Traffic Source

Thank You Page

Google

Thank You Page

Google   **Homepage**   **Service Page**   **Call to Action**   **Contact Page**   **Thank You Page**
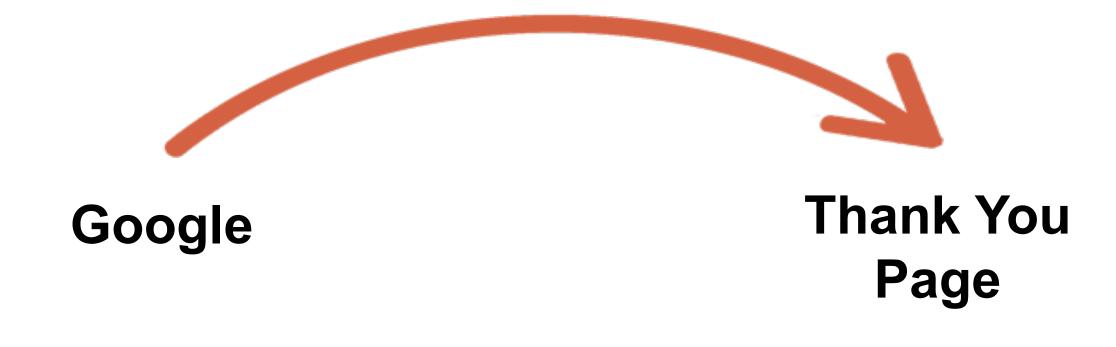
Google   Homepage   Service Page   Call to Action   Contact Page   Thank You Page

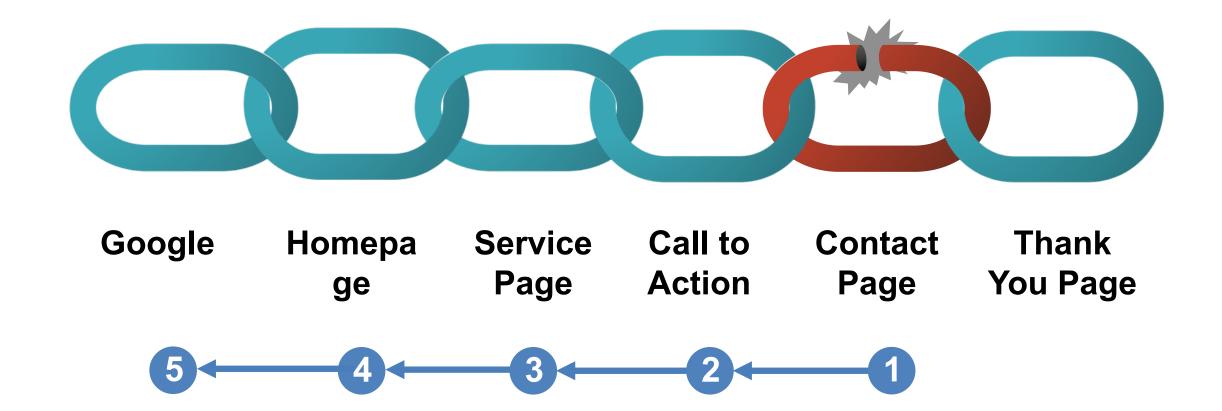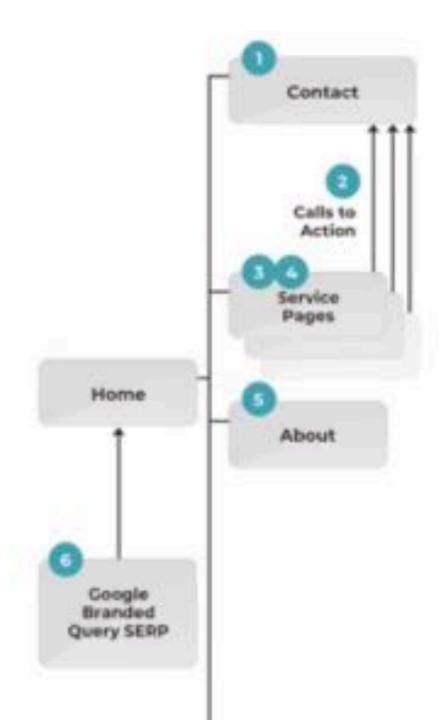Google   Homepage   Service Page   Call to Action   Contact Page   Thank You Page

5 ← 4 ← 3 ← 2 ← 1

Contact

Calls to Action

Service Pages

Home

About

Google Branded Query SERP

1. **Contact Page**
   Add evidence, remove friction

2. **Calls to Action**
   Use specific, descriptive labels

3. **Search Optimized Site Structure**
   A detailed page for every target keyphrase

4. **Service Pages**
   Answer questions, address objections

5. **About**
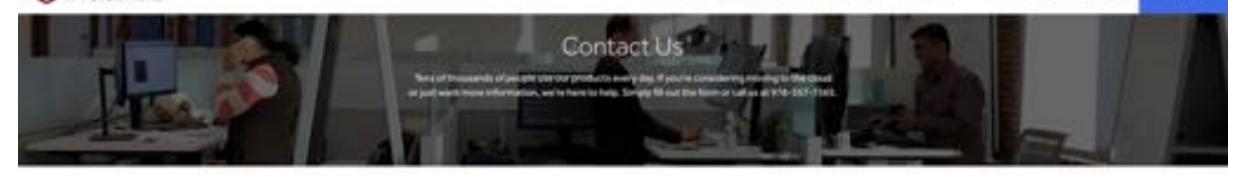   The stories, the values, the people

6. **Branded Query SERP**
   The first page in their experience

1. Contact Page
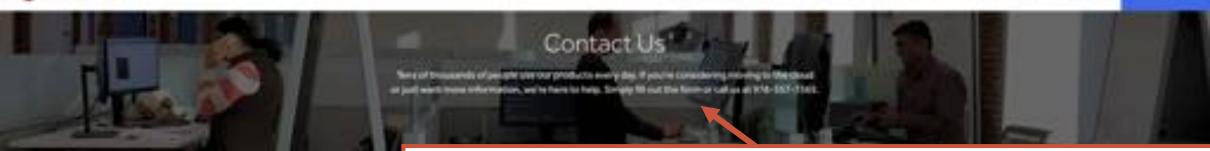
Add evidence, remove friction

Contact Us

Tens of thousands of people use our products every day. If you're considering moving to the cloud or just want more information, we're here to help. Simply fill out the form or call us at 978-557-7163.

Tell us about yourself and how we can help.

Name*

Email*

Phone Number

Company*

Job Title

What can we do for you?

☐ Schedule a demo

☐ Learn more about Blacksmith products

☐ Other

Anything Else We Need to Know?
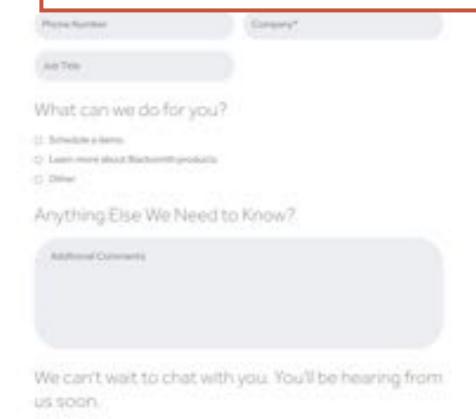
Additional Comments

We can't wait to chat with you. You'll be hearing from us soon.

Tens of thousands of people use our products every day. If you're considering moving to the cloud, we're here to help.

You're about to learn how **20,000+ CPG pros manage $10B in trade spend**.
Just share a bit about yourself and
we'll be in touch within 24 hours.

BEFORE

AFTER

Tens of thousands of people → 20,000+ CPG pros

BEFORE

AFTER

Tens of thousands of people → 20,000+ CPG pros

use our products every day. → manage $10B in trade spend.

BEFORE

Tens of thousands of people

use our products every day.

We can't wait to chat with you.

AFTER

20,000+ CPG pros

manage $10B in trade spend.

Shelley Fow

Measure & Optimize

Home

Customization

REPORTS

Realtime

Audience

Acquisition

Behavior

Conversions
- **Goals**
  - Overview
  - Goal URLs
  - Reverse Goal Path
  - Funnel Visualization
  - Goal Flow
- Ecommerce
- Multi-Channel Funnels

Attribution BETA

Contact Lead (Goal 1 Conversion Rate) ▾   Day | Week | Month

● Contact Lead (Goal 1 Conversion Rate)

Contact Lead

This Goal was completed in 67 sessions | 9.07% funnel conversion rate

	Contact Us Page	
	739	
739 ▶		▶ **672**

/	233
(entrance)	164
/analytics-optimization/	41
/blog/where-to-guest-blog/	25
/about/	24

67 (9.07%)
proceeded to Contact Lead

(exit)	367
/	57
/contact/	51
/about/	31
/contact/is-orbit-a-fit-for-you/	25

	Contact Lead	
	67	
0 ▶	9.07% funnel conversion rate	

Percentage of people who went from the contact page to the thank you page

Try searching "how to activate Google signals"

Path explorati...

All Users

Number of people who went from the contact page to the thank you page

Hierarchy of data quality

Data quality

Opinion / Preference ———————— "I like it when..."
internal single point of view

Change of positive impact

Hierarchy of data quality

Hierarchy of data quality

Data quality ↑

Marketing Analytics
"What has worked for us..."
your own recent data

Industry Best Practices
"What experts say works..."
general industry advice

Opinion / Preference
"I like it when..."
internal single point of view

Change of positive impact →

Hierarchy of data quality

Data quality (vertical axis)

Change of positive impact (horizontal axis)

A/B Testing — "Which works better now..." target audience, in context

Marketing Analytics — "What has worked for us..." your own recent data

Industry Best Practices — "What experts say works..." general industry advice

Opinion / Preference — "I like it when..." internal single point of view

2. Calls to Action

Use specific, descriptive labels

BENEFITS

COSTS

VISITOR

GOAL

RETURN **INVESTMENT**

Do this thing »

Do this thing »

Do this valuable thing »

Do this thing »

Do this valuable thing »

Do this easy thing »

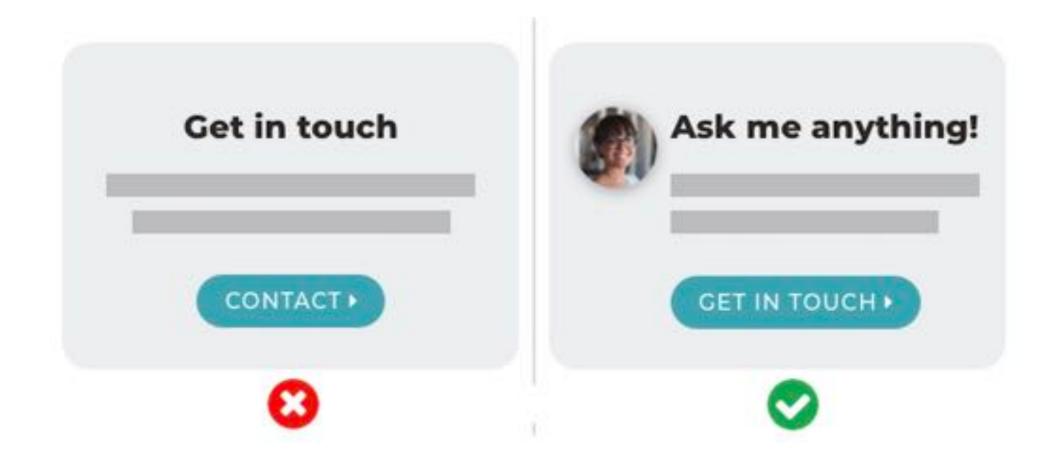Contact Us

Check Availability and Waitlist

Contact Us

Check Availability and Waitlist

Schedule a time to chat with an associate

Contact Us
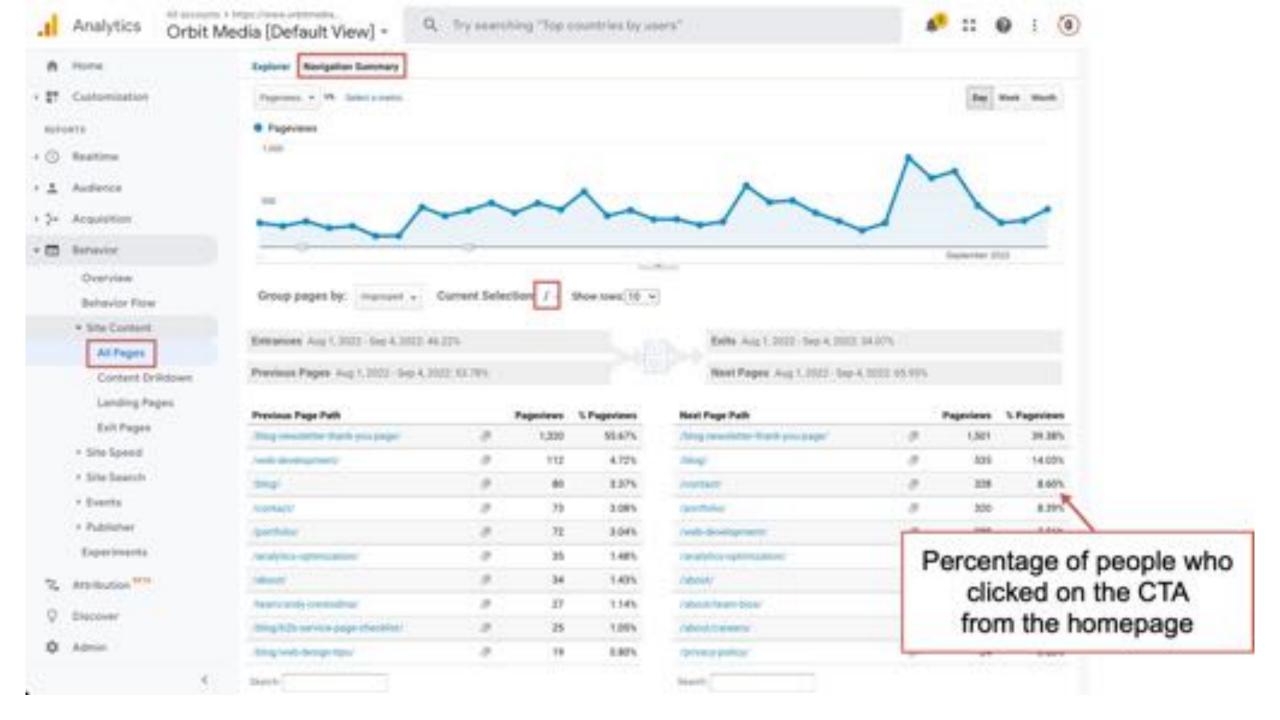
Check Availability and Waitlist

Schedule a time to chat with an associate

Usually, we can find a time within 24 hours

Get in touch

CONTACT ▸

❌

Ask me anything!

GET IN TOUCH ▸

✅

Measure & Optimize

Percentage of people who clicked on the CTA from the homepage

3. Search Optimized Site Structure

A detailed page for every target phrase
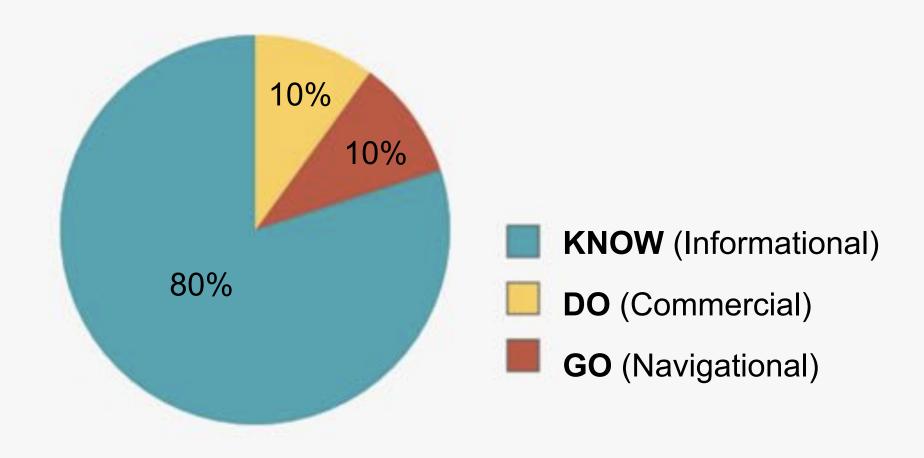
The Services Page

Type of keyphrase	Searcher's intent
KNOW (Informational)	Looking for answers Wants to do it themselves
DO (Commercial)	Has a product/service in mind Considering options
GO (Navigational / Branded)	Looking up a company Wants to get to a website

problem aware

solution aware

brand aware

| Type of keyphrase	Searcher's intent
KNOW (Informational)	Looking for answers Wants to do it themselves *"Can a microscope see cells?"*
DO (Commercial)	Has a product/service in mind Considering options *"microscope repair Chicago"*
GO (Navigational / Branded)	Looking up a company Wants to get to a website *"SciencePlus"*

The three types of search intent

KNOW (Informational)

DO (Commercial)

GO (Navigational)

80%

10%

10%
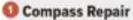
source: Bernard Jansen, et al

#contentjam

Home
Home page template
kp: "navigation tools for seafarers"

PRIMARY NAVIGATION

1 **Compass Repair**
2 standard interior
3 kp: "compass repair services"
4 VIDEO

Chronometers
standard interior
kp: "boat chronometers"

Maps and Charts
standard interior
kp: "nautical maps and charts"

Contact
standard interior

FORM

Box & Gimble
standard interior

Nautical Maps
standard interior
kp: "nautical maps for navigation"

Thank You ★
standard interior

6

5
SECONDARY NAVIGATION

About
standard interior
VIDEO

Team
team landing

Careers
standard interior
VIDEO

Blog
blog landing

Team Bio
team bio

Open Jobs
Recruiting platform

Blog Article
article detail

12
BLOG TOPICS/KEYPHRASES
• "Where to bury your treasure"
• "Compass maintenance tips"
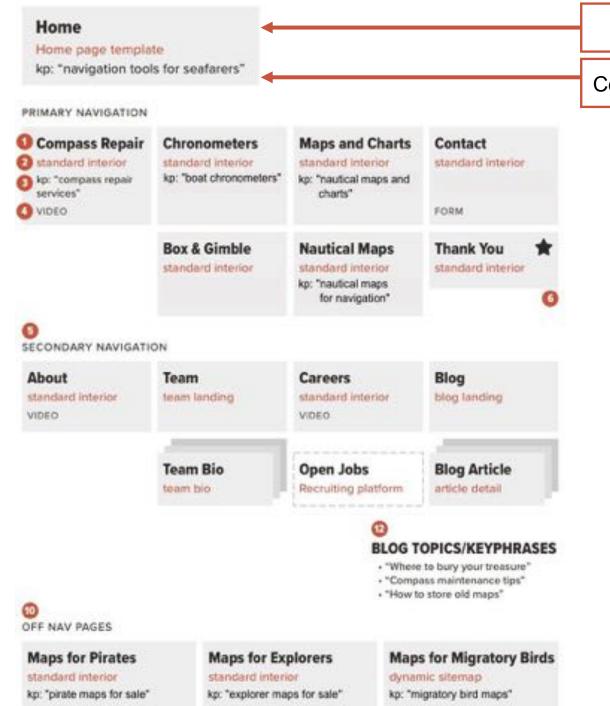• "How to store old maps"

10
OFF NAV PAGES

Maps for Pirates
standard interior
kp: "pirate maps for sale"

Maps for Explorers
standard interior
kp: "explorer maps for sale"

