARS AGO?**
- **HAVE YOU DIVERSIFIED INTO OTHER SECTORS?**
- **HAVE YOU LAUNCHED ANY SUB BRANDS AS THE BUSINESS HAS EVOLVED?**

IF SO, MOST LIKELY YOUR WEBSITE DOESN'T ACCURATELY REPRESENT YOUR BUSINESS ANYMORE.

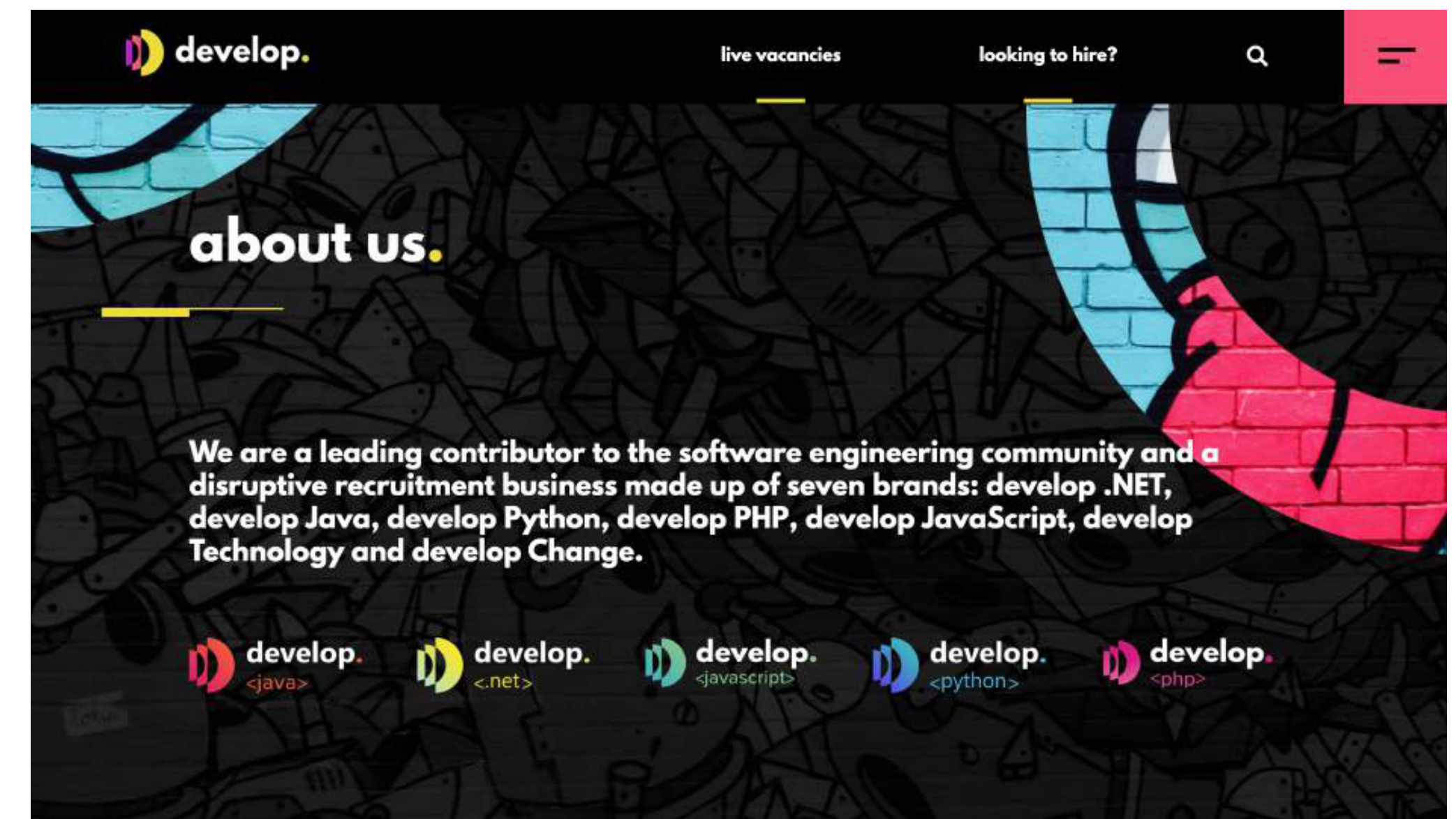
**YOUR WEBSITE SHOULD BE PARALLEL
WITH WHAT YOU ARE TELLING YOUR
CLIENTS.**

**IF IT DOESN'T MATCH, THEN
IT IS TIME FOR A REDESIGN.**



YOUR BRAND IDENTITY REPRESENTS NOT ONLY ALL THAT YOUR COMPANY HAS TO OFFER, BUT THE VALUES THAT IT HOLDS.

YOUR BRAND IDENTITY IS WHAT SEPERATES YOU FROM EVERYONE ELSE AND YOUR WEBSITE IS THE CANVAS.



www.developrec.net

A LOT OF PEOPLE THINK BRAND, BRANDING AND BRAND IDENTITY ARE INTERCHANGEABLE, BUT IT'S IMPORTANT TO KNOW THEY ARE DIFFERENT FROM ONE ANOTHER.

BRAND = THE WAY YOUR COMPANY IS PERCEIVED BY EVERYONE ELSE.

BRANDING = THE MARKETING PRACTICE INVOLVED IN SHAPING A BRAND.

BRAND IDENTITY = THE COLLECTION OF ALL VISUAL AND VERBAL ELEMENTS TO PORTRAY THE PERSONALITY OF THE BUSINESS.



ONE OF THE FIRST PLACES PEOPLE WILL GO TO WHEN THEY ARE LOOKING FOR ANSWERS, OR TO FIND OUT MORE ABOUT A COMPANY IS THE INTERNET.

THAT MAKES IT VITAL THAT YOUR WEBSITE IS THERE TO PORTRAY THE RIGHT MESSAGE.

YOUR WEBSITE NEEDS TO MATCH YOUR BRAND IDENTITY AND VICE VERSA.

SHOUT ABOUT WHO YOU ARE.
SHOUT ABOUT YOUR VALUES.
SHOUT ABOUT WHAT MAKES YOU GREAT.
SHOUT ABOUT WHY YOU'RE DIFFERENT.
SHOUT ABOUT THE IMPACT YOU WANT TO MAKE.
SHOUT ABOUT YOUR PEOPLE.

