



Ciara Boylan
Digital Marketing Manager
MiTSO Marketing

Charlotte O'Neill
Brand Communications Manager
MiTSO Marketing





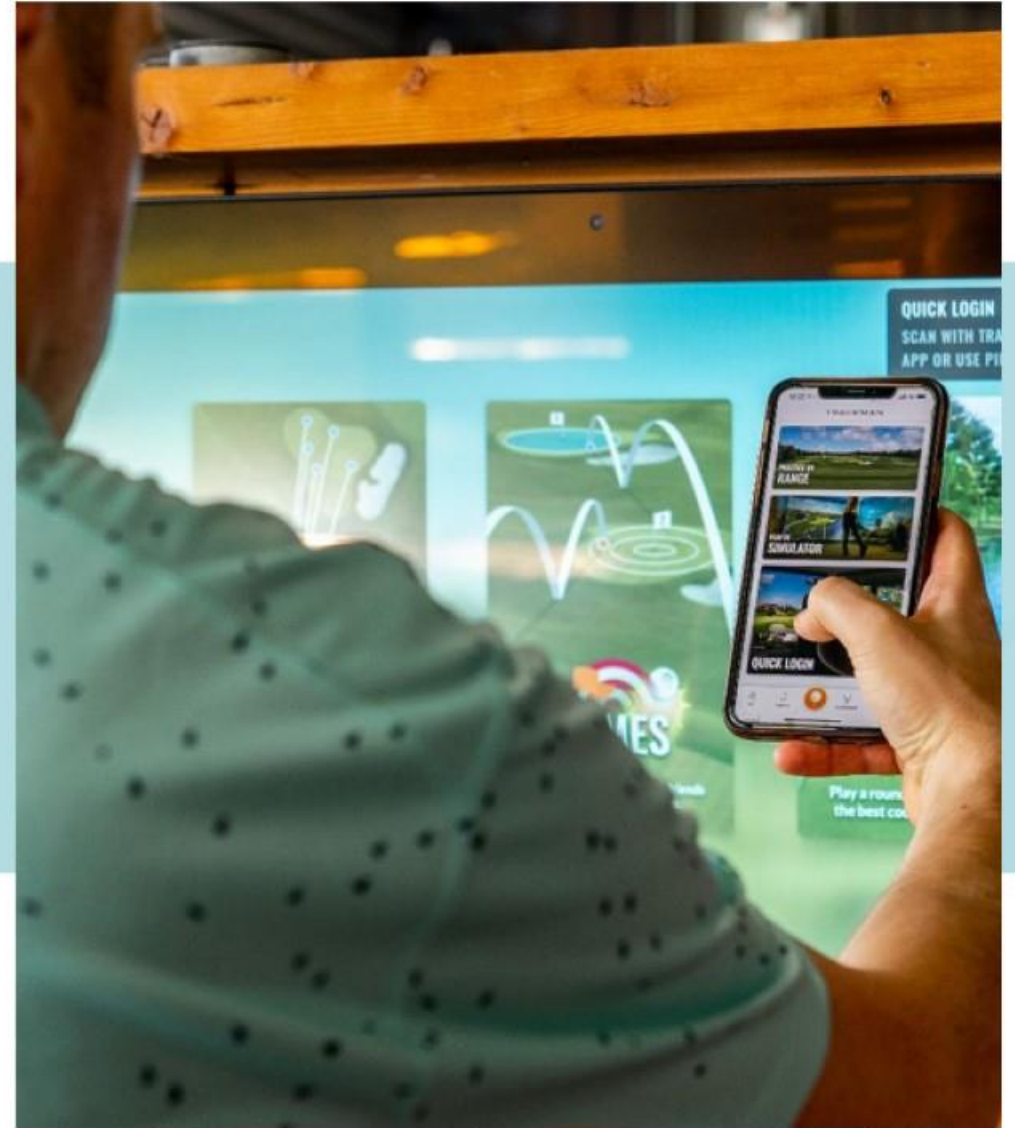
How To Optimise Your Website in 2022

We are a creative collective of
brand and **digital** communicators



Digital Transformation

To make your website truly work for your business now and in the future, it's crucial to understand **where the website sits as a part of your overall growth plans** and ensure that you're taking your audience on the journey that you need them to go on.