Maps for Migratory Birds
dynamic sitemap
kp: "migratory bird maps"

Home
Home page template
kp: "navigation tools for seafarers"

PRIMARY NAVIGATION

1 **Compass Repair**
2 standard interior
3 kp: "compass repair services"
4 VIDEO

Chronometers
standard interior
kp: "boat chronometers"

Maps and Charts
standard interior
kp: "nautical maps and charts"

Contact
standard interior

FORM

Box & Gimble
standard interior

Nautical Maps
standard interior
kp: "nautical maps for navigation"

Thank You ★
standard interior

6

5
SECONDARY NAVIGATION

About
standard interior
VIDEO

Team
team landing

Careers
standard interior
VIDEO

Blog
blog landing

Team Bio
team bio

Open Jobs
Recruiting platform

Blog Article
article detail

12
BLOG TOPICS/KEYPHRASES
• "Where to bury your treasure"
• "Compass maintenance tips"
• "How to store old maps"

10
OFF NAV PAGES

Maps for Pirates
standard interior
kp: "pirate maps for sale"

Maps for Explorers
standard interior
kp: "explorer maps for sale"
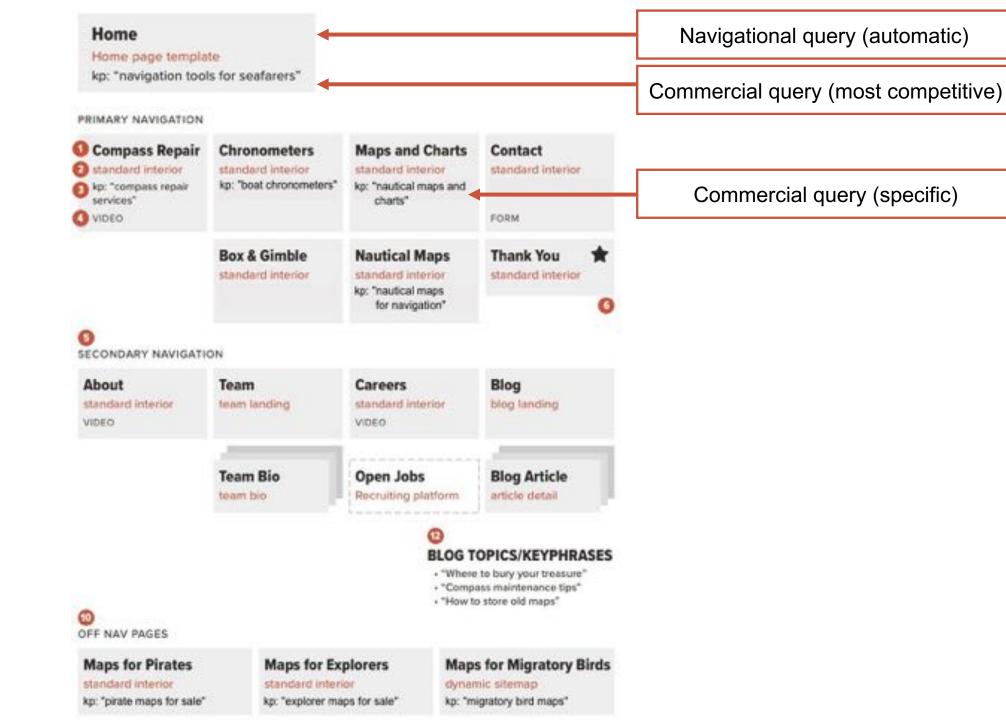
Maps for Migratory Birds
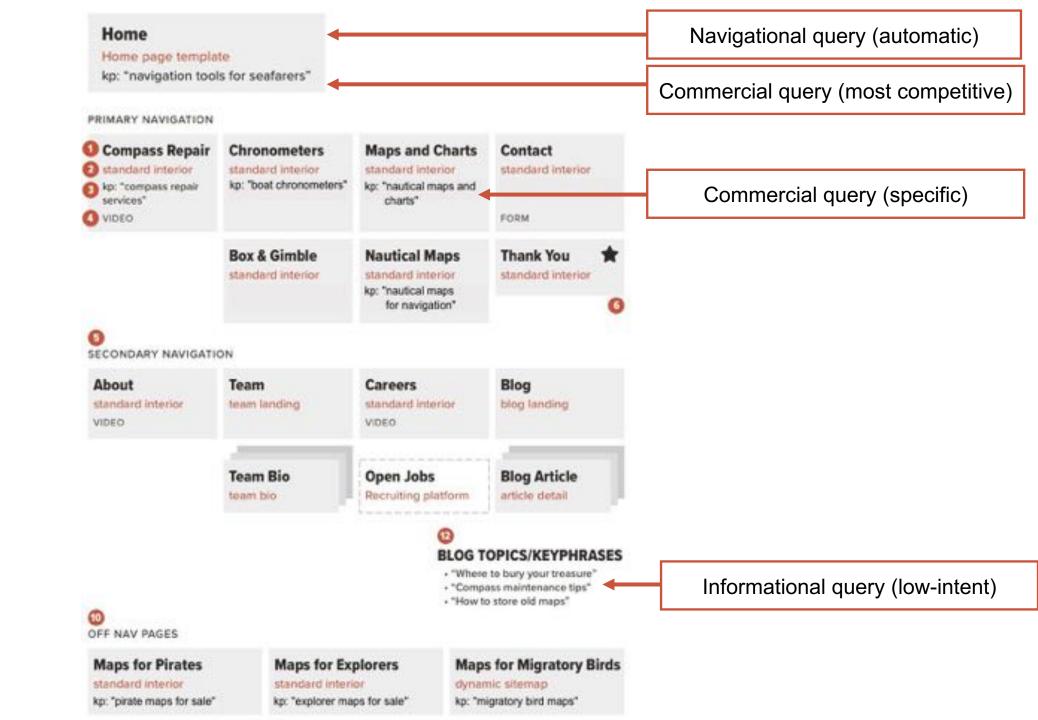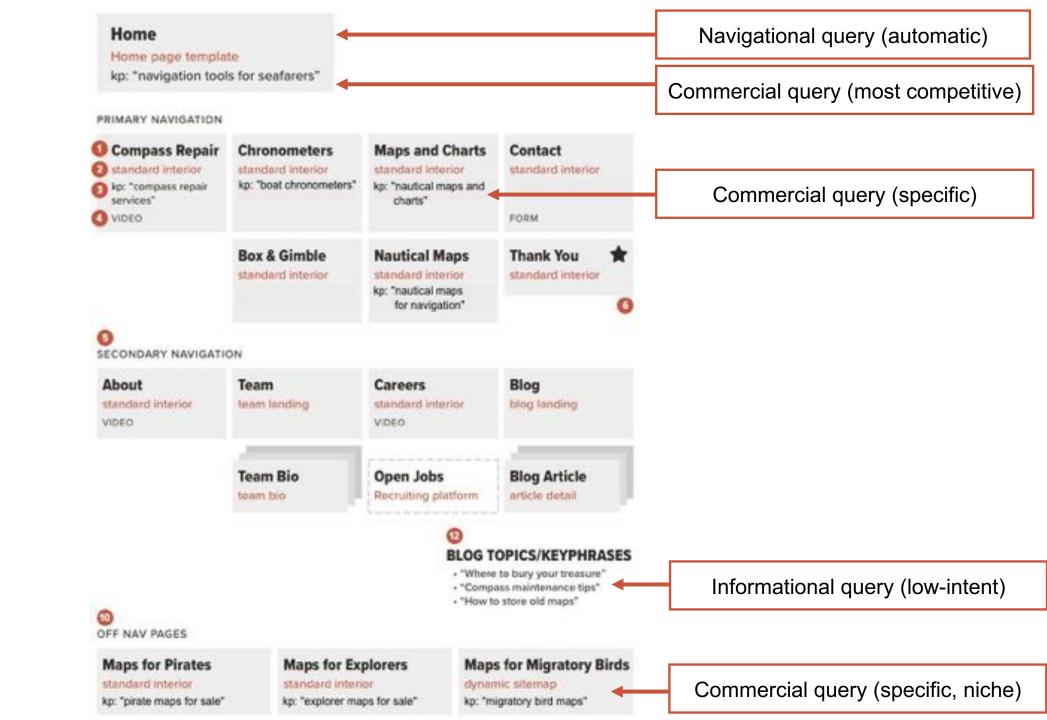dynamic sitemap
kp: "migratory bird maps"

Home
Home page template
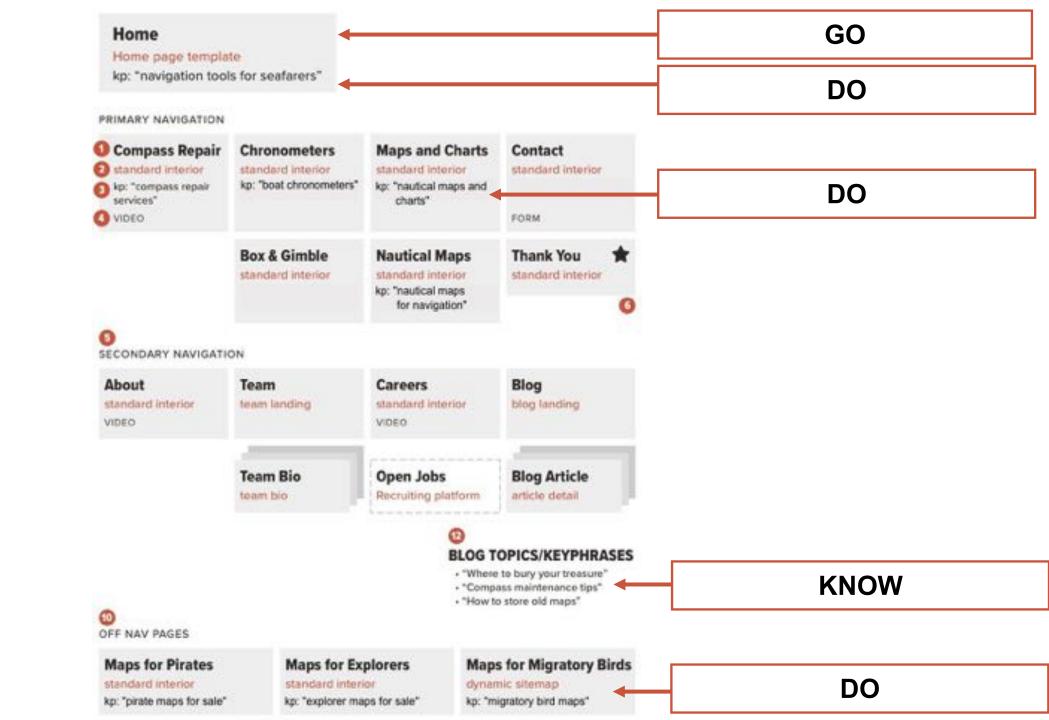kp: "navigation tools for seafarers"

Navigational query (automatic)

Commercial query (most competitive)

PRIMARY NAVIGATION

① Compass Repair
② standard interior
③ kp: "compass repair services"
④ VIDEO

Chronometers
standard interior
kp: "boat chronometers"

Maps and Charts
standard interior
kp: "nautical maps and charts"

Contact
standard interior

FORM

Box & Gimble
standard interior

Nautical Maps
standard interior
kp: "nautical maps for navigation"

Thank You ★
standard interior

⑥

⑤
SECONDARY NAVIGATION

About
standard interior
VIDEO

Team
team landing

Careers
standard interior
VIDEO

Blog
blog landing

Team Bio
team bio

Open Jobs
Recruiting platform

Blog Article
article detail

⑫
BLOG TOPICS/KEYPHRASES
• "Where to bury your treasure"
• "Compass maintenance tips"
• "How to store old maps"

⑩
OFF NAV PAGES

Maps for Pirates
standard interior
kp: "pirate maps for sale"

Maps for Explorers
standard interior
kp: "explorer maps for sale"

Maps for Migratory Birds
dynamic sitemap
kp: "migratory bird maps"

Home
Home page template
kp: "navigation tools for seafarers"

Navigational query (automatic)

Commercial query (most competitive)

PRIMARY NAVIGATION

① Compass Repair
② standard interior
③ kp: "compass repair services"
④ VIDEO

Chronometers
standard interior
kp: "boat chronometers"

Maps and Charts
standard interior
kp: "nautical maps and charts"

Contact
standard interior

FORM

Commercial query (specific)

Box & Gimble
standard interior

Nautical Maps
standard interior
kp: "nautical maps for navigation"

Thank You ★
standard interior

⑥

⑤
SECONDARY NAVIGATION

About
standard interior
VIDEO

Team
team landing

Careers
standard interior
VIDEO

Blog
blog landing

Team Bio
team bio

Open Jobs
Recruiting platform

Blog Article
article detail

⑫
BLOG TOPICS/KEYPHRASES
• "Where to bury your treasure"
• "Compass maintenance tips"
• "How to store old maps"

⑩
OFF NAV PAGES

Maps for Pirates
standard interior
kp: "pirate maps for sale"

Maps for Explorers
standard interior
kp: "explorer maps for sale"

Maps for Migratory Birds
dynamic sitemap
kp: "migratory bird maps"

Home
Home page template
kp: "navigation tools for seafarers"

→ Navigational query (automatic)

→ Commercial query (most competitive)

PRIMARY NAVIGATION

① **Compass Repair**
② standard interior
③ kp: "compass repair services"
④ VIDEO

Chronometers
standard interior
kp: "boat chronometers"

Maps and Charts
standard interior
kp: "nautical maps and charts"

→ Commercial query (specific)

Contact
standard interior

FORM

Box & Gimble
standard interior

Nautical Maps
standard interior
kp: "nautical maps for navigation"

Thank You ★
standard interior

⑥

⑤ **SECONDARY NAVIGATION**

About
standard interior
VIDEO

Team
team landing

Careers
standard interior
VIDEO

Blog
blog landing

Team Bio
team bio

Open Jobs
Recruiting platform

Blog Article
article detail

⑫ **BLOG TOPICS/KEYPHRASES**
- "Where to bury your treasure"
- "Compass maintenance tips"
- "How to store old maps"

→ Informational query (low-intent)

⑩ **OFF NAV PAGES**

Maps for Pirates
standard interior
kp: "pirate maps for sale"

Maps for Explorers
standard interior
kp: "explorer maps for sale"

Maps for Migratory Birds
dynamic sitemap
kp: "migratory bird maps"

Home
Home page template
kp: "navigation tools for seafarers"

PRIMARY NAVIGATION

1 Compass Repair
2 standard interior
3 kp: "compass repair services"
4 VIDEO

Chronometers
standard interior
kp: "boat chronometers"

Maps and Charts
standard interior
kp: "nautical maps and charts"

Contact
standard interior

FORM

Box & Gimble
standard interior

Nautical Maps
standard interior
kp: "nautical maps for navigation"

Thank You ★
standard interior

6

5
SECONDARY NAVIGATION

About
standard interior
VIDEO

Team
team landing

Careers
standard interior
VIDEO

Blog
blog landing

Team Bio
team bio

Open Jobs
Recruiting platform

Blog Article
article detail

12
BLOG TOPICS/KEYPHRASES
• "Where to bury your treasure"
• "Compass maintenance tips"
• "How to store old maps"

10
OFF NAV PAGES

Maps for Pirates
standard interior
kp: "pirate maps for sale"

Maps for Explorers
standard interior
kp: "explorer maps for sale"

Maps for Migratory Birds
dynamic sitemap
kp: "migratory bird maps"

Navigational query (automatic)

Commercial query (most competitive)

Commercial query (specific)

Informational query (low-intent)

Commercial query (specific, niche)

Home
Home page template
kp: "navigation tools for seafarers"

GO

DO

PRIMARY NAVIGATION

① Compass Repair
② standard interior
③ kp: "compass repair services"
④ VIDEO

Chronometers
standard interior
kp: "boat chronometers"

Maps and Charts
standard interior
kp: "nautical maps and charts"

Contact
standard interior

FORM

DO

Box & Gimble
standard interior

Nautical Maps
standard interior
kp: "nautical maps for navigation"

Thank You ★
standard interior

⑥

⑤ SECONDARY NAVIGATION

About
standard interior
VIDEO

Team
team landing

Careers
standard interior
VIDEO

Blog
blog landing

Team Bio
team bio

Open Jobs
Recruiting platform

Blog Article
article detail

⑫ BLOG TOPICS/KEYPHRASES
• "Where to bury your treasure"
• "Compass maintenance tips"
• "How to store old maps"

KNOW

⑩ OFF NAV PAGES

Maps for Pirates
standard interior
kp: "pirate maps for sale"

Maps for Explorers
standard interior
kp: "explorer maps for sale"

Maps for Migratory Birds
dynamic sitemap
kp: "migratory bird maps"

DO

Every keyphrase is a competition.
Every page is a competitor.

4. Service Pages

Answer questions, address objections

CLARITY

CONFUSION

VISITOR

GOAL
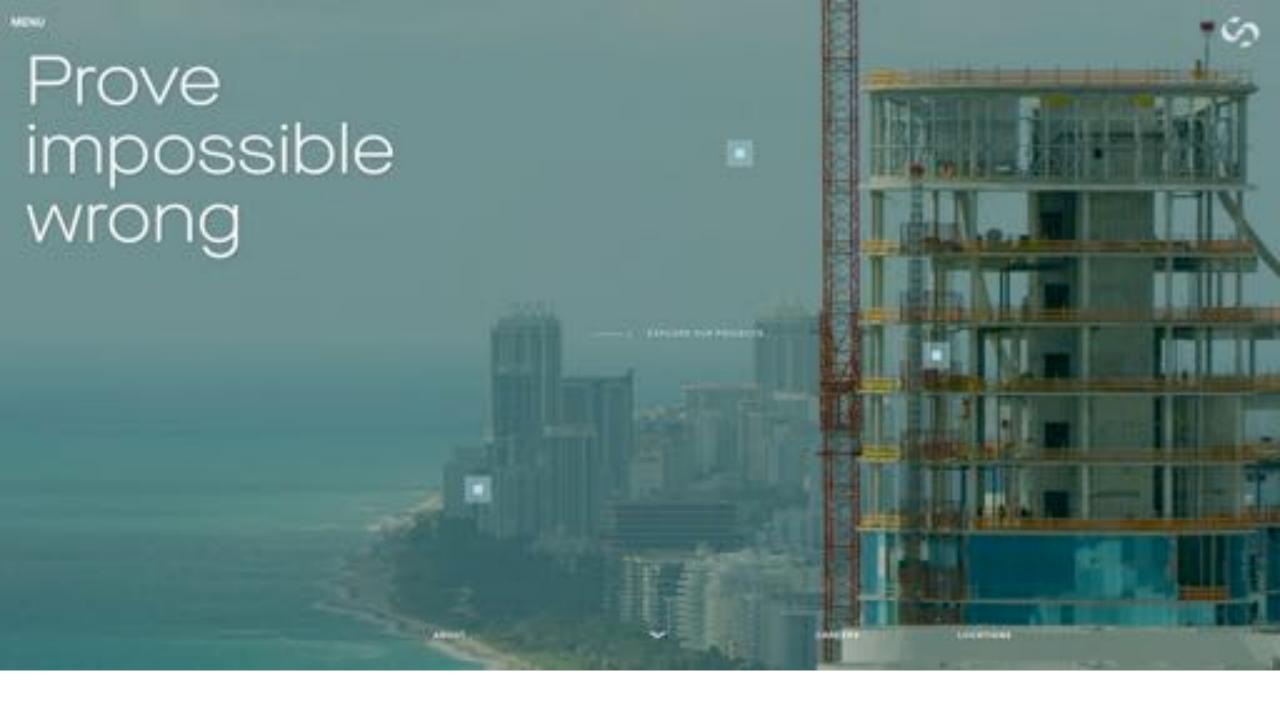
Descriptive Header

The "Backyard BBQ Test"

Prove impossible wrong

Build Capability. Deliver Results.