The Synchro DNA

- We care**
We care about our communities, clients and our squads. People have, and will always be at the heart of everything we do.
- We love individuality**
We embrace differences and keep an open mindset. By encouraging the talent of each individual, we ensure the success of our goals.
- We are as one**
We have a highly functional and supportive team dynamic, in which the Synchro community is grounded in.
- We're strategically creative**
We challenge the norm by thinking differently. We're always learning and aim to keep influencing the future of hiring.
- We're proud**
We're proud of the service we provide, of our way of thinking and the value we add. We're proud to be Synchro.
- We're passionately genuine**
We will always do what we say we will – no exceptions. Attentive listening and accountable actions are non-negotiable.

**IF PEOPLE LIKE WHAT THEY SEE VISUALLY,
WHAT THEY READ ABOUT YOUR COMPANY
AND WHAT YOUR SERVICES CAN DO FOR
THEM IT'S DONE ITS JOB.**

**IF YOU'RE NEW SITE TICKS ALL THE BOXES
OF EACH SECTION RAISED IN THIS GUIDE
AND IS IN TANDEM WITH YOUR BRAND
IDENTITY YOU'VE GOT A WEBSITE
THAT'S LEADING THE LINE.**

5. DIGITAL USABILITY?

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MOBILE DEVICES (SMARTPHONES AND TABLETS) ARE BECOMING THE PRIMARY DEVICE TO SURF THE WEB FOR MANY PEOPLE.

WITH PEOPLE SPENDING MORE AND MORE TIME ON THEIR MOBILE DEVICES, IT IS VITAL THAT YOUR WEBSITE IS MOBILE-FRIENDLY.