Digital Transformation

- Better customer experience
- Positive impact on revenue
- Promotion of digital culture
- Data collection/analysis
- Competitive advantage

2022 TRENDS



53% of users will abandon a page that takes more than three seconds to load

- Simple user navigation
- Playfulness
- Fewer images in heroes
- Focus on style and content
- Large typography



PLANNING



Customers



Content

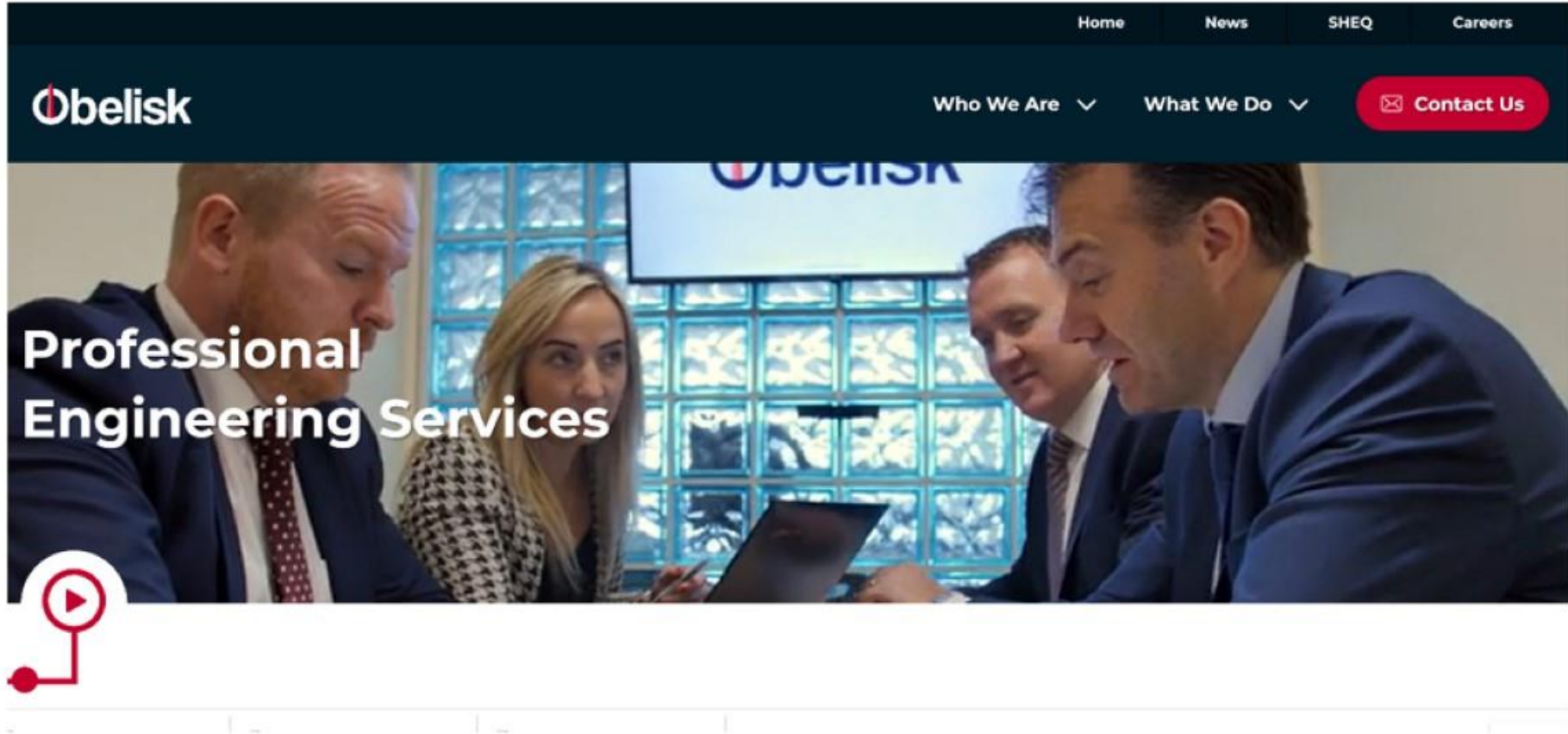


Control



CUSTOMERS

Give your customers what they want...



CUSTOMERS

“In every environment of human endeavour we have surveyed, there are a small set of things that really matter to people and a large set of stuff that doesn't matter so much.”