CMMI Institute helps organizations discover the true value they can deliver by building capability in their people and processes.

GET STARTED

Build Organizational Capability

Get Results

Grow Your Career

CMMI Institute Products Services

Putting Your People First

What does this company do?

Answers 50   Tags 0   Word cloud

☐ Select all   🔍 Search responses   Add/edit tags

☐   Help with financial matters and or issues.

☐   Health service

☐   No idea

What does this company do?

Answers 50   Tags 0   Word cloud

Select all   Search responses   Add/edit tags

Leadership coaching

Coaching

Homepage header is a tag line
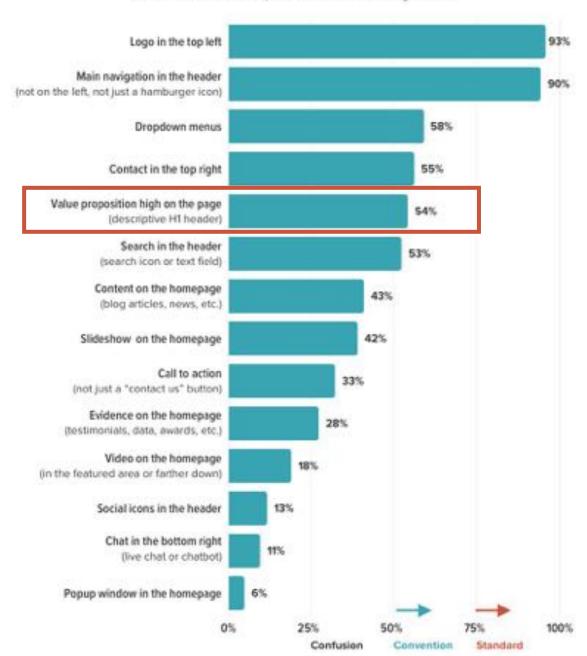
Homepage header is descriptive

Web Design Standards

Website features and their placement on 500 marketing websites

Feature	Percentage
Logo in the top left	93%
Main navigation in the header (not on the left, not just a hamburger icon)	90%
Dropdown menus	58%
Contact in the top right	55%
Value proposition high on the page (descriptive H1 header)	54%
Search in the header (search icon or text field)	53%
Content on the homepage (blog articles, news, etc.)	43%
Slideshow on the homepage	42%
Call to action (not just a "contact us" button)	33%
Evidence on the homepage (testimonials, data, awards, etc.)	28%
Video on the homepage (in the featured area or farther down)	18%
Social icons in the header	13%
Chat in the bottom right (live chat or chatbot)	11%
Popup window in the homepage	6%

0%   25%   50%   75%   100%

Confusion   Convention   Standard

Just 54% of websites have descriptive homepage headers

source: Web Design Standards, Orbit Media

Slideshow with 10 slides

The 8th slide has strong evidence.
Does anyone see this?

Two slides on a timer

The award is hidden on the second slide

source:

Web Design Standards

Website features and their placement on 500 marketing websites

Feature	Percentage
Logo in the top left	93%
Main navigation in the header (not on the left, not just a hamburger icon)	90%
Dropdown menus	58%
Contact in the top right	55%
Value proposition high on the page (descriptive H1 header)	54%
Search in the header (search icon or text field)	53%
Content on the homepage (blog articles, news, etc.)	43%
Slideshow on the homepage	42%
Call to action (not just a "contact us" button)	33%
Evidence on the homepage (testimonials, data, awards, etc.)	28%
Video on the homepage (in the featured area or farther down)	18%
Social icons in the header	13%
Chat in the bottom right (live chat or chatbot)	11%
Popup window in the homepage	6%

Confusion   Convention   Standard
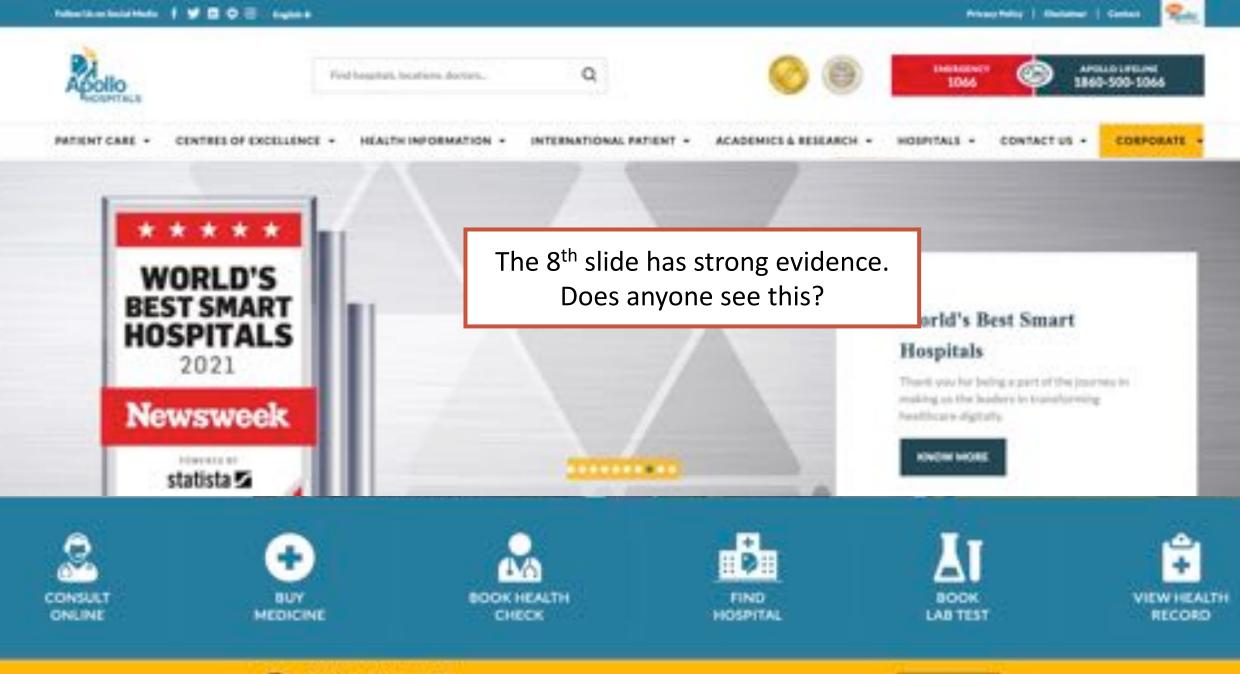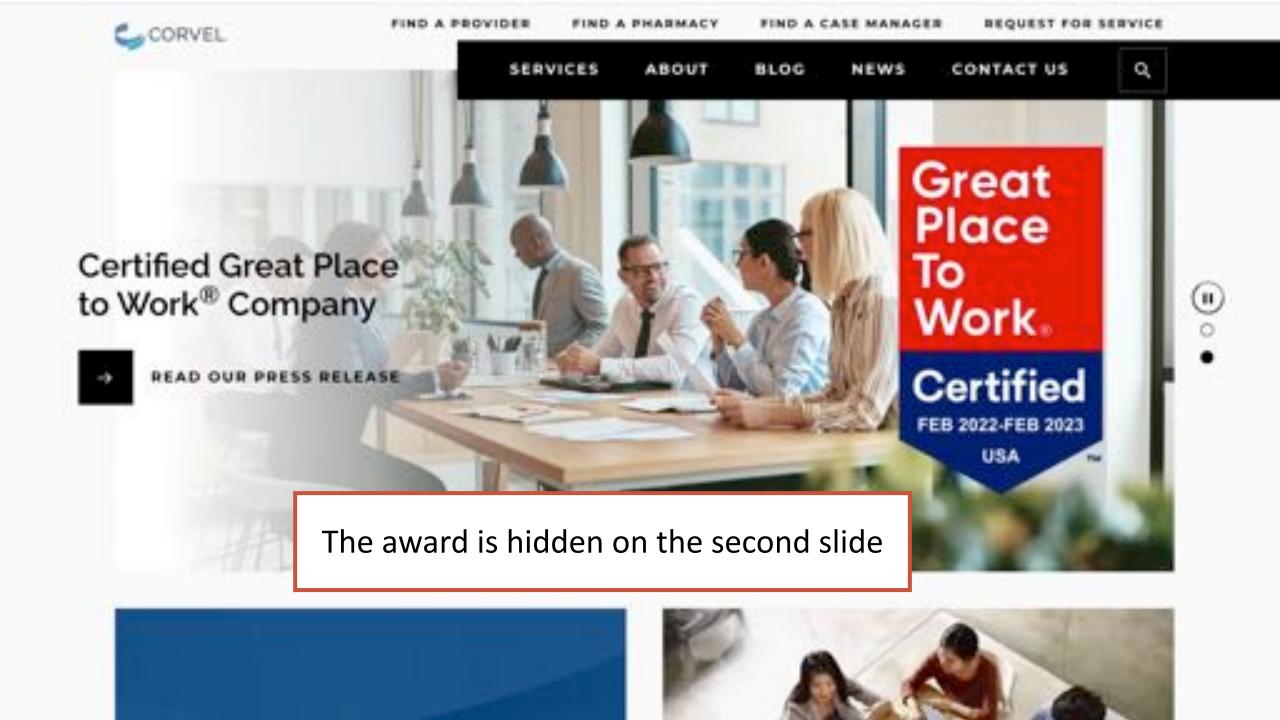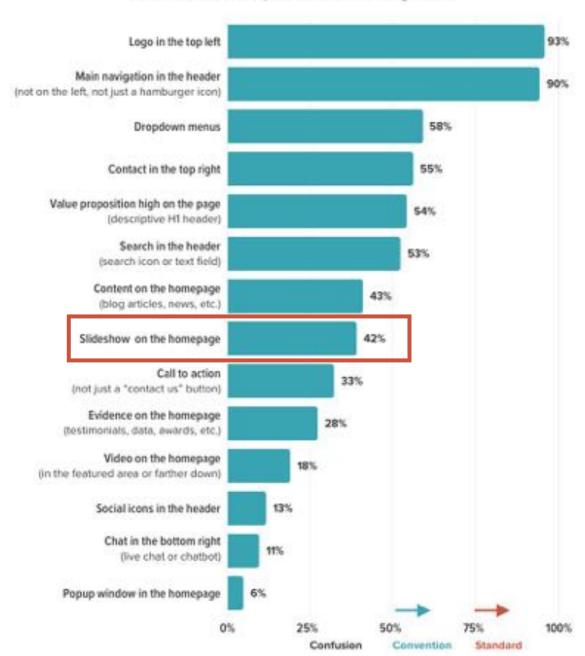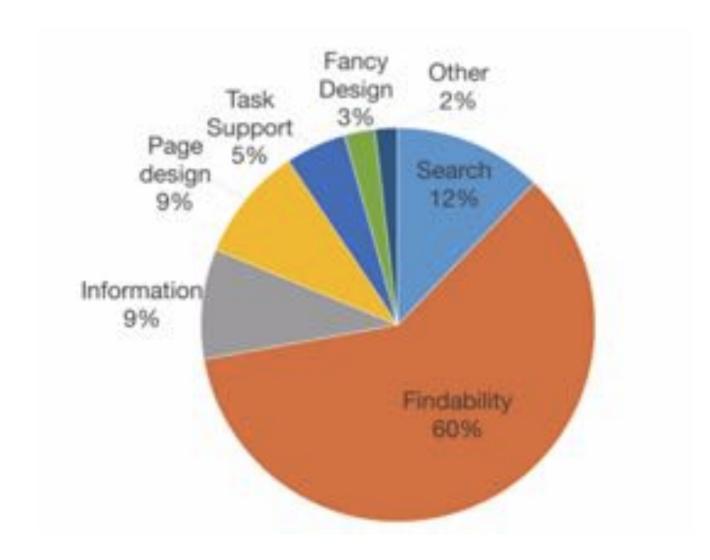
42% of websites still have slideshows and carousels

source: Web Design Standards, Orbit Media

Slideshows were invented to prevent stabbings in conference rooms

Causes of User Failure

#contentjam

IT Manager

RECOMMENDED
SUPPORTING ELEMENTS*

KEY PAGES

What does your service do? How does it work?

Why do I need this? How can this improve my business/application/data?

Which option is best for me (cloud, software, hardware)?

How much does this cost?

How long does this take to implement?

Graphics

Capability Charts

Price Charts

Testimonials

Stats

Products

Case Studies

Resources

Industries

DESIRED CONVERSIONS

Take me back to that moment when you first realized you needed help.

What else did you try?
What didn't you love about it?

Starting out, what was the biggest challenge you were hoping to solve?

When evaluating options, what was most important to you?

What can you do now (or do better) that you couldn't do before?

If you couldn't work with us ever again, what would you miss the most?

What's the #1 thing you would tell a friend if you wanted to convince them to hire [company]?

Useful Words and Phrases

Because
"We offer on-site installs because not everyone wants their data in the cloud..."

Should

"You should have access to your data, anytime from anywhere."

Already ...still
"You've already upgraded your network, but your still having performance issues."

The fact is / The truth is

"The truth is that cloud-based applications still crash, no matter what they promise."

Even if

"You still have 100% access from anywhere even if your services are on-site."

What questions are you just sick and tired of answering?

What analogies do you use to explain what we do?

What is the biggest number you can get up to?

Fill in this blank: people can work with us even if they _____.

SHOE HOSPITAL

Got a little time?

Get a little Shine!

SHOE SHINE $6 | BOOTS $8

Mon - Fri 6am - 7:30pm & Sat - Sun 9am - 4pm
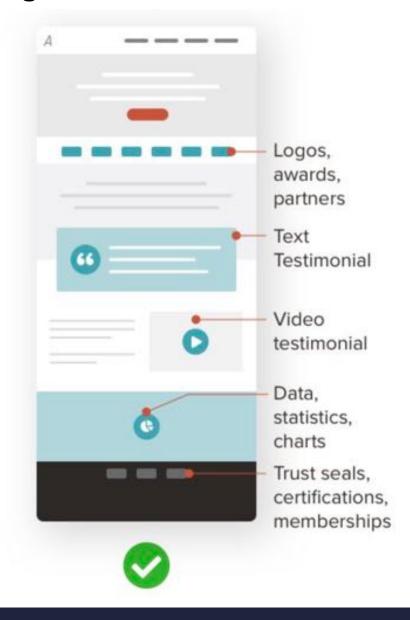
Evidence
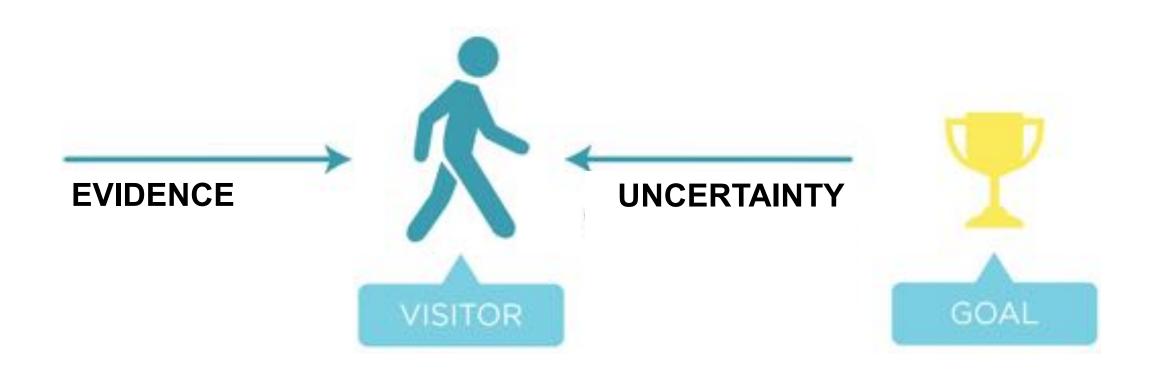
Pile of unsupported marketing claims
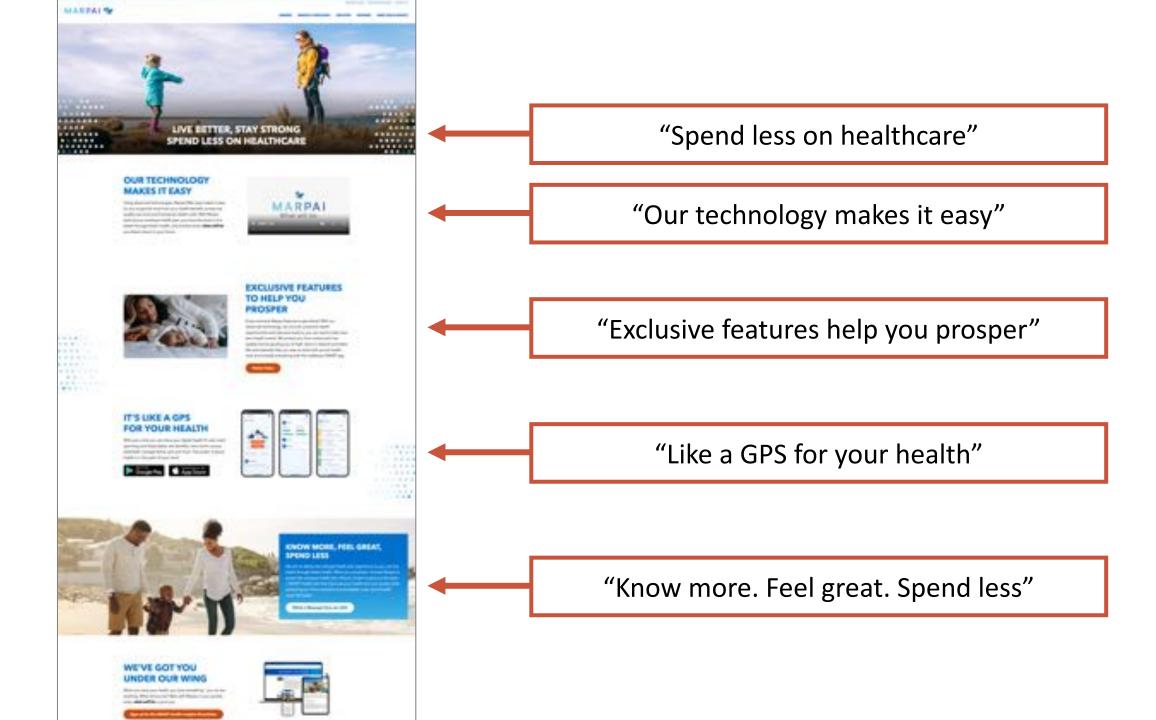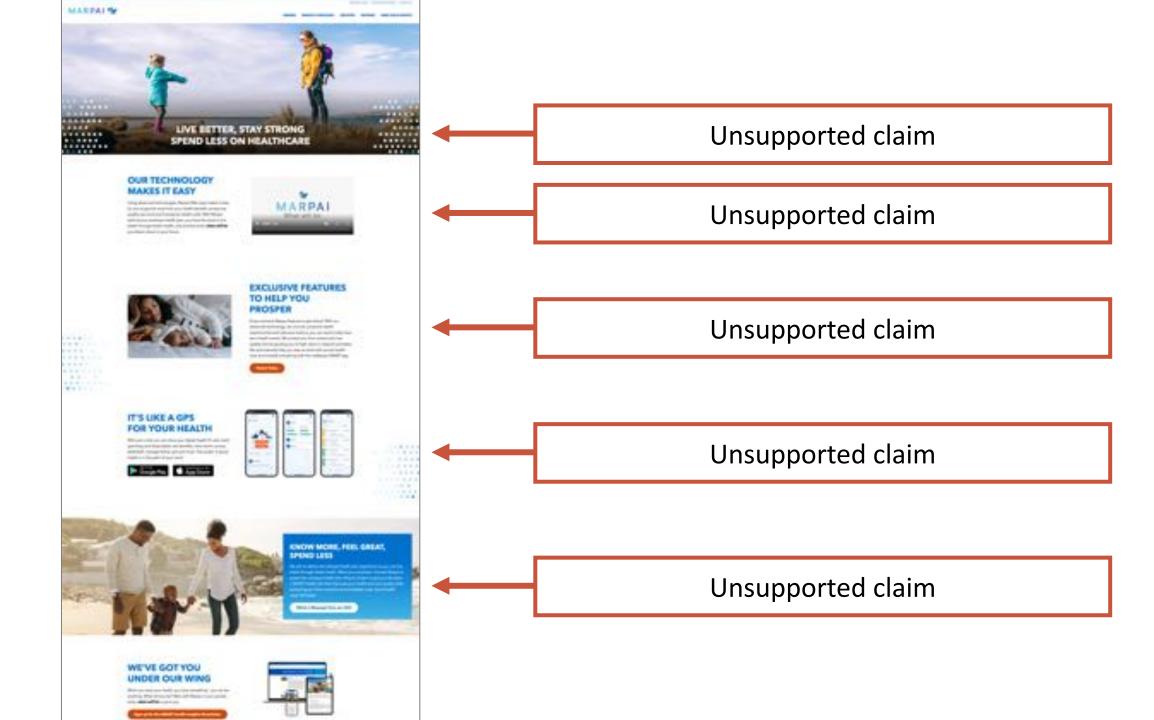
Page filled with evidence