ACCORDING TO GOOGLE, NEARLY 75% OF USERS PREFER A MOBILE-FRIENDLY SITE.

A FURTHER, 50% OF PEOPLE SAID THAT EVEN IF THEY LIKE A BUSINESS, THEY WILL USE THEM LESS OFTEN IF THE WEBSITE IS NOT MOBILE-FRIENDLY.

IF YOUR WEBSITE DOESN'T WORK WELL ON MOBILE DEVICES, THEN YOU COULD BE MISSING OUT ON A HUGE OPPORTUNITY FOR BUSINESS.



HERE'S SOME REASONS BEYOND THE STATISTICS THAT EXPLAIN WHY YOUR WEBSITE SHOULD BE MOBILE AND TABLET FRIENDLY:

DEVICE-FRIENDLY WEBSITES HAVE HIGHER PAGE VIEWS PER VISIT.

IF YOUR WEBSITE DISPLAYS BEAUTIFULLY ON SMALLER DEVICES WITHOUT A NEED TO ZOOM, LOADS FAST AND HAS A CONVENIENT NAVIGATION FOR MOBILE AND TABLET THEN VISITORS WILL OBVIOUSLY BE ENCOURAGED TO SPEND MORE TIME ON IT.

NATURALLY THEY'LL MOVE FROM PAGE TO PAGE, LEARN MORE ABOUT YOUR BUSINESS AND GIVE YOU MORE OF A CHANCE TO GENERATE A LEAD FROM THEIR VISIT.

DEVICE FRIENDLINESS CONTRIBUTES TO CUSTOMER LOYALTY.

IF CANDIDATES HAVE A POSITIVE EXPERIENCE USING YOUR JOB BOARD VIA THEIR MOBILE DEVICE PER SAY, THEN THEY'LL KEEP COMING BACK TO USE YOU AGAIN AND AGAIN, AND RECOMMEND YOU TO THEIR PEERS TOO.

THIS GOES BOTH WAYS. YOU CAN HAVE A GREAT WEBSITE ON A DESKTOP COMPUTER, BUT IF THE VISITOR HAS ONLY USED YOUR WEBSITE ON ANOTHER DEVICE AND IT'S NOT OPTIMIZED FOR THEM VERY WELL, THE VISITOR MAY WELL HIGHLIGHT TO OTHERS YOUR WEBSITE ISN'T FIT FOR PURPOSE WITHOUT REFERENCING WHICH DEVICE THEY WERE USING.



MOBILE-FRIENDLY WEBSITES ARE HIGHLY EVALUATED BY SEARCH ENGINES.

SEARCH ENGINES USED TO SHOW DIFFERENT RESULTS FOR MOBILE SEARCH AND SEARCHES MADE VIA DESKTOP. IN NOVEMBER 2016 GOOGLE DECIDED TO PROVIDE ONE MOBILE-FIRST INDEX FOR BOTH DESKTOP AND MOBILE SEARCH.