Gerry McGovern





- Brand Identity
- Key Messages
- Copy (inc. product and transactional)
- Assets

Keyword Research

- SEMRush
- Google Keyword
- Buzzsomo
- Answer The Public

Develop Clusters

Style

Industry & Brand
Aligned

Customer focused

Write for humans

Write as if you were speaking. Short form is great. Long form can be just as effective, if it's engaging

Iterate

Test and refine your copy, engage your team

Copywriting





SEO Best Practice

- Page Titles & Meta Descriptions
 - Use headings and sections
 - Include CTAs
 - Semantic search
 - Image Alt Tags & Descriptions
 - Mobile Friendly!
 - Links
 - **Expertise, Authoritativeness, and Trustworthiness**
-
- [Backlinko Guide](#)



Page Load Speed

- Use [Google Page Speed Insights](#)
- Mobile first
- Compress images
- Use browser caching
- Use CDN
- Reduce redirects
- Minify CSS, JavaScript, and HTML

- [Backlinko Guide](#)

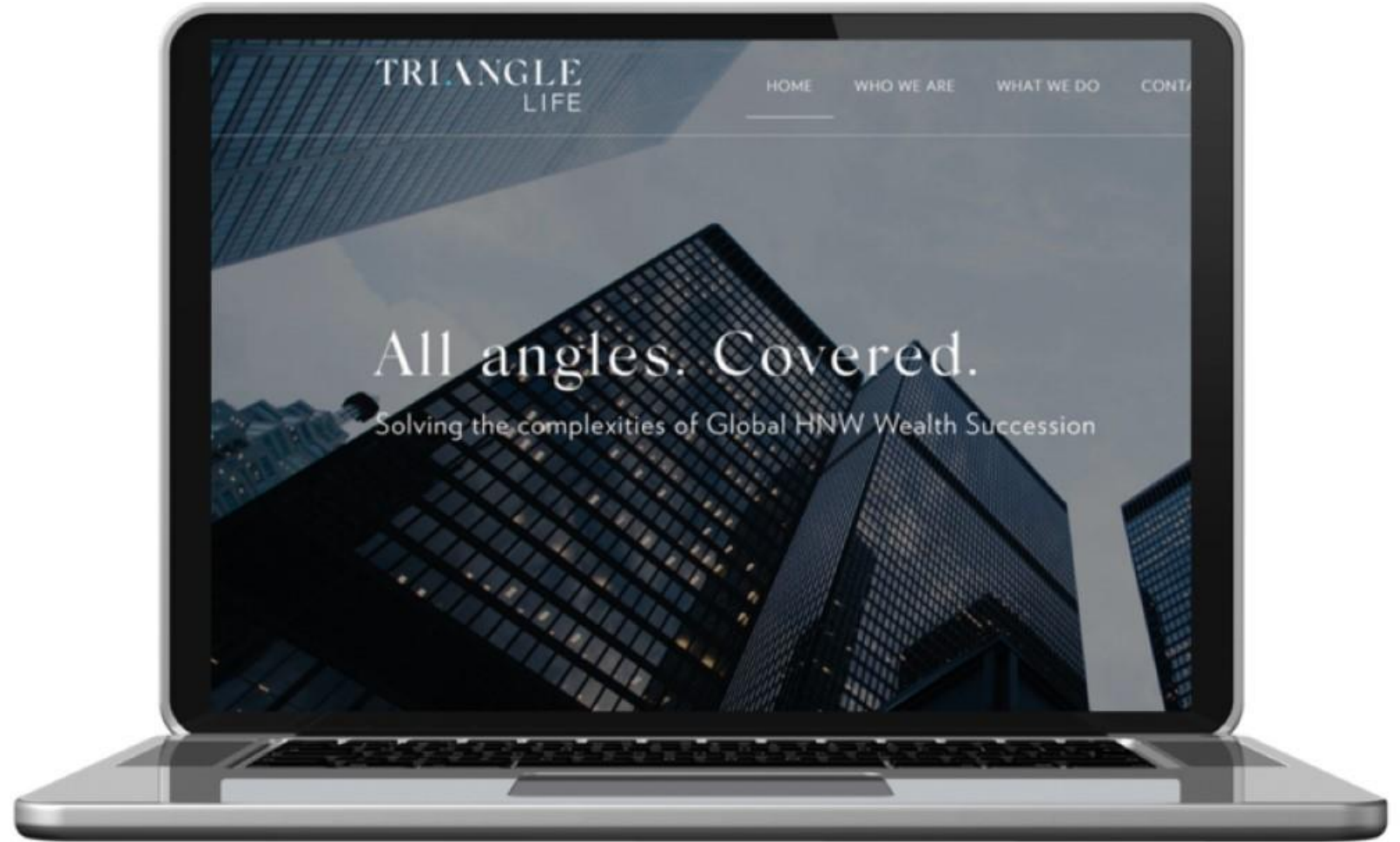
CONTENT

High impact
imagery will
make or break
your site...



CONTENT

- JPEG or PNG
- Next gen formats
- Progressive loading
- Compression
- Caching
- Balance between quality and file size



CONTENT

Video will represent
82% of all online
traffic in 2022.

(Cisco)

B2B Recommendations

- Showcase your work
- Engaging imagery
- Video is HUGE
- Downloadable content
- Industry expert
- Don't hide
- Busy people need fast loading content



CONTROL

Control your site
securely and efficiently

Futureproofing

- Domain and hosting
- Dedicated server
- CMS Platform
- Payment Gateway (Smart Pay NI)
- Annual plugin updates
- Monthly monitoring

- Accessibility
- SSL Certificate
- GDPR Compliance
- Recaptcha
- Separate login for staff



WEBSITE DESIGN

Wireframing

Develop initial designs via drawn sketches or using tools such as;

- Mockflow
- InVision
- Miro
- Figma



USER NAVIGATION

Up to 55% of users will leave your site due to poor navigation

- Mobile First!
- Limit top menu
- Use visual cues
- Use CTAs
- Split Categories
- Sticky Bar
- Footer
- Search Bar
- [Submit your Sitemap to Google](#)





Pure Coconut Oil

\$28.00

★★★★★ 8 Reviews

100% raw, unrefined, organic & cruelty-free. 200 ML/6.76 oz