Logos, awards, partners

Text Testimonial

Video testimonial

Data, statistics, charts

Trust seals, certifications, memberships

EVIDENCE

UNCERTAINTY

VISITOR

GOAL

"Spend less on healthcare"

"Our technology makes it easy"

"Exclusive features help you prosper"

"Like a GPS for your health"

"Know more. Feel great. Spend less"

LIVE BETTER, STAY STRONG
SPEND LESS ON HEALTHCARE

Unsupported claim

OUR TECHNOLOGY
MAKES IT EASY

MARPAI

Unsupported claim

EXCLUSIVE FEATURES
TO HELP YOU
PROSPER

Unsupported claim

IT'S LIKE A GPS
FOR YOUR HEALTH

Unsupported claim

KNOW MORE, FEEL GREAT,
SPEND LESS

Unsupported claim

WE'VE GOT YOU
UNDER OUR WING

Adams Street

Careers   Investors   Contact

Our Firm   Strategies & Solutions   Responsibility   Insights   for Entrepreneurs & CEOs   🔍

A Global Leader in
Private Markets

LEADING WITH FORESIGHT™

Our Strategies & Solutions ›

$50bn
Assets Under Management

50
Years in Business

28,000+
Companies Tracked

500+
Direct Company Investments

Q&A with Jeff Akers: Top 5 Questions in Today's Secondary Market ›

Adams Street believes secondaries deal volume will be robust through 2022 and that volatility will create opportunity for buyers who can distinguish themselves through deal sourcing, transaction selection, and due diligence.

Evidence that they're legit!

10 Ways to Add Social Proof

1. Testimonials
2. Endorsements
3. Social Media Shares
4. Social Media Widgets
5. Certifications
6. Number of happy customers
7. "Our most popular" Best-seller
8. Studies and Statistics
9. Press Mentions
10. Reviews

Feedback from our clients

Our customers span many industries and use Eagle to streamline workflows, captivate customers, and enrich their employees.

Eagle 3D Streaming is the leader in pixel and 3D streaming. They have the most reliable pixel streaming on the planet.

John Doe
Director of Operations, Rawlings Company

Largest text is vague

They're on a separate page

Feedback from our clients

Our customers span many industries and use Eagle to streamline workflows, captivate customers, and enrich their employees.

Testimonial is vague, boring and fake

Eagle 3D Streaming is the leader in pixel and 3D streaming. They have the most reliable pixel streaming on the planet.

John Doe
Director of Operations, Rawlings Company

Not a real person

☐	19.	/support/contact-support/		247	(1.32%)	205	(1.33%)
☐	20.	/products/		231	(1.23%)	201	(1.30%)
☐	21.	/support/request-a-demo/		226	(1.20%)	162	(1.05%)
☐	22.	/resources/		222	(1.18%)	118	(0.76%)
☐	23.	/services/		208	(1.11%)	157	(1.02%)
☐	24.	/support/		203	(1.86%)	173	(1.12%)
☐	25.	/news/category/indust		68	(0.44%)		
☐	26.	/services/software-tra		159	(1.03%)		
☐	27.	/sharebutton.to		59	(0.38%)		
☐	28.	/products/		127	(0.82%)		
☐	29.	/services/		148	(0.79%)	134	(0.87%)
☐	30.	/resources/quick-tips/		138	(0.73%)	122	(0.79%)
☐	31.	/about-us/testimonials/		132	(0.70%)	127	(0.82%)

The testimonials page is the 31st most popular page on this website.

Search reports and help

AUDIENCE

ACQUISITION

BEHAVIOR

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

What Our Customers Are Saying

Big text!
…vague, says nothing

"My favorite part about working with Glanbia is the people, and the innovation. Always bringing us better. Better people, better ingredients, and better solutions."

Leading Natural Health Products Brand

Small text
…impactful, compelling

glanbia
nutritionals

Nutrition Solutions >

Your Glanbia >

By Solution

By Market

Expertise

What Our Customers Are Saying

Big subhead
...is vague, says nothing

Carousel
...hides the testimonials until clicked

"My favorite part about working with Glanbia is the people, and the innovation. Always bringing us better. Better people, better ingredients, and better solutions."

Leading Natural Health Products Brand

Tiny text
...is super compelling social proof

Big subhead
…raises a key question.

Andy Challenger, Sr. VP, Challenger, Gray & Christmas

What it's like working with Orbit

"We had a generic website that didn't inspire confidence. Orbit was so personable with us. They spent so much time in the beginning getting to know us. They interviewed all sorts of different members of our team to really understand our business.
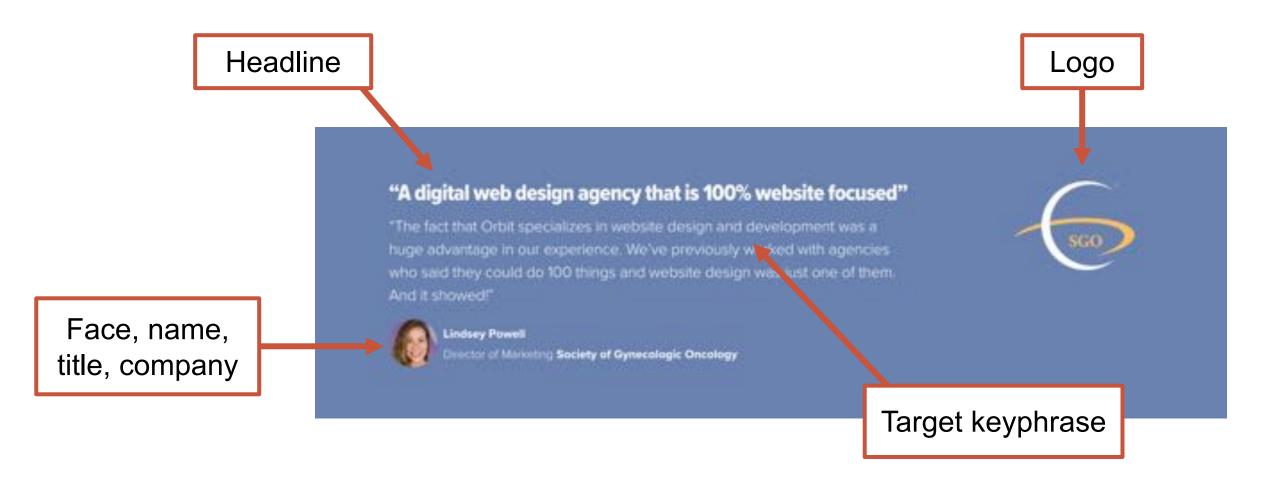
They gathered so much data. Finding all these different ways to drive people to actually connect with you."

"Orbit was so personable with us." (1:28)

Video
…upgrade to the ultimate format!
Thumbnail has face and quote.

Excerpt from video
…for the visitor who wants to scan.
Also can include keywords.
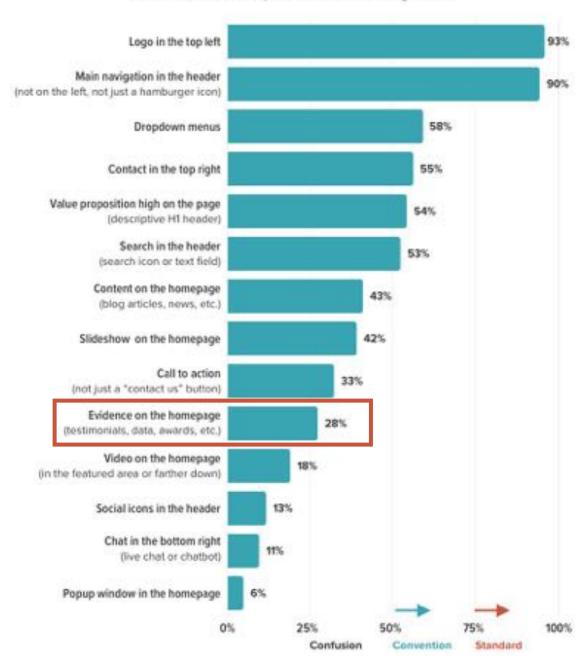
Elements of a great testimonial

Headline

Logo

Face, name, title, company

Target keyphrase

"A digital web design agency that is 100% website focused"

"The fact that Orbit specializes in website design and development was a huge advantage in our experience. We've previously worked with agencies who said they could do 100 things and website design was just one of them. And it showed!"

Lindsey Powell
Director of Marketing **Society of Gynecologic Oncology**

"When you say it, it's marketing. When they say it, it's social proof"

Web Design Standards

Website features and their placement on 500 marketing websites

Feature	Percentage
Logo in the top left	93%
Main navigation in the header (not on the left, not just a hamburger icon)	90%
Dropdown menus	58%
Contact in the top right	55%
Value proposition high on the page (descriptive H1 header)	54%
Search in the header (search icon or text field)	53%
Content on the homepage (blog articles, news, etc.)	43%
Slideshow on the homepage	42%
Call to action (not just a "contact us" button)	33%
Evidence on the homepage (testimonials, data, awards, etc.)	28%
Video on the homepage (in the featured area or farther down)	18%
Social icons in the header	13%
Chat in the bottom right (live chat or chatbot)	11%
Popup window in the homepage	6%

0%   25%   50%   75%   100%

Confusion →   Convention →   Standard →

Just 28% of homepages offer any kind of evidence

source: Web Design Standards, Orbit Media

Subheads

Adds pixels and visual noise without adding value
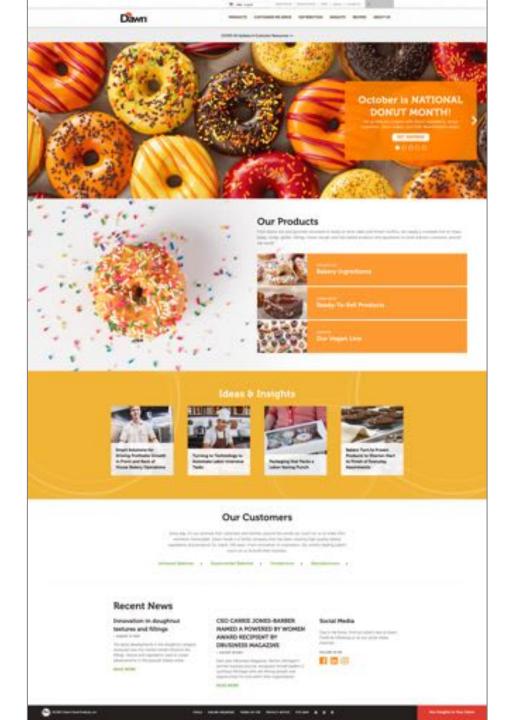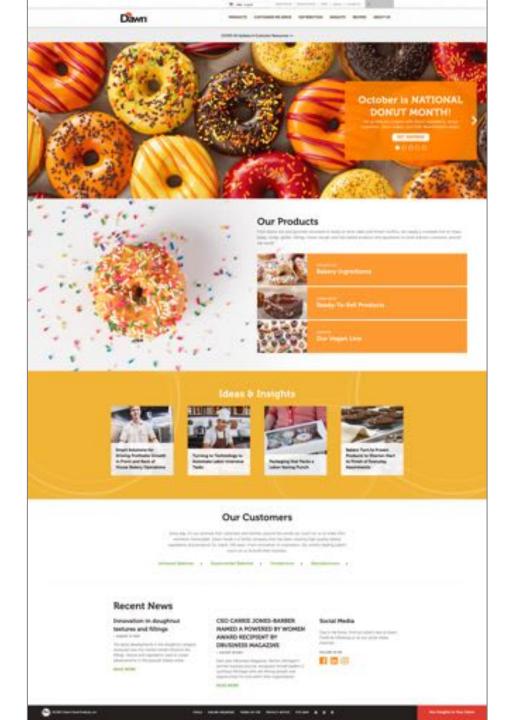
Our products

Ideas & Insights

Our Customers
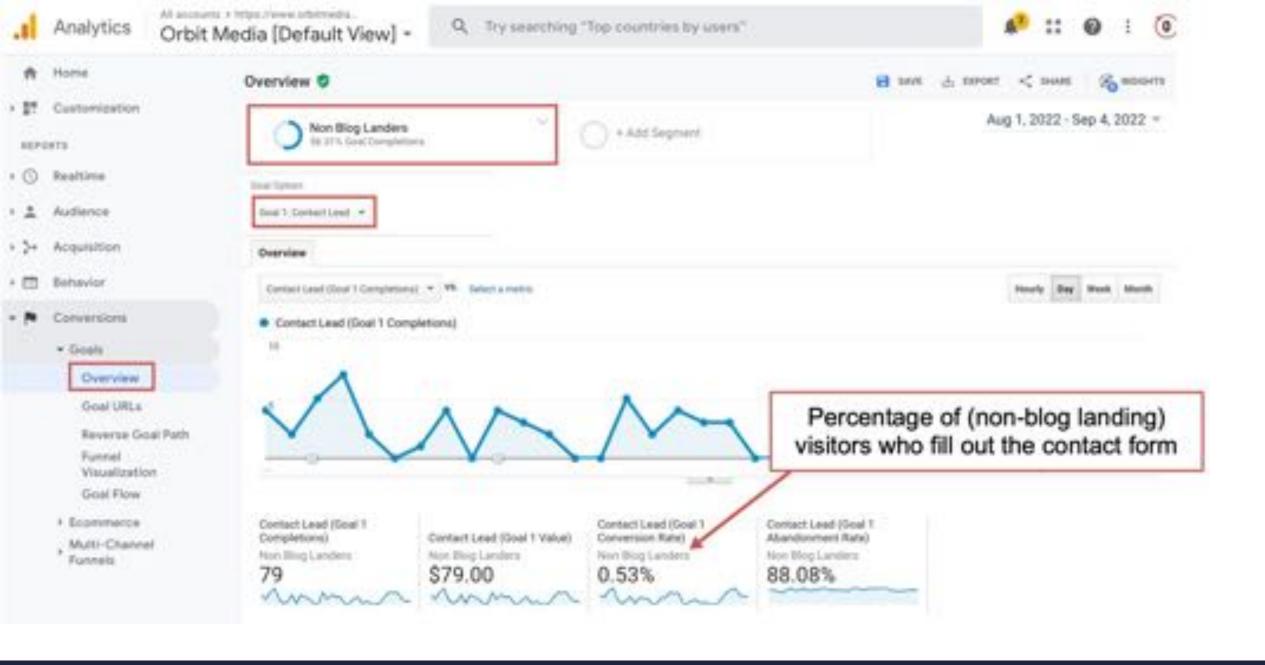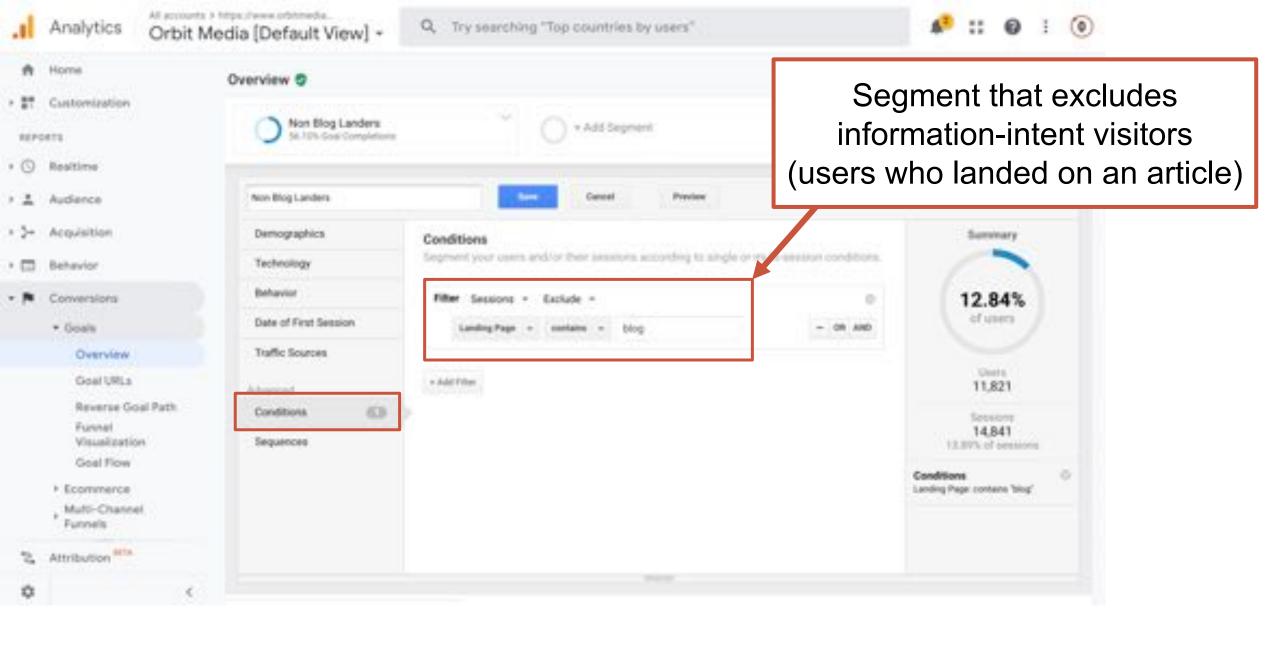
Our products
Our baking and pastry products
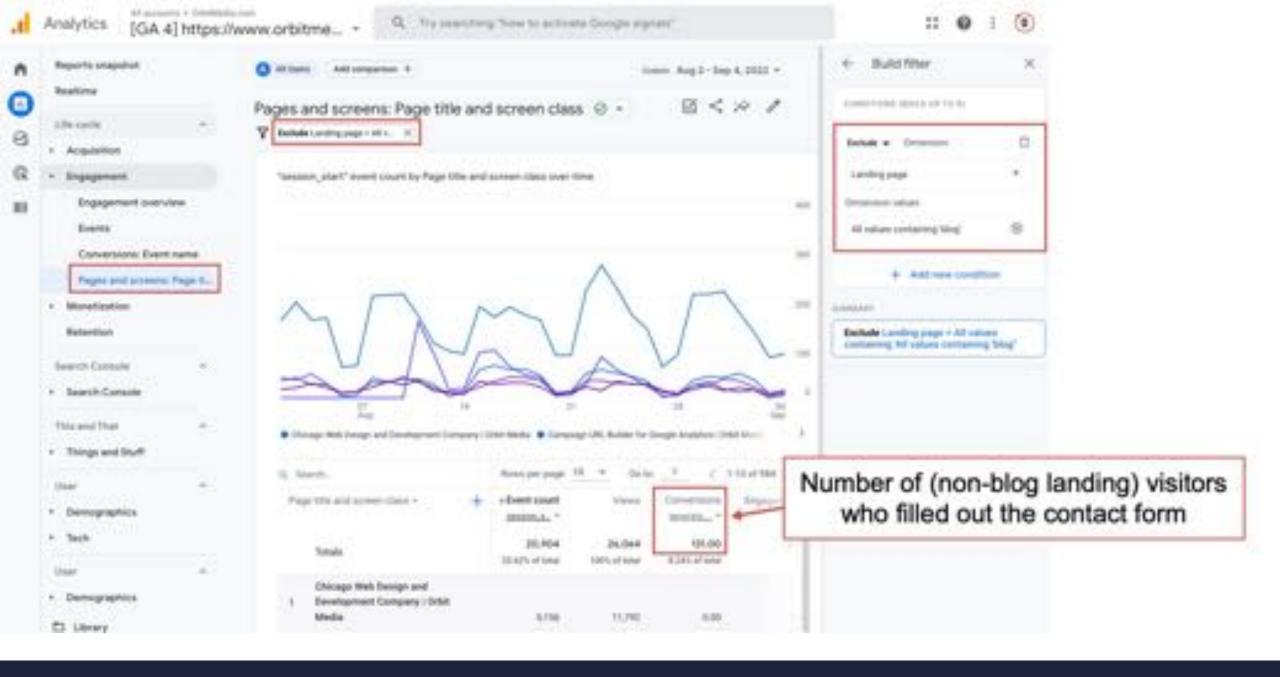
Ideas & Insights
New Ideas from Inside Our Bakery

Our Customers
100 Years of Quality Baking Ingredients

Percentage of (non-blog landing) visitors who fill out the contact form

Segment that excludes
information-intent visitors
(users who landed on an article)

#contentjam

Number of (non-blog landing) visitors who filled out the contact form

Deconstructing a website visit

The interaction between the content and the visitor

The Zero-Moment of Truth

"I need some help."