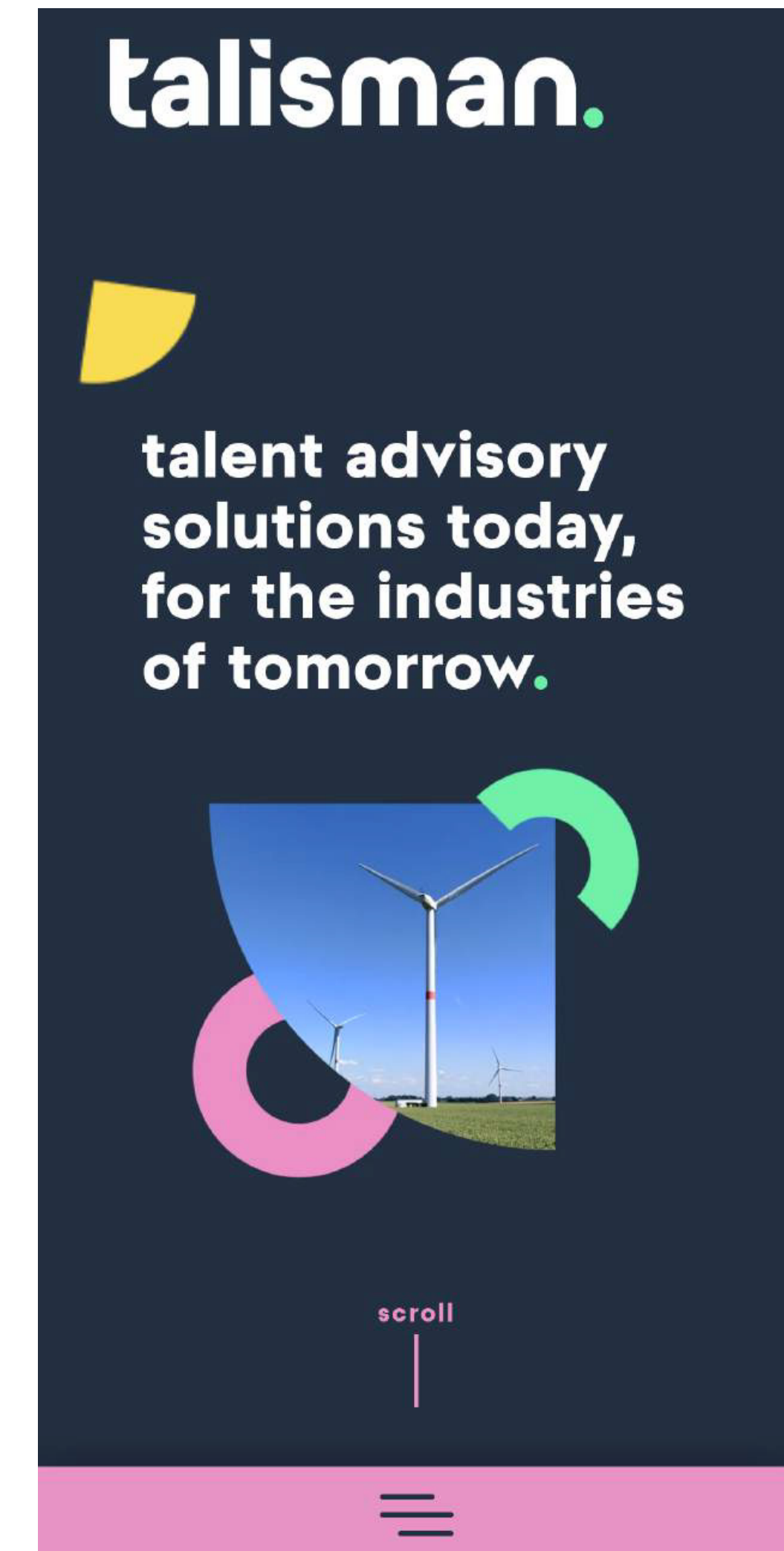
THIS MEANS THAT IF YOUR WEBSITE ISN'T MOBILE FRIENDLY THEN DON'T EXPECT TO BE RANKED HIGHLY EVEN FOR DESKTOP SEARCH RESULTS.



DEVICE-FRIENDLY WEBSITES ATTRACT MORE USERS.

**AS MOBILE DEVICES HAVE SMALLER SCREENS THAN
DESKTOP COMPUTERS, YOUR WEBSITE SHOULD BE
ABLE TO ADAPT EASILY TO SCREEN SIZES.**