This is a jar of pure magic: a beauty grade Coconut Oil created specifically for your hair and skin. Say goodbye to bringing that clunky jar of Coconut cooking Oil to the bathroom.

Using our special cold-pressed and centrifuge extraction method, this Coconut Oil is exceptionally pure, highly moisturizing, non-greasy, and will absorb quickly into your hair and skin—leaving it nourished, healthy, and radiantly smooth.

Quantity 1 :

ADD TO CART

Ingredients +

Watch Video +

Benefits & How To Use +

Why Love Hair Coconut Oil +



USER EXPERIENCE

- Checkout as guest
- Delivery transparency (include C&C)
- Email marketing signup
- Delivery; flat fee or weighted, offer tracked delivery
- Min order value
- FREE Delivery if you spend X more



LEAD GENERATION

Get in touch

Interested In talking to us about how our software might support your own business? Please get In touch.

GET IN TOUCH

Is Your Business Cyber Secure?

Recognising cyber threats and being able to protect your organisation from online attacks is more important now than ever. We can help – simply enter your email address to download our Cyber Security checklist to ensure your business is Cyber Secure today.

Enter your name

Full name

Enter your email

Email

- I would like you to send me a copy of your cyber security essentials checklist and details on any relevant services you feel may be helpful to my business

Get your checklist



CUSTOMER LIFECYCLE

- Refer a friend
- Auto-populated details
- Re-order easily
- Exclusive or first access to discounts
- Email Marketing is great for both B2B and B2C
- Use Klaviyo or Mailchimp to send Welcome emails, Birthday discounts, SMS etc
- Discount codes





MONITOR YOUR SUCCESS

- Use Google Analytics to monitor customer behaviour and conversion rates.
- Use Platform analytics for deeper insights.
- Customise reports (e.g. NI filter) and combine into full monthly digital reports.



Google Analytics

Ecommerce
Tracking via Google
Tag Manager
Goal Conversions

Social Advertising

Pixel
Domain Verification
Commerce Account
Events Manager

Website Conversion

Heatmaps
Surveys
VOC

Traffic Sources

What is working for
your business?

Monitoring Methods





THANK YOU

Any questions?

mitsomarketing.com
hello@mitsomarketing.com
02830848649