🙂

The Zero-Moment of Truth

"Take a look at this company."

"I need some help."

(search results page)

The Zero-Moment of Truth

"Take a look at this company."

"I need some help."

(search results page)

"What does this company do?"

"How do they do it?"

"Can they do it for me specifically?"

😐

"Am I in the right place?"

Big Clever Headline

Small descriptive subhead

Call to action

"Not sure what they do exactly." 😐

Big Clever Headline

Small descriptive subhead

Call to action

What we do

"We're really great."

"Not sure what they do exactly." 😐

"OK. I see they do what I need." 😐

Big Clever Headline

Small descriptive subhead

Call to action

What we do

"We're really great."

Stock photo

"Not sure what they do exactly."

"OK. I see they do what I need."

…

Let's try that again…

"What does this company do?"

"How do they do it?"
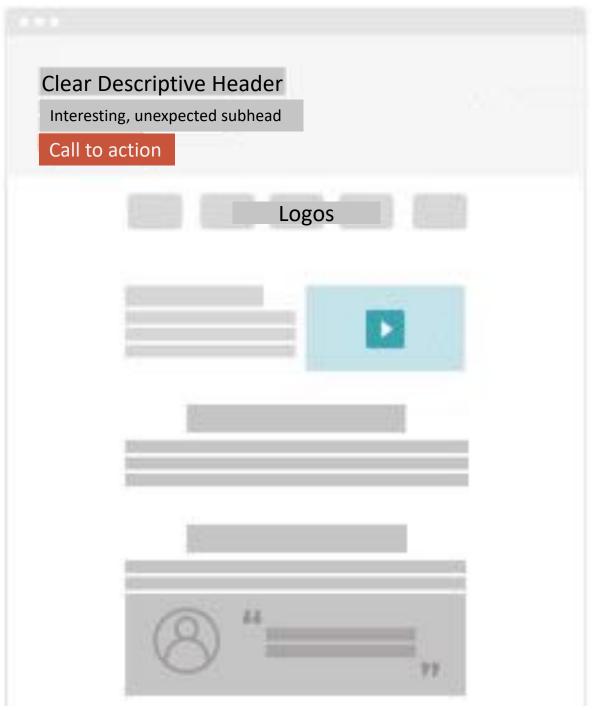
"Can they do it for me specifically?"

😐

Clear Descriptive Header

Interesting, unexpected subhead

Call to action

"I see they do what I'm looking for." 🙂

Clear Descriptive Header

Interesting, unexpected subhead

Call to action

Logos

Quick video

Clever subhead

Detailed answers to top questions

"I see they do what I'm looking for."
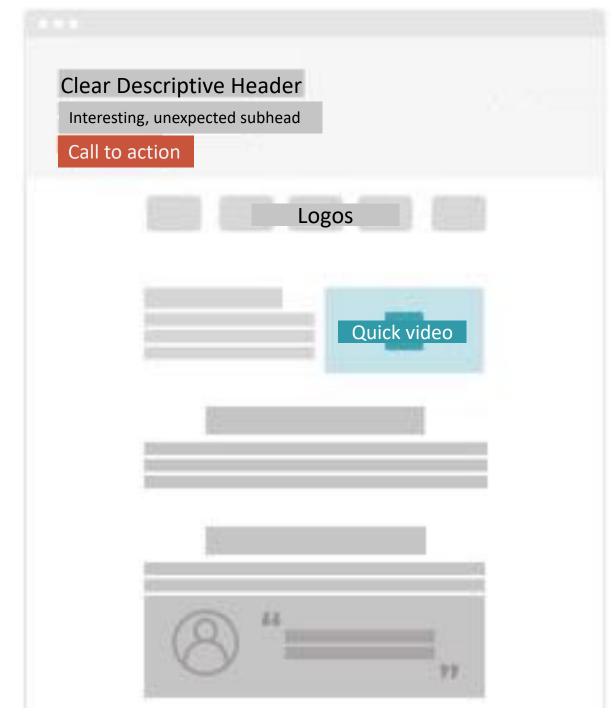
"Clearly, they do it for real companies."
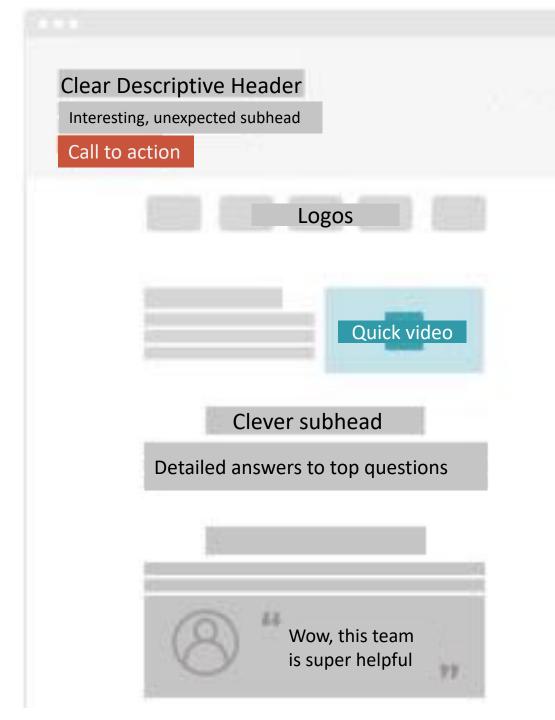
"Ah. Their approach looks interesting / thoughtful."
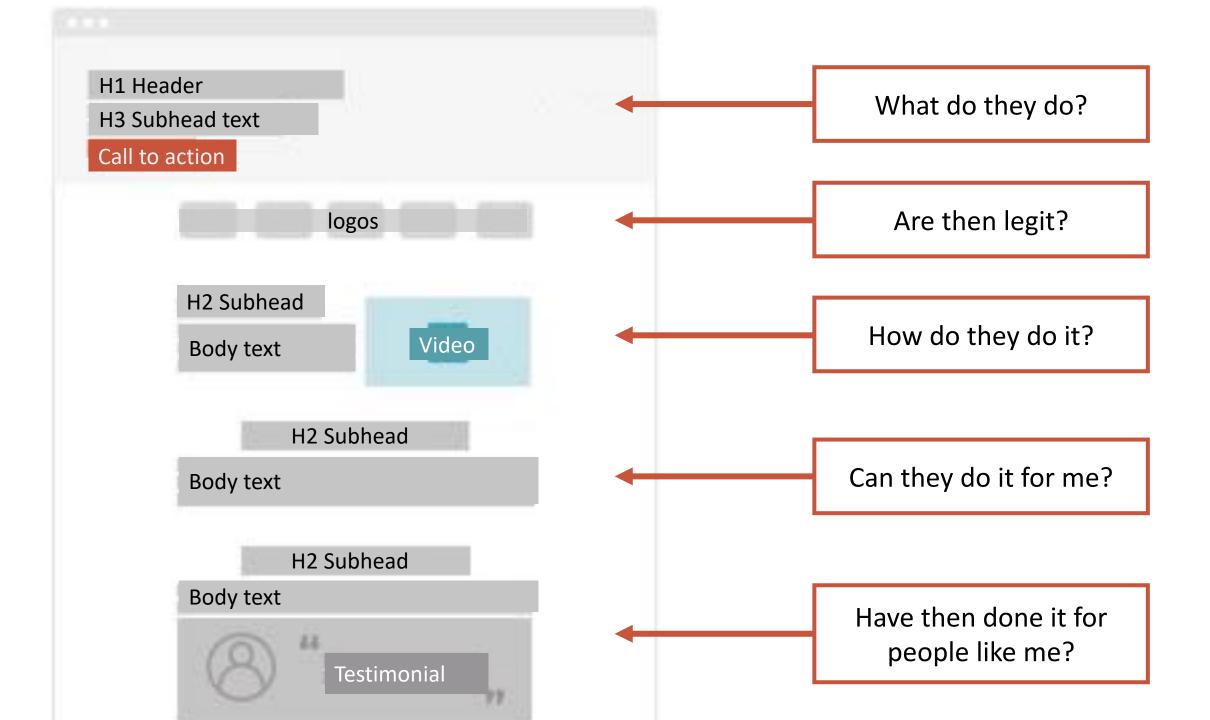
"Looks like they could help with my specific needs."

H1 Header

H3 Subhead text

Call to action

What do they do?

logos

Are then legit?

H2 Subhead

Body text

Video

How do they do it?

H2 Subhead

Body text

Can they do it for me?

H2 Subhead

Body text

Testimonial

Have then done it for people like me?
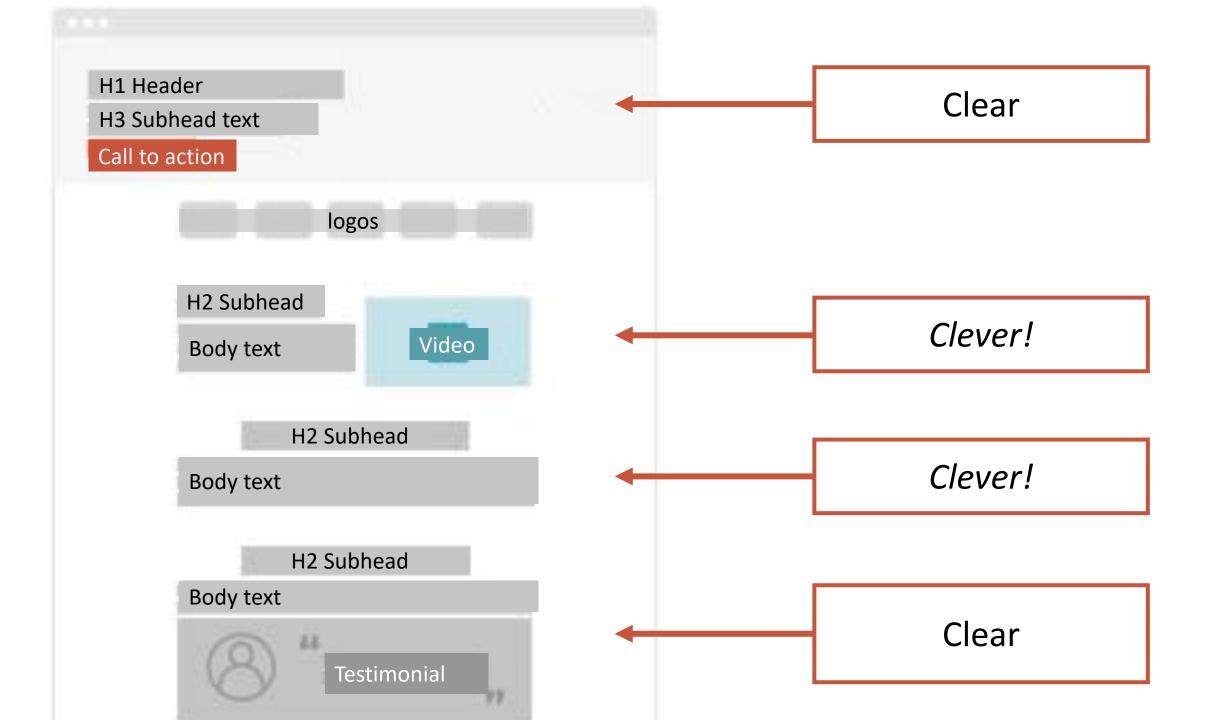
"I want my copy to sound different"

Where to be clever. Where to be clear.

H1 Header

H3 Subhead text

Call to action

Clear

logos

H2 Subhead

Body text

Video

Clever!

H2 Subhead

Body text

Clever!

H2 Subhead

Body text

Testimonial

Clear

Lead Gen playbook at a glance

1. Home/Landing Page

- Clear CTA above the fold
- Have descriptive CTAs
- If calls are important, include click-to-call at the top of every page
- Clear benefit-oriented value prop above the fold
- Don't use full page interstitials
- Remove automatic carousels
- Use legible font sizes
- Use social proof
- Provide answers to questions users might have before they'd feel comfortable filling out a form
- Add urgency

2. Form Optimization

- Mark required fields with an asterisk
- Use inline validation
- Use autofill
- Reduce number of fields (remove optional fields, use full name instead of first/last, hide company and address line 2 by default, hide billing by default)
- Use correct keypads
- Don't use dropdowns for inputs with < 4 options, instead opt for buttons
- Use steppers, sliders, or open field input for numerical entry rather than large dropdowns
- Use pagination or a progress bar if more than 2 steps in conversion flow

Google

source: Google UX Playbooks

source: Google UX Playbooks

10 Website Design Standards vs. Best Practices

Review of 500 homepages shows the popularity of various UX features in web design. But many do not align with web design best practices.

source:

Lead Gen playbook at a glance

% of websites doing it "right"

1. Home/Landing Page

- **55%** Clear CTA above the fold
- **33%** Have descriptive CTAs
- If calls are important, include click-to-call at the top of every page
- **54%** Clear benefit-oriented value prop above the fold
- Don't use full page interstitials
- **42%** Remove automatic carousels
- Use legible font sizes
- **28%** Use social proof
- Provide answers to questions users might have before they'd feel comfortable filling out a form
- Add urgency

2. Form Optimization

- Mark required fields with an asterisk
- Use inline validation
- Use autofill
- Reduce number of fields (remove optional fields, use full name instead of first/last, hide company and address line 2 by default, hide billing by default)
- Use correct keypads
- Don't use dropdowns for inputs with < 4 options, instead opt for buttons
- Use steppers, sliders, or open field input for numerical entry rather than large dropdowns
- Use pagination or a progress bar if more than 2 steps in conversion flow

Google

source: Google UX Playbooks

#contentjam

Live Webpage Review

5. About

The stories, the values, the people

Page		Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		28,607	23,492	00:01:46	16,093	70.82%	56.26%	$0.04
		% of Total: 100.00% (28,607)	% of Total: 100.00% (23,492)	Avg for View: 00:01:46 (0.00%)	% of Total: 100.00% (16,093)	Avg for View: 70.82% (0.00%)	Avg for View: 56.26% (0.00%)	% of Total: 100.00% ($0.04)
1.		8,739 (30.55%)	7,194 (30.62%)	00:02:19	7,145 (44.40%)	75.59%	72.48%	$0.03 (76.23%)
2.		5,626 (19.67%)	4,858 (20.68%)	00:01:46	4,644 (28.86%)	57.73%	55.76%	<$0.01 (24.44%)
3.		2,241 (7.83%)	1,777 (7.56%)	00:02:23	697 (4.33%)	72.17%	56.98%	$0.03 (77.95%)
4.		1,185 (4.14%)	959 (4.08%)	00:02:06	145 (0.90%)	72.41%	43.29%	$0.02 (58.96%)
5.	/about-us	1,170 (4.09%)			132 (0.82%)	44.70%	24.53%	<$0.01 (24.66%)
6.		706 (2.47%)			86 (0.53%)	65.12%	46.18%	$0.07 (190.75%)
7.		686 (2.40%)	496 (2.11%)	00:01:54	84 (0.52%)	72.62%	47.23%	<$0.01 (11.40%)
8.		522 (1.82%)	378 (1.61%)	00:01:01	41 (0.25%)	70.73%	23.95%	$0.34 (972.23%)
9.		326 (1.14%)	277 (1.18%)	00:01:47	40 (0.25%)	85.00%	39.26%	<$0.01 (20.41%)
10.		271 (0.95%)	231 (0.98%)	00:01:07	45 (0.28%)	62.22%	29.89%	$0.00 (0.00%)

About: The #5 page

Time to fail "The French Test"

we... us... our...

Elements of an effective About Us section

1. The origin story (video)
2. Mission, vision, values
3. Team, people, leadership

ALL STAKEHOLDERS HOLD BUSINESS ACCOUNTABLE

Percent who agree

Global 27

58%

Buy or advocate
for brands
based on their beliefs
and values

60%

Choose a place
to work
based on their beliefs
and values

64%

Invest
based on their
beliefs and values

source

SUNSTAR

About Us ∨   Brands ∨   Research ∨   Healthy Thinking ∨   Newsroom   Sustainability   Contact

Search

Sustainability

Like the Sun and the Stars, we want to always be there for the world

Learn more >

Sustainability Report 2022

< ● ○ ○ ○ >

September 14, 2022

Strengthening sustainability efforts to achieve Sunstar's...

NEWS

August 10, 2022

How are we applying our automotive expertise to the biking world?