**USERS USING ALTERNATIVE DEVICES DON'T WANT
TO SCROLL HORIZONTALLY OR ZOOM TO USE OR
VIEW YOUR CONTENT.**



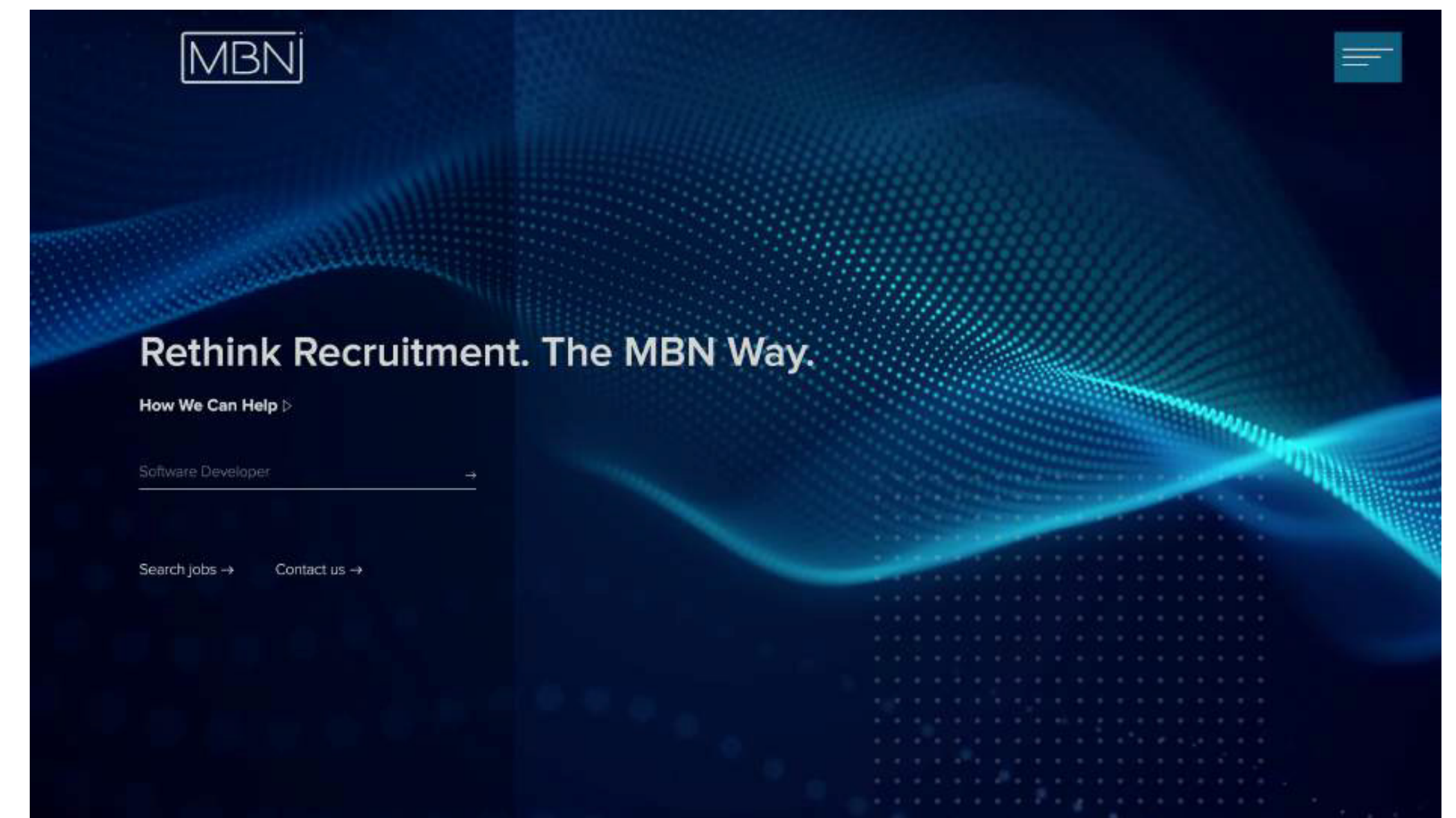
www.talismanap.com

6. CALL TO ACTION? LEADS LEADS LEADS.

**AN EFFECTIVE CALL TO ACTION
(CTA) RESULTS IN MORE LEADS
AND CONVERSIONS FOR YOUR
WEBSITE.**

A CALL TO ACTION IS WHEN YOU ASK A WEBSITE VISITOR TO PERFORM A SPECIFIC ACTION.