HEALTHY THINKING

September 1, 2022

The economics of saving teeth

HEALTHY THINKING

May 19, 2022

Sunstar Business Annual Report

NEWS

SUNSTAR

4%

Sunstar Group

About Us   Brands   Research   Healthy Thinking   Newsroom   Sustainability   Contact

Search

8%   **15%**   **1%**   **1%**   **1%**

Brands ›

Sunstar is home to multiple brands that collectively improve the well-being of consumers around the world. They are distributed across 4 key business sectors: Oral Care, Health & Beauty, Safety & Mobility, and Living Environment

CONSUMER

Consumer Oral Care **23%**

Consumer Health & Beauty **4%**

Consumer Safety & Mobility

Consumer Living Environment **1%**

PROFESSIONAL

Professional Oral Care **7%**

Professional Safety & Mobility **2%**

Professional Living Environment

About Us ›

Sunstar believes that to be truly healthy in body and mind, we must take care of ourselves holistically. Our science-based innovations across healthcare, beauty, mobility and living environments help people everywhere achieve better health and enhance their quality-of-life.

Holistic Health Care **2%**

Structure **3%**

Philosophy

Group Representative Interview

History **4%**

Business Performance **1%**

Global Network **4%**

Life with Sunstar

Sunstar's long-term vision 2032

1 in 5 of the homepage visitors want to know "who/why" *first*.

1.	/about/		3,677	36.14%
2.	/about/history/		1,328	13.05%
3.	/about/global-network/		1,246	12.25%
4.	/about/structure/		651	6.40%
5.	/about/business-performance/		555	5.46%
6.	/about/chairman-interview/		451	4.43%
7.	/about/holistic-health-care/		436	4.29%
8.	/about/philosophy/		419	4.12%
9.	/sustainability/		368	3.62%
10.	/about/sunstars-long-term-vision-2032/		182	1.79%
11.	/sustainability/social/community/		181	1.78%
12.	/about/life-with-sunstar/		162	1.59%
13.	/healthy-thinking/category/sustainability/		69	0.68%
14.	/sustainability/environment/		53	0.52%
15.	/sustainability/environment/management/		49	0.48%
16.	/sustainability/management-platform/		43	0.42%
17.	/sustainability/environment/products/		32	0.31%
18.	/sustainability/s-management/		32	0.31%
19.	/sustainability/message/		27	0.27%

50 people saw this for 8 seconds, then answered this question:

What is important to this company? What do they value?

What is important to this company? What do they value?

Clarity
"They value the wellbeing of people"
"sustainability and healthiness"
"Health, I think. I want to say environment too, but I read something about chemicals"
"The wellbeing of people around the Globe."

Confusion
"I assume it is related to children safety on bikes"
"I think this company is in the health care business."
"This is an insurance company "
"Family planning and managing one's finance is important to this company."
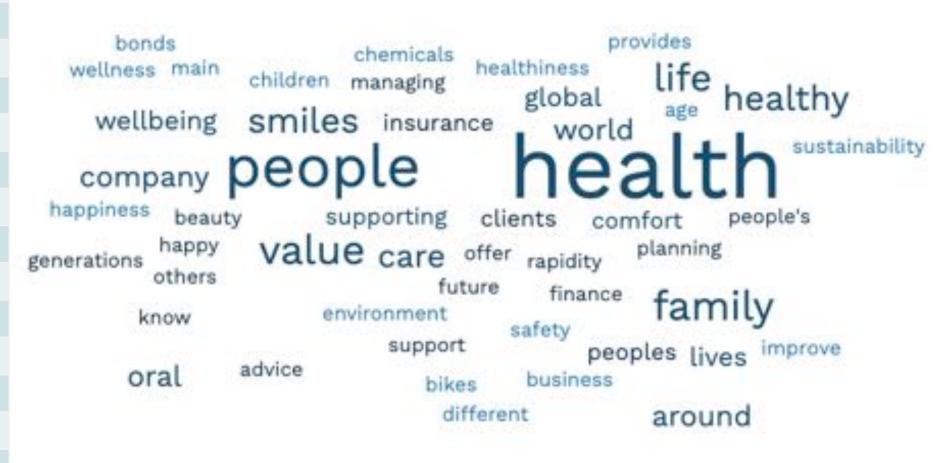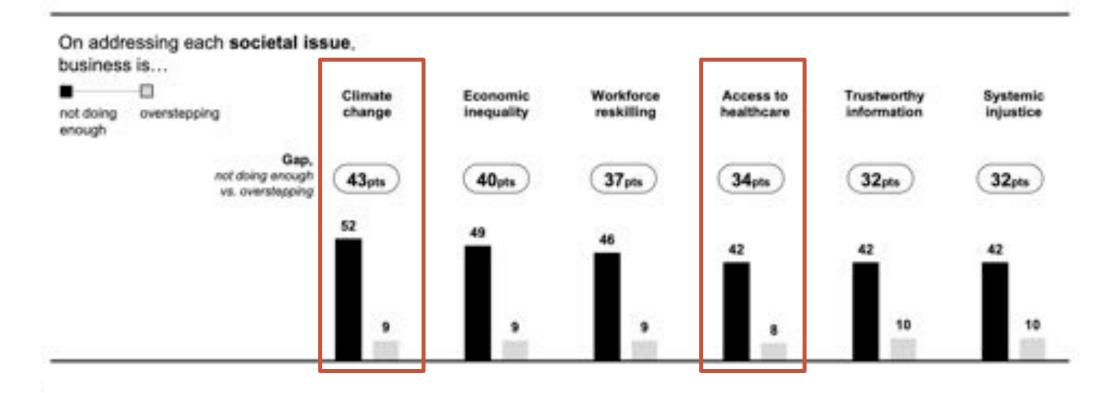
Word	Frequency
health	**24**
people	16
family	8
value	8
life	7
healthy	**6**
smiles	6
care	5
oral	4
world	4
wellbeing	**3**
global	3
lives	3
supporting	2
comfort	2
insurance	2
clients	2
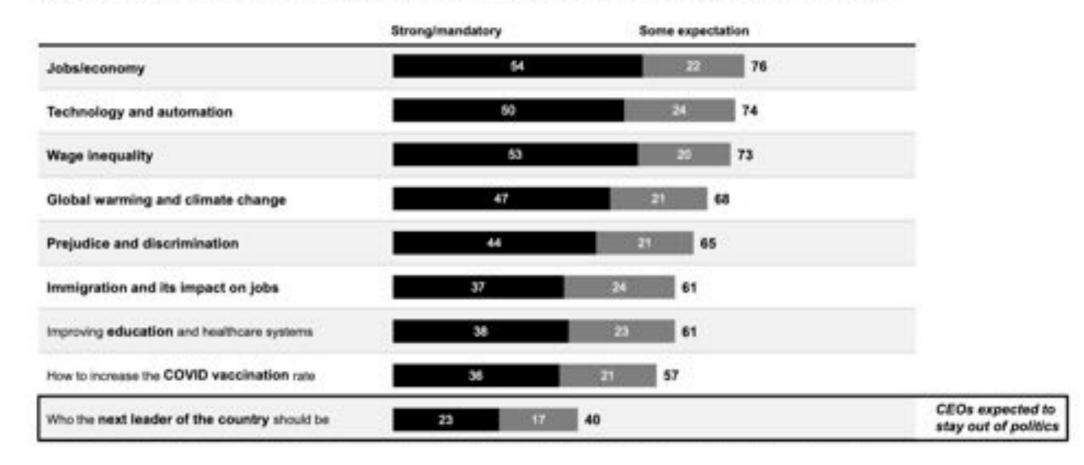
WANT MORE, NOT LESS, BUSINESS ENGAGEMENT ON SOCIETAL ISSUES

Percent who say

On addressing each **societal issue**, business is...

■━━□
not doing   overstepping
enough

	Climate change	Economic inequality	Workforce reskilling	Access to healthcare	Trustworthy information	Systemic injustice
Gap, *not doing enough vs. overstepping*	43pts	40pts	37pts	34pts	32pts	32pts
not doing enough	52	49	46	42	42	42
overstepping	9	9	9	8	10	10

#contentjam

CEOS EXPECTED TO INFORM POLICY, NOT POLITICS

Percent who expect CEOs to **inform and shape conversations and policy debates** about each issue

	Strong/mandatory	Some expectation	
Jobs/economy	54	22	76
Technology and automation	50	24	74
Wage inequality	53	20	73
Global warming and climate change	47	21	68
Prejudice and discrimination	44	21	65
Immigration and its impact on jobs	37	24	61
Improving **education** and healthcare systems	38	23	61
How to increase the **COVID vaccination** rate	36	21	57
Who the **next leader of the country** should be	23	17	40

CEOs expected to stay out of politics

Reduce Food Waste

Powerful predictive dashboards for smarter ordering for the food service industry

"**Food waste is a huge problem**.

That's why we started this company. We're 100% focused on cutting waste through predictive ordering."

Boring, typical web copy

Personal expression of purpose

6. The Branded Query SERP

The first page in their experience

Google

aprimo d| 🎤

aprimo d**igital asset management**
aprimo d**eveloper api**
aprimo d**am pricing**
aprimo d**emo**
aprimo d**esktop connector**
aprimo d**am sitecore**
aprimo d**am sync 2018**
aprimo d**am saas**
aprimo d**igital asset management review**
aprimo d**eutschland**
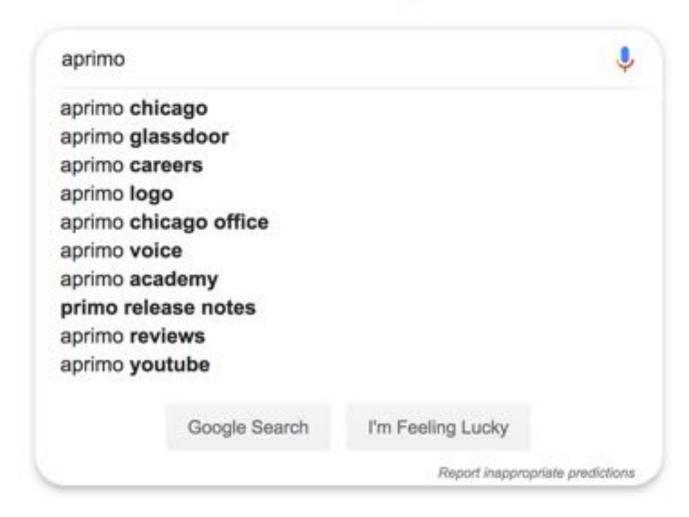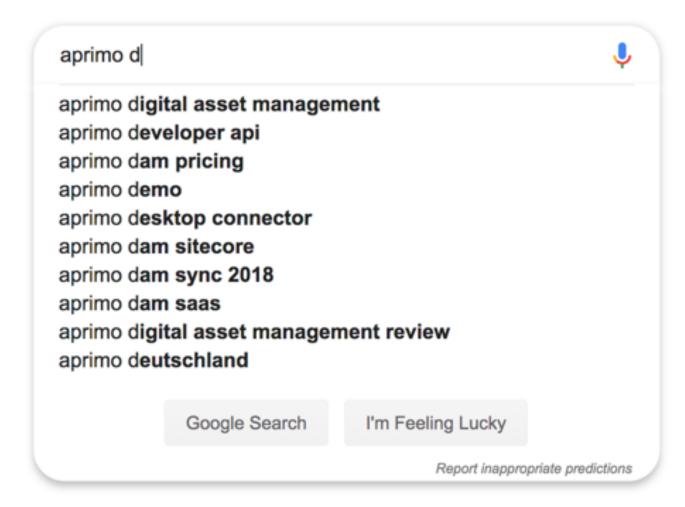
Google Search   I'm Feeling Lucky

Report inappropriate predictions

Iedia Studios

About 193,000 results (0.53 seconds)

Aprimo Marketing Solutions | Productivity Management & DAM
Ad · www.aprimo.com/ ▾

Aprimo helps marketers turn pain points into advantage points. Contact us today. Close Your Marketing Gaps. Deliver on-time, on-brand. Faster Speed to Market. Get The Aprimo Advantage.

Products
Simplify marketing complexity and increase the value of marketing

Why Aprimo
Aprimo helps marketers do what they do best

Videos

Aprimo Digital Asset Management	Aprimo Marketing Operations	Aprimo Productivity Management
2:58	4:07	2:15
Aprimo	Aprimo	Aprimo
YouTube · Sep 28, 2017	YouTube · Oct 4, 2016	YouTube · Dec 3, 2018
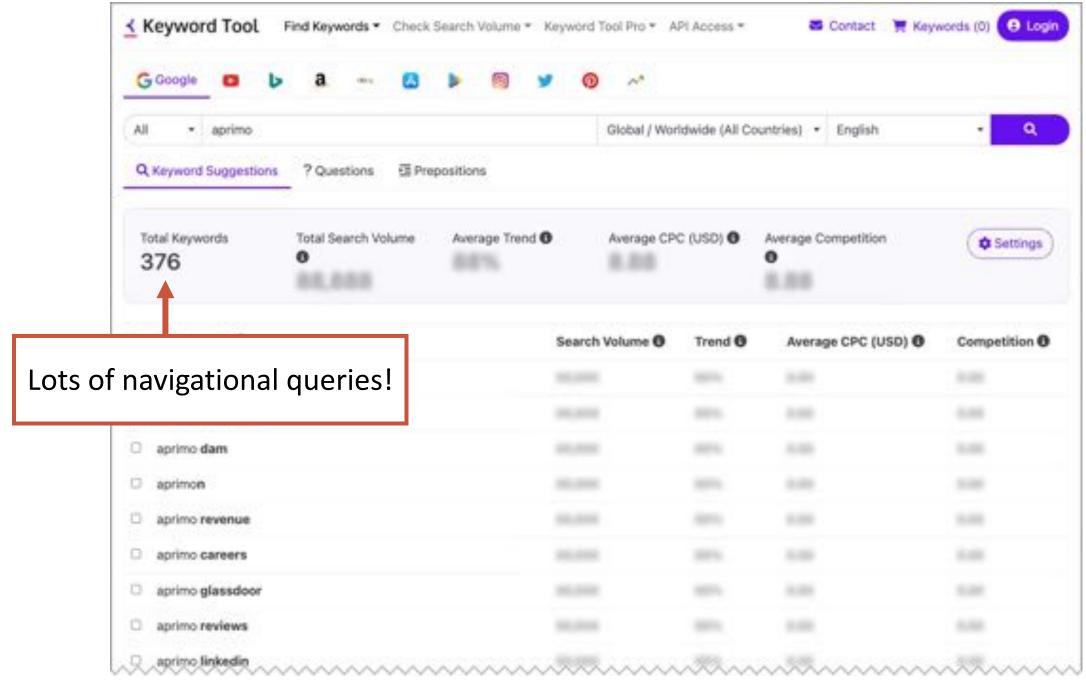
Lots of navigational queries!
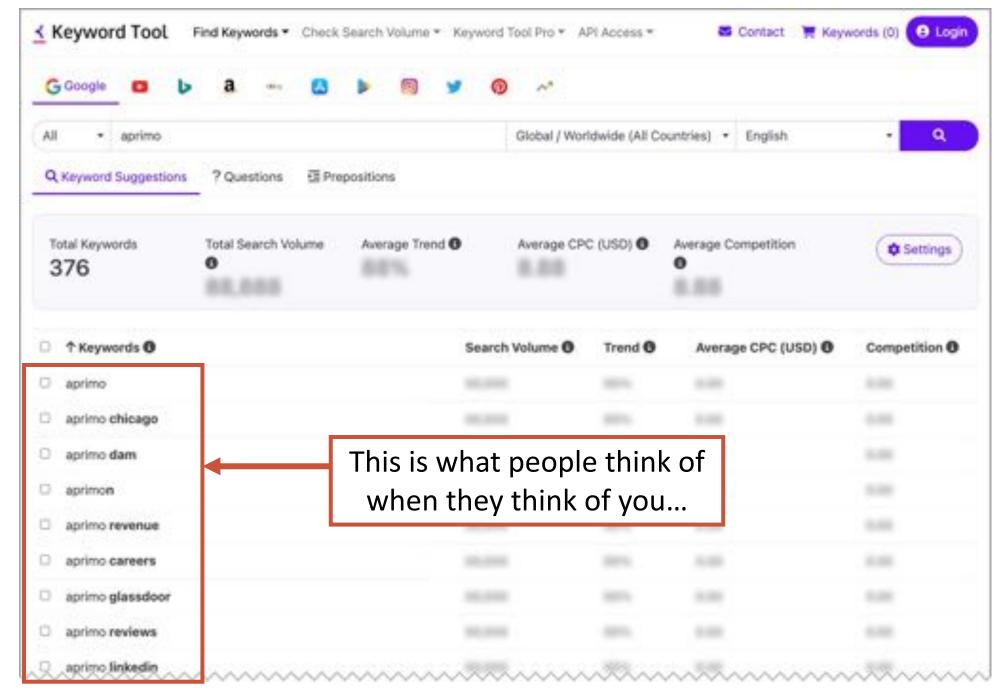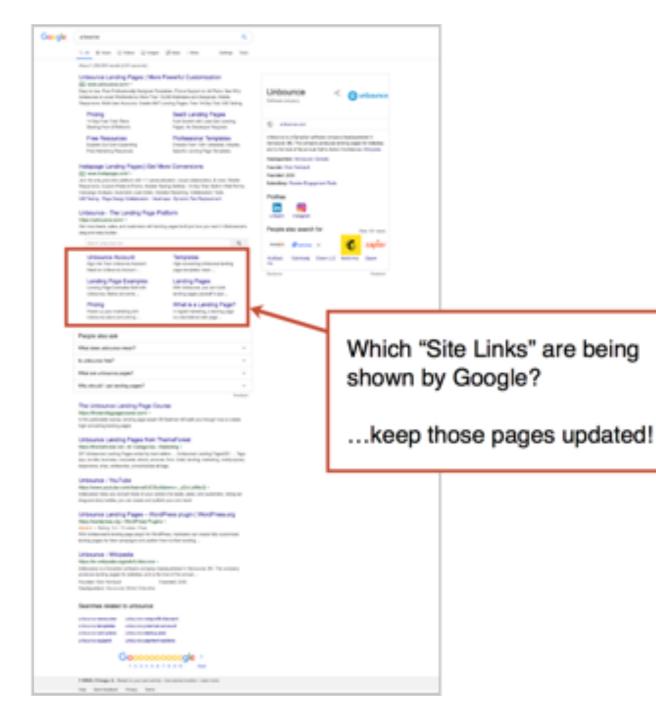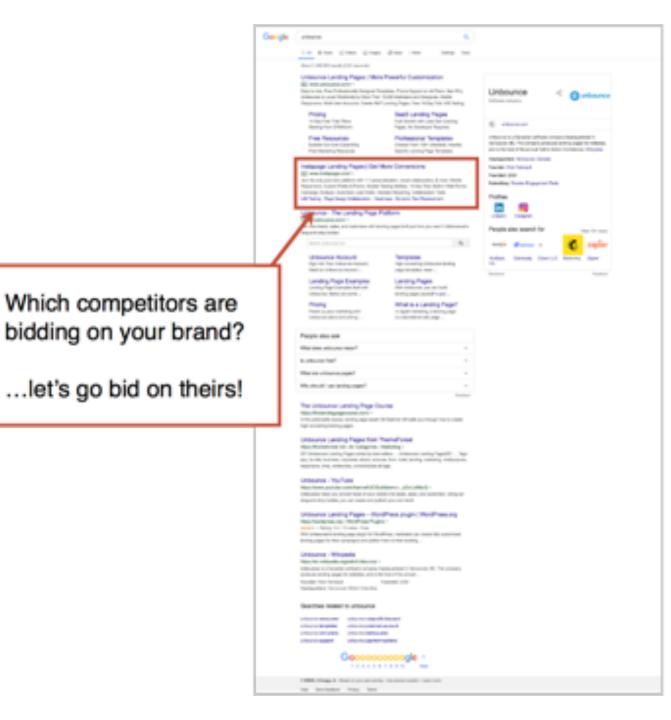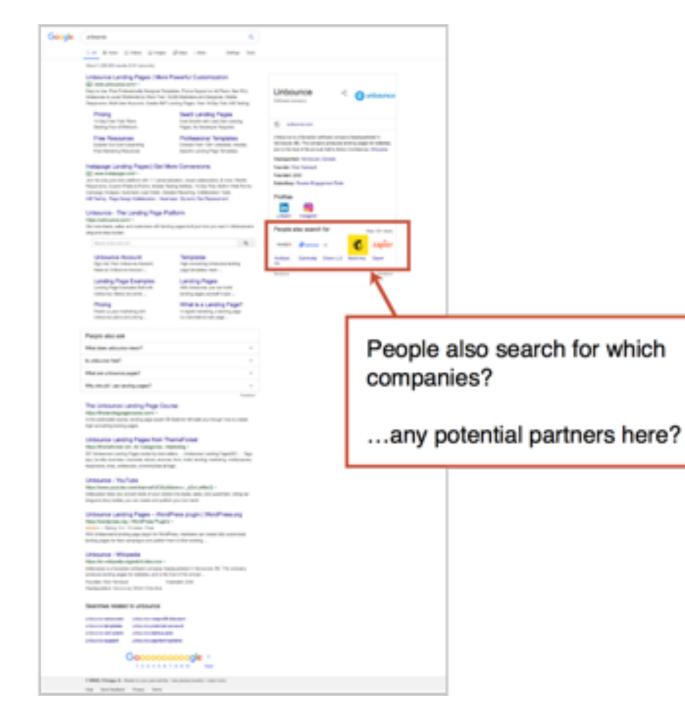
source: keywordtool.io

source: keywordtool.io

Which "Site Links" are being shown by Google?

...keep those pages updated!

Which competitors are bidding on your brand?

…let's go bid on theirs!

People also search for which companies?

…any potential partners here?

What questions do people ask about your business?

...answer those questions in your content

Take questions from here and add them to your Google My Business page

Any reputation issues visible here?

...seek reviews on those sites

What searches are related to your brand?

...confirm that your best content ranks for each

Google

adler planetarium wedding

All   Images   Shopping   News   Videos   More   Settings   Tools

About 208,000 results (0.62 seconds)

More images

Adler Planetarium wedding

Adler Planetarium offers both indoor and outdoor ceremony ceremony options for up to 325 people and space for up to 600 guests when setup for an indoor seated reception. Your guests can take in the iconic **Chicago** skyline with a cocktail hour or **wedding** ceremony on the Nancy A. Petrovich Skyline Terrace.

wasabiphotography.com › wedding-venues › adler-pla... ▾

Adler Planetarium Wedding Venue Information [REAL PHOTOS]

Feedback

www.adlerplanetarium.org › private-events ▾

Private Events at the Adler Planetarium

With breathtaking skyline views, the **Adler Planetarium** is an iconic Chicago venue ... Named one of The Knot's 2019 picks for 'Best of **Weddings**,' the Adler ...

Oh no! Another website is ranking #1 for their *most popular* branded keyphrase.

When do we start marketing??
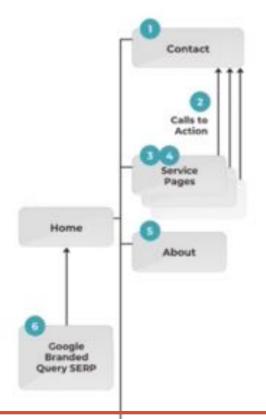
Foundation

- Conversion optimization
- Durable improvements
- More leads from every visit

Growth

- Increased traffic
- Content marketing
- Better performance from every post

Conversion Optimization

Search Optimization
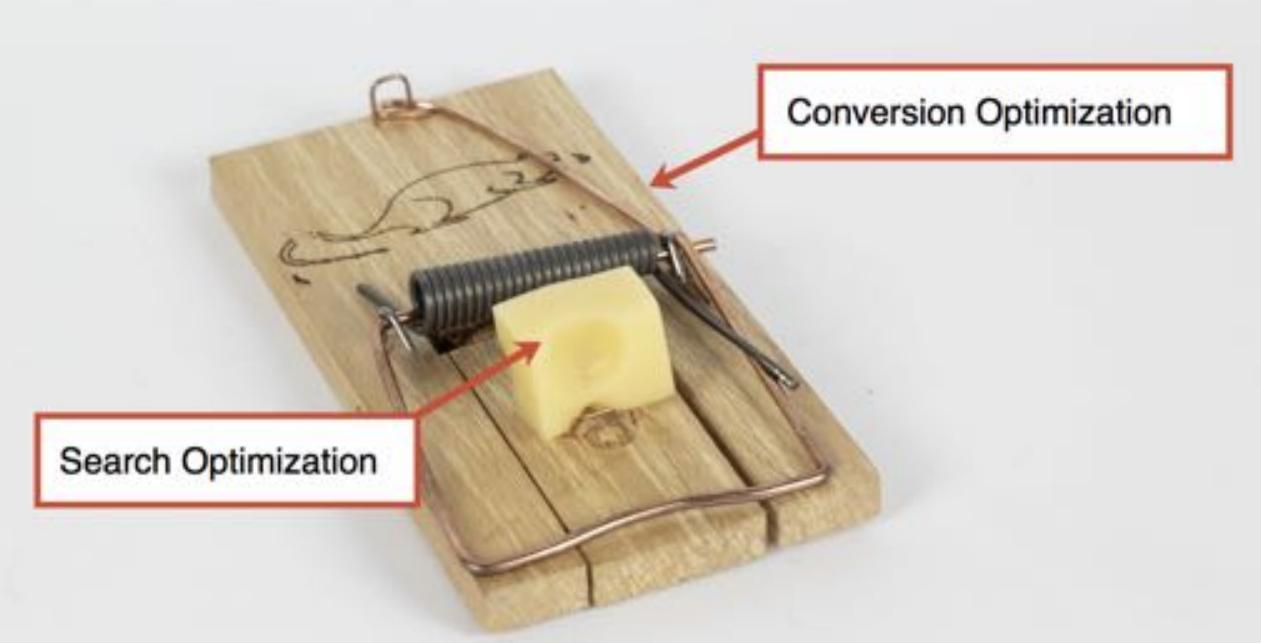
image source: Marco Verch, Flickr

7. The Content Mission Statement

The foundation of the content strategy

Our content is where **[audience x]** gets **[information y]** that offers **[benefit z]**.

Where digital marketers find practical advice on content, analytics and web design to get better results from their websites.

Where digital marketers find practical advice on content, analytics and web design to get better results from their websites.

Where digital marketers **find practical advice on content, analytics and web design** to get better results from their websites.

Where digital marketers find practical advice on content, analytics and web design to get better results from their websites.

Our content

[audience x]

[information y]

[benefit z]

1. Our blog, articles and resources

2. Our email newsletters

3. Our social media posts

4. Our videos, events, podcasts

   ...and every other format we use

Our content

[audience x]

[information y]

[benefit z]

1. Potential customers

2. *Anyone we can help through our expert advice*

Our content
[audience x]
[information y]
[benefit z]

1. Tips, advice, insights, strategies and checklists
2. Stories
3. Ideas and inspiration
4. Research and reports
5. News and trends

Our content

[audience x]
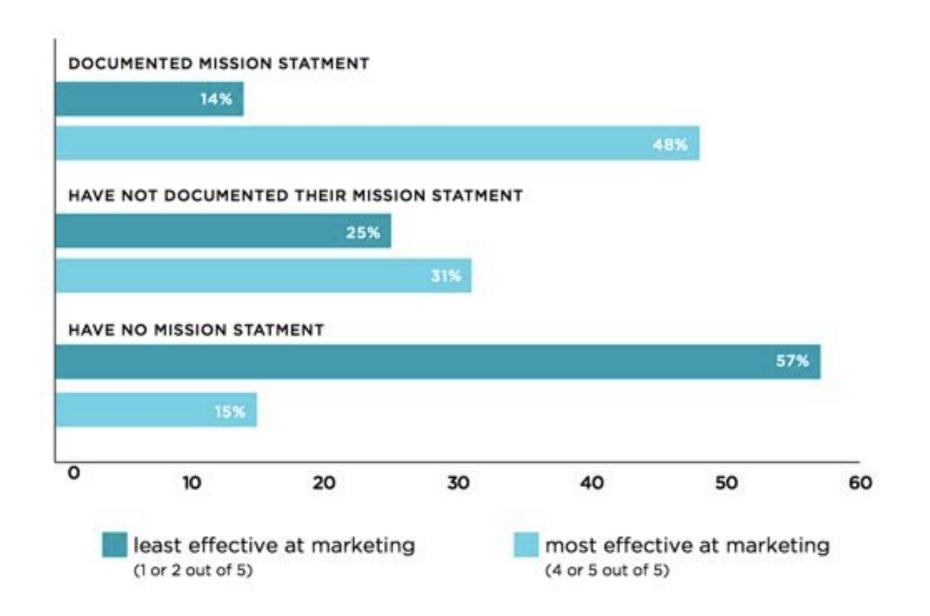
[information y]
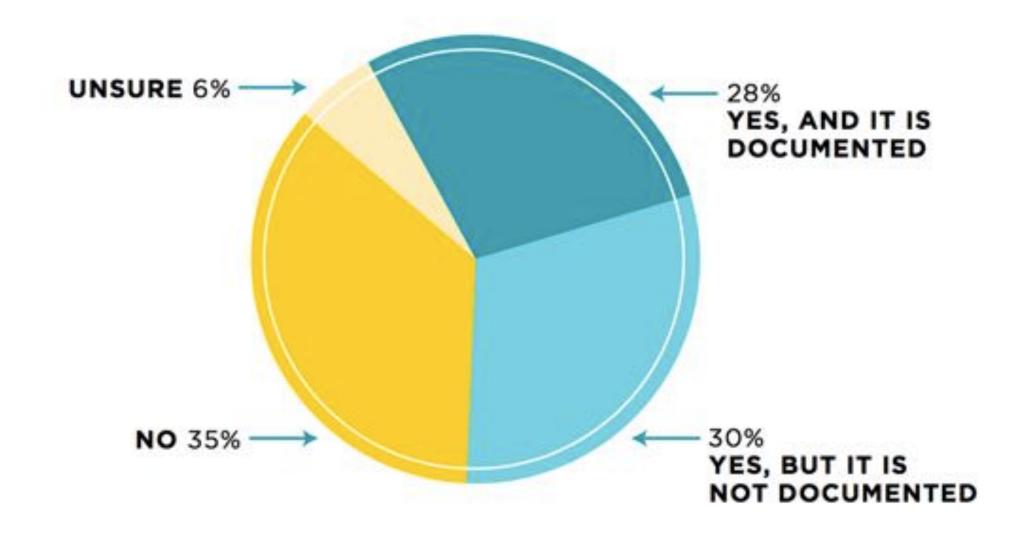
[benefit z]

Why they should click, visit, read, watch, listen, share, subscribe

...and pay attention to your content

Source: Content Marketing Institute

#contentjam

Marketers who document their mission statement are 3x more likely to succeed

"Do you have an editorial mission statement?"

UNSURE 6%

28% YES, AND IT IS DOCUMENTED

NO 35%

30% YES, BUT IT IS NOT DOCUMENTED

Source: Content Marketing Institute

#contentjam
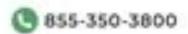
8. Email CTA and Blog Templates

Optimized for email list growth

as simple as penciling in as a 10-minute walk every day after dinner or swapping cookies for apples on your grocery list may make a big difference in both long-term health and short-term attitude. So go ahead and sign up for that Zumba class you've always wanted to take. It's a necessity that feels like a luxury.

Subtract the Bad

Sometimes building good habits may not be enough to put you on a trajectory to well-being. You need to ditch bad habits too! This could be as simple as tossing all the bags of late-night temptations in your pantry or as tough as quitting smoking. You could also "subtract" by taking control of your environment Marie Kondo style. Could getting rid of dishes that don't spark joy increase your overall well-being? Only one way to find out!

Don't Go It Alone

If you only take one thing away from this article, we hope it's this: It's a-okay to ask for help before you need it. Think of it this way: you don't start looking for a gas station when your tank's empty — you fill 'er up before you're stranded on the shoulder of the road. If you're feeling like your needle's approaching empty, reach out and ask for help.

If you're a professional, your employer might provide counseling benefits. Check with your HR manager for details. There are also resources dedicated to helping healthcare professionals navigate the stress of caregiving, especially in crisis situations like the 2020 COVID-19 pandemic.

...as simple as penciling in as a 10-minute walk every day after dinner or swapping cookies for apples on your grocery list m... ...term health and short-term attitude. So ... ...class you've always wanted to take. It's a ...

Would a visitor see this as valuable?

Subtract the Bad

Sometimes building good habits may not be enough to put you on a trajectory to well-being. You need to ditch bad habits too! This could be as simple as tossing all the bags of late-night temptations in your pantry or as tough as quitting smoking. You could also "subtract" by taking control of your environment Marie Kondo style. Could getting rid of dishes that don't spark joy increase your overall well-being? Only one way to find out!

STAY UP TO DATE

Your email address

Subscribe

Don't Go It Alone

If you only take one thing away from this article, we hope it's this: It's a-okay to ask for help before you need it. Think of it this way: you don't start looking for a gas station when your tank's empty — you fill 'er up before you're stranded on the shoulder of the road. If you're feeling like your needle's approaching empty, reach out and ask for help.

If you're a professional, your employer might provide counseling benefits. Check with your HR manager for details. There are also resources dedicated to helping healthcare professionals navigate the stress of caregiving, especially in crisis situations like the 2020 COVID-19 pandemic.

The 3 P's of email signup forms

Build strong castles and forts with one simple weekly tip! → **Prominence** / **Promise**

you@website.com **SIGN UP NOW!**

"This is the best moat maintenance newsletter out there. Thanks, Fortco!"
— DAVE, DUKE OF NAPERVILLE → **Proof**

orbitmedia.com

The Orbit Blog

Practical Tips for Content Marketing, Analytics & Web Design

We're glad you stopped by. Here you can scan through **all of our top content** in a simple outline.

Join 16,000+ people who get bi-weekly web marketing tips.

Email Address   Sign me up

By signing up you agree to our **Privacy Policy**.

Orbit Media Studios

Web Design & Development   Analytics & Optimisation   Portfolio   **Blog**   About   Contact

The Orbit Blog

Practical Tips for Content Marketing, Analytics & Web Design

We're glad you stopped by. Here you can scan through **all of our top content** in a simple outline.

Join 16,000+ people who get bi-weekly web marketing tips.

Email Address   Sign me up

By signing up you agree to our **Privacy Policy**.

[Information Y] is called out explicitly at the top of the blog…

…and again in the call to action to subscribe

How do you look in the mobile inbox?

How do you look in the mobile inbox?

Blog Design Best Practices

Blog Design Best Practices:
9 Things to Add to Your Blog

J.Q. Blogger | June 16, 2021 | 5 min read

- 73% Search tool
- 36% Share buttons on top
- 63% Author picture
- 14% Reading time
- 71% Date
- 33% Share buttons on the side
- 44% One column (no sidebar)
- 44% Popup window
- 35% Share buttons on the bottom
- 51% Comments
- 79% Related articles
- 12% Slide-in CTA
- 13% Sticky footer
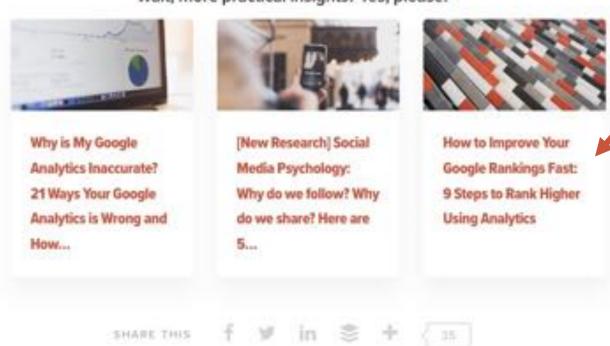
Hey, why don't we do that??

source: How to Design a Blog
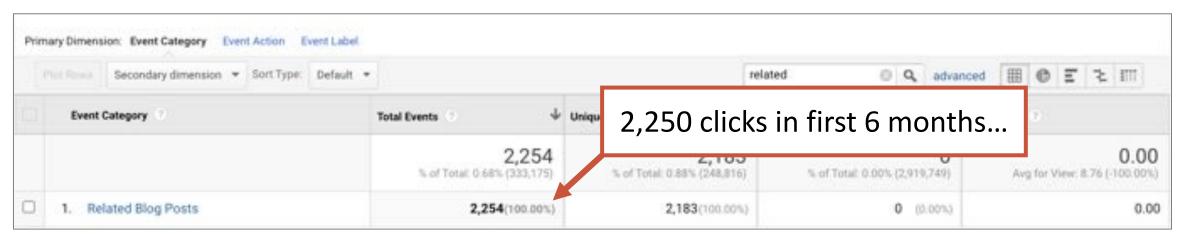
#contentjam

...and now we do that

❌ Social bio is just "about us" text. Doesn't say what you'll get if you follow

✅ Social bio is a mini-call to action. Gives the reader a reason to follow.
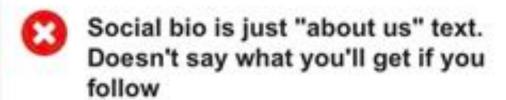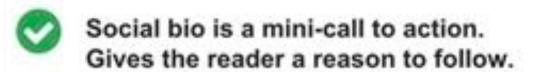
9. Sales-Focused Content

Content that directly impacts sales

The Perfect B2B Website Service Page: 13-Point Checklist

WEBSITE DESIGN & USABILITY   E-COMMERCE

This checklist is for B2B brands that sell a high-end service. If you meet these two criteria, this is for you.

- **You offer premium service to other businesses**
  You sell to companies, not consumers. You're B2B. And your services aren't cheap. Yours is a premium service. You are not the lowest price in the market.

- **There are multiple decision makers**
  Your buyers are making a "high consideration" decision. There are several people involved in the sales process and it can take weeks to decide on a provider.

The B2B marketing website is critical in driving demand through clarity and trust, through content and design. We invite you to review the service pages on your website against this checklist.

- Are there missed opportunities?
- Is anything unclear?
- Could changes to the content and design make it a better page?

We hope this guide will help you improve these pages or planning for a redesign. We'll start with a visual of a B2B website service page that covers them all.

Anatomy of the perfect B2B service page

The right content for the right audience
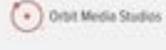
10. Original Research

Be the primary source

Original Research Example
"What's a good bounce rate?"

What's a Good Bounce Rate? We Asked 500+ Analytics Accounts. Here's the Average Bounce Rate for Websites.

ANALYTICS   0 COMMENTS

SHARE THIS   f 🐦 in ⬛ + ᴹ

It's such a common question, some Analytics pros are tired of hearing it. When the boss or a client asks "What's a good bounce rate?" or "What's the average bounce rate?" they groan and the responses get snarky.

A bounce rate is basically a one-page visit but no one likes one-page visits. Everyone wants to lower their bounce rate. But what is an acceptable bounce rate? We're going to answer this question once and for all.
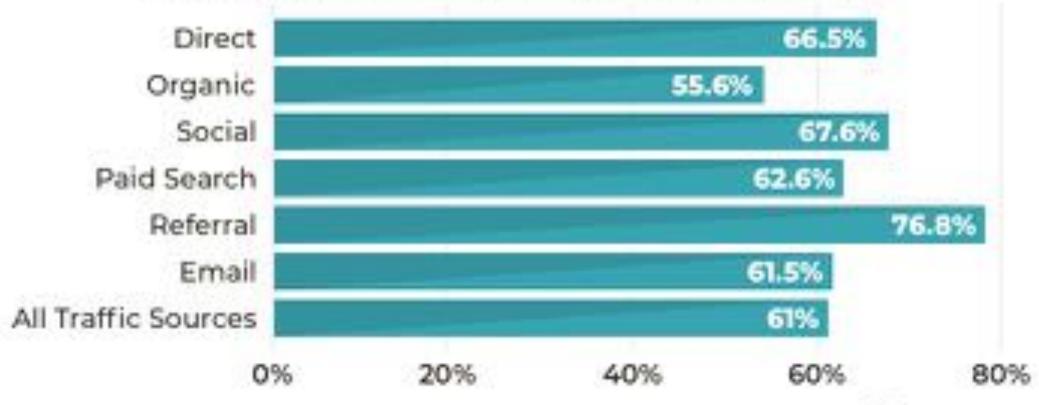
BY ANDY
CRESTODINA

Website	Ecommerce (y)	Industry	B2...	Overall	Organic	Paid Search	Direct	Referral	Social	Email
(blurred)	Y	Consumer products and services	C/B	45.43%	42.03%		56.88%	60.37%	71.28%	
(blurred)		Real Estate	B	55.61%	40.21%		64.11%	43.33%	37.50%	
(blurred)		Not-for-Profit	B	57.47%	51.34%	86.13%	61.84%	48.18%	63.07%	
(blurred)		Professional Services	B	55.44%	41.11%		61.94%	53.40%	59.46%	
(blurred)		Professional Services	B	64.40%	57.60%	79.49%	63.15%	72.26%	58.17%	67.45%
(blurred)		Professional Services	B	52.77%	50.94%	63.86%	54.32%	56.19%	73.61%	53.77%
(blurred)		Not-for-Profit	B	93.85%	80.00%		94.74%	95.12%		
(blurred)		Healthcare	C	65.69%	63.69%		71.78%	53.20%	82.69%	
(blurred)		Banking & Finance	B	53.06%	40.44%		72.70%	67.56%	76.36%	
(blurred)		Technology & Software	B	82.07%	80.94%	82.86%	85.22%	49.52%	79.30%	82.13%
(blurred)		Not-for-Profit	B	59.70%	55.52%		66.43%	51.42%	79.08%	
(blurred)		Health & Wellness	C	78.61%	82.98%	64.55%	78.19%	77.54%	69.21%	71.43%
(blurred)		Media & Publishing		71.23%	60.99%		64.84%	72.21%	74.64%	82.84%
(blurred)		Not-for-Profit	B	46.71%	36.66%	81.06%	54.25%	53.29%	56.10%	43.22%
(blurred)		Manufacturing		52.26%	43.74%		66.42%	53.58%	66.69%	
(blurred)		Health & Wellness	C	57.56%	39.90%	66.55%	59.25%	76.37%	51.42%	
(blurred)		Marketing	B	75.20%	79.70%	63.41%	69.17%	64.85%	72.46%	61.11%
(blurred)		Professional Services	B	60.63%	40.20%	38.00%	55.39%	64.78%	81.55%	
(blurred)		Marketing	B	69.00%	49.14%		81.04%	66.33%		
(blurred)		Not-for-Profit	B	63.14%	58.27%		73.08%	54.55%	78.83%	60.14%
(blurred)		Manufacturing	B	57.62%	54.71%		56.05%	45.60%	83.59%	
(blurred)		Manufacturing	B	57.18%	43.82%		75.13%	66.89%	93.33%	
(blurred)		Food & Beverage	C	27.79%	23.37%		32.38%	33.16%	39.86%	
(blurred)		Manufacturing	B	49.30%	44.66%		58.95%	75.13%	63.64%	
(blurred)		Consumer products and services	C	90.03%	80.98%		98.31%	81.53%		
(blurred)		Food & Beverage	B	60.77%	58.82%		66.73%	46.22%	78.36%	
(blurred)		Professional Services	B	76.39%	72.74%		84.14%	67.30%	65.88%	
(blurred)	Y	Healthcare	B	77.78%	79.86%	33.33%	69.96%	81.58%	68.00%	
(blurred)	Y	Consumer products and services	B	65.90%	66.80%	67.38%	62.63%	51.52%	62.45%	
(blurred)		Professional Services	B	83.48%	50.55%		87.67%	85.42%		
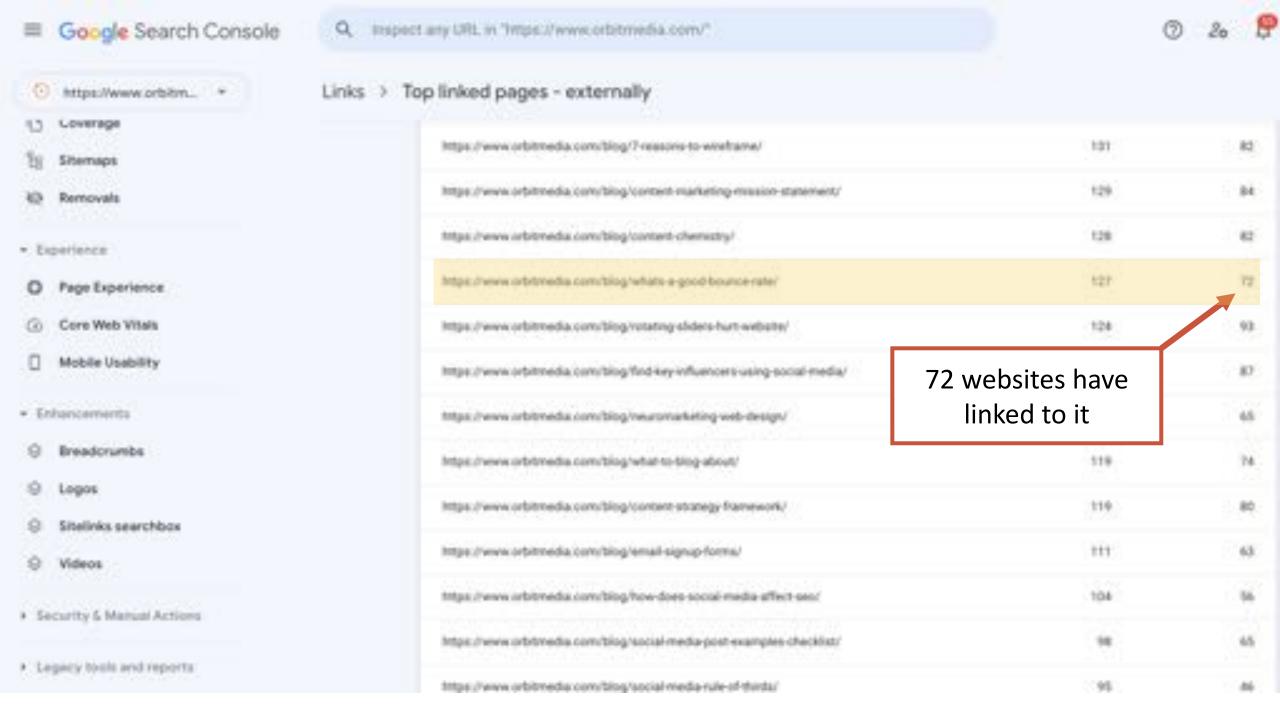
The average bounce rate is…

The average bounce rate is…
62%

Average Bounce Rate by Traffic Source

Traffic Source	Bounce Rate
Direct	66.5%
Organic	55.6%
Social	67.6%
Paid Search	62.6%
Referral	76.8%
Email	61.5%
All Traffic Sources	61%

orbitmedia.com

#contentjam

72 websites have linked to it

What is the average website lifespan? 10 Factors In Website Life Expectancy

WEBSITE DESIGN & USABILITY · 12 COMMENTS

SHARE THIS   f   🐦   in   📧   ➕   130

A web design firm, a creative agency and a software vendor walk into a client's office. The client asks, "How often should we redesign our website?" The agency replies "every two years." The software guy says "every five years" The web designer says...

This isn't a joke. I was actually in this meeting. There were eight people from four companies in the room. My answer at the time was four years. My standard answer has always been 2-5 years, depending on the industry. But that's a big range.

Since then, we've done some research to really answer that question...

BY ANDY
CRESTODINA

What is the average lifespan of a website?

We took the top 200 marketing websites according to **Alexa** and looked them up in the **Wayback Machine**. We looked at the design and structure of each site over many years, and we determined

The average lifespan
of a marketing websites is
2 years 7 months

Digitization versus digital preservation [edit]

Main article: *Digital preservation*

There is a common misconception that to digitize something is the same as digital preservation. To digitize something is to convert something from an analog into a digital format.[32] An example would be scanning a photograph and having a digital copy on a computer. This is essentially the first step in digital preservation. To digitally preserve something is to maintain it over a long period of time.[33][34]

Digital preservation is more complicated because technology changes so quickly that a format that was used to save something years ago may become obsolete, like a 5 1/4" floppy drive. Computers are no longer made with them, and obtaining the hardware to convert a file from an obsolete format to a newer one can be expensive. As a result, the upgrading process must take place every 2 to 5 years,[35] or as newer technology becomes affordable, but before older technology becomes unobtainable. The Library of Congress provides numerous resources and tips for individuals looking to practice digitization and digital preservation for their personal collections.[36]

Digital preservation can also apply to born-digital material. An example of something that is born-digital is a Microsoft Word document saved as a .docx file or a post to a social media site. In contrast, digitization only applies exclusively to analog materials. Born-digital materials present a unique challenge to digital preservation not only due to technological obsolescence but also because of the inherently unstable nature of digital storage and maintenance. Most websites last between 2.5 and 5 years, depending on the purpose for which they were designed.[37]

Many libraries, archives, and museums, as well as other institutions struggle with catching up and staying current in regards to both digitization and digital preservation. Digitization is a time-consuming process, particularly depending on the condition of the holdings prior to being digitized. Some materials are so fragile that undergoing the process of digitization could damage them irreparably; light from a scanner can damage old photographs and documents. Despite potential damage, one reason for digitizing some materials is because they are so heavily used that digitization will help to preserve the original copy long past what its life would have been as a physical holding.

Digitization can also be quite expensive. Institutions want the best image quality in digital copies so that when they are converted from one format to another over time only a high-quality copy is maintained. Smaller institutions may not be able to afford such equipment.

Digitization versus digital preservation [edit]

Main article: Digital preservation

There is a common misconception that to digitize something is the same as digital preservation. To digitize something is to convert something from an analog into a digital format.[32] An example would be scanning a photograph and having a digital copy on a computer. This is essentially the first step in digital preservation. To digitally preserve something is to maintain it over a long period of time.[33][34]

Digital preservation is more complicated because technology changes so quickly that a format that was used to save something years ago may become obsolete, like a 5 1/4" floppy drive. Computers are no longer made with them, and obtaining the hardware to convert a file from an obsolete format to a newer one can be expensive. As a result, the upgrading process must take place every 2 to 5 years,[35] or as newer technology becomes affordable, but before older technology becomes unobtainable. The Library of Congress provides numerous resources and tips for individuals looking to practice digitization and digital preservation for their personal collections.[36]

Digital preservation can also apply to born-digital material. An example of something that is born-digital is a Microsoft Word document saved as a .docx file or a post to a social media site. In contrast, digitization only applies exclusively to analog materials. Born-digital materials present a unique challenge to digital preservation not only due to technological obsolescence but also because of the inherently unstable nature of digital storage and maintenance. Most websites last between 2.5 and 5 years, depending on the purpose for which they were designed.[37]

Many libraries, archives, and museums, as well as other institutions struggle with catching up and staying current in regards to both

digitiz...
prior to be...
from a sca...
because t...
physical h...

Digitization...
one format...

Digital Preservation"🔗, *Journal of Research of the National Institute of Standards and Technology.* **107** (1): 93–106. doi:10.6028/jres.107.010🔗. ISSN 1044-677X🔗. PMC 4865277🔗. PMID 27446721🔗.

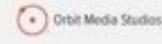14. ^ Waldfogel, Joel (August 2017). "How Digitization Has Created a Golden Age of Music, Movies, Books, and Television". *Journal of Economic Perspectives.* **31** (3): 195–214.

London: British Library (National Preservation Office).

34. ^ "Digitization is Different than Digital Preservation: Help Prevent Digital Orphans!"🔗. *loc.gov.*

35. ^ "Digitization vs. Preservation"🔗. *prairienet.org.*

36. ^ "Digital Preservation"🔗. *digitalpreservation.gov.*

37. ^ "Website Lifespan and You"🔗. *Orbit Media Studios.*

38. ^ "Library of Congress. (2007). Technical Standards for Digital

Original Research Example
"What website features are standard?"

source:

Web Design Standards

Website features and their placement on 500 marketing websites

Feature	Percentage
Logo in the top left	93%
Main navigation in the header (not on the left, not just a hamburger icon)	90%
Dropdown menus	58%
Contact in the top right	55%
Value proposition high on the page (descriptive H1 header)	54%
Search in the header (search icon or text field)	53%
Content on the homepage (blog articles, news, etc.)	43%
Slideshow on the homepage	42%
Call to action (not just a "contact us" button)	33%
Evidence on the homepage (testimonials, data, awards, etc.)	28%
Video on the homepage (in the featured area or farther down)	18%
Social icons in the header	13%
Chat in the bottom right (live chat or chatbot)	11%
Popup window in the homepage	6%

0%   25%   50%   75%   100%

Confusion   Convention   Standard

n=500   orbitmedia.com

What percentage of websites have which features?

10 Website Design Standards vs. Best Practices
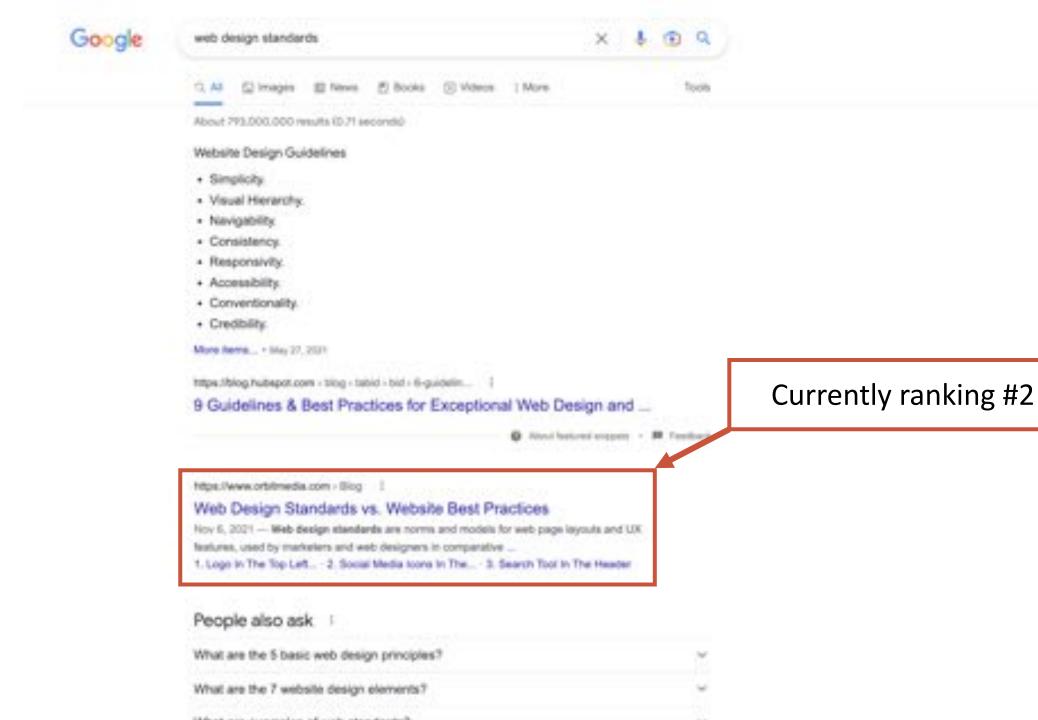
Review of 500 homepages shows the popularity of various UX features in web design. But many do not align with web design best practices.
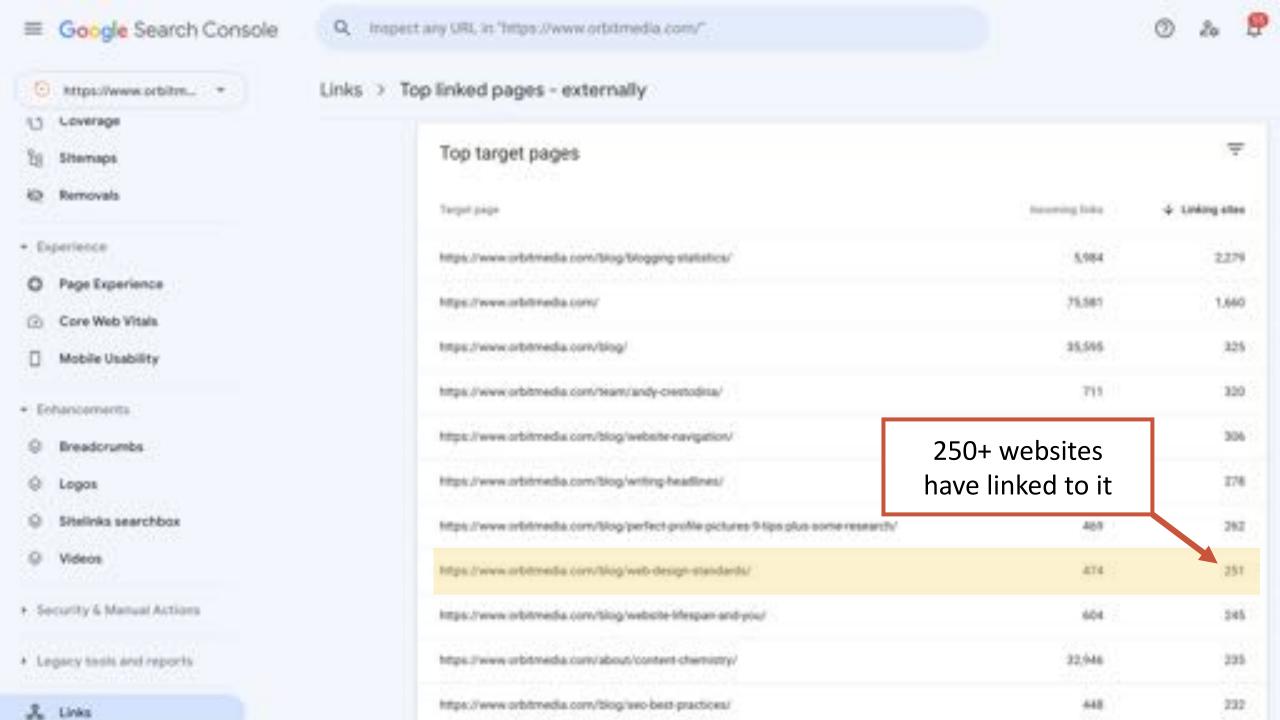
1 93% of websites have the logo in the top left
Definitely a standard spot for it. Occasionally, it's center aligned.
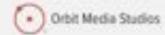
Hundreds of thousands of people have read it

#contentjam

250+ websites have linked to it

Original Research Example
"Why do people follow and share on social?"

[New Research] Social