THAT SPECIFIC ACTION MIGHT BE TO MAKE A REQUEST FOR MORE INFORMATION OR A DEMO, SUBSCRIBE TO YOUR EMAIL MARKETING, REGISTER FOR AN EVENT OR MAKE A REQUEST.



www.mbnsolutions.com

WHATEVER ACTION YOU WANT YOUR VISITORS TO TAKE, YOU NEED TO MAKE IT SPECIFICALLY CLEAR ON YOUR WEBSITE USING GRAPHICS, BUTTONS, BANNERS OR LINKS.

ALMOST EVERY PAGE OF YOUR WEBSITE SHOULD HAVE A CLEAR CALL TO ACTION TO INSPIRE...

ACTION.

WHY IS A CALL TO ACTION IMPORTANT?

THE CALL TO ACTION IS A KEY ELEMENT ON A WEBPAGE, ACTING AS A SIGNPOST THAT LETS THE USER KNOW WHAT TO DO NEXT.

A CALL TO ACTION MAKES IT CLEAR TO POTENTIAL CLIENTS OR CANDIDATES WHICH ACTION TO TAKE NEXT AND HELPS REMOVE FRICTION IN MOVING THE USER DOWN THE SALES FUNNEL.

CREATING COMPELLING CALLS TO ACTION CAN COME BY THE MEANS OF:

GOOD DESIGN.

THE BEST CALLS TO ACTION NEED TO GRAB THE USERS ATTENTION VISUALLY, MAYBE A BRIGHT BUTTON COLOUR THAT CONTRASTS WITH THE COLOUR OF THE PAGE.

HIGH VISIBILITY.

BECAUSE THE CALL TO ACTION SHOULD BE THE MOST NOTICEABLE THING ON THE PAGE, THE SIZE SHOULD BE LARGE ENOUGH TO COMMAND ATTENTION WITHOUT DOMINATING THE PAGE.

CLEAR BENEFIT.

STATING A CLEAR BENEFIT THAT THE USER WILL GET FROM ENGAGING IS AN EFFECTIVE WAY TO SECURE A CLICK.

ACTIONABLE COPY.

THEY ARE DESIGNED TO COMPEL THE USER TO TAKE ACTION SO AN EFFECTIVE CALL TO ACTION SHOULD USE WORDS LIKE "DISCOVER", "LEARN MORE" OR "FREE".

SHORT IN LENGTH.

IT SHOULD BE A SHORT PHRASE, NOT A SENTENCE. MOST ARE BETWEEN 3-7 WORDS.

CREATING URGENCY.

USERS ARE EASILY SWEEPED ALONG IN A WEBPAGE OR SEARCH SO A STRONG SENSE OF URGENCY LIKE A LIMITED TIME OFFER CAN HELP COMPEL USERS TO TAKE ACTION ON THE SPOT RATHER THAN COMING BACK TO IT (AND PROBABLY FORGETTING).

The screenshot shows a contact form on a website with a green background. The form has a heading "let's u," followed by the text "We've told you about us, now we want to hear about you!". There are three input fields for "Name *", "Email *", and "Phone *", and a larger "Message *" field. A "submit" button is located at the bottom right of the form. Below the form is a dark footer with the company logo, contact information, address, and a "have a look around" section with links to "Who We Are", "The Team", "Talent Solutions", "Community", "Case Studies", "Contact Us", "Join Our Team", and "Live Jobs". There is also a "Google Reviews" badge.

www.cititec.com

IF YOU'RE READING THIS GUIDE THINKING YOU MIGHT BE FALLING A LITTLE BIT BEHIND BASED ON WHAT YOU'VE READ, THEN CHANCES ARE YOUR GUT FEELING IS PROBABLY RIGHT.

FAR ENOUGH BEHIND TO INSTIGATE ACTION? MAYBE NOT.

EITHER WAY THE **BOLD TEAM ARE RIGHT HERE TO GIVE FREE CONSULTATIONS AND AUDITS FOR THOSE IN TWO MINDS.**





**KEEP AN EYE OUT FOR MORE VALUE
PDF'S OVER THE COMING MONTHS.**

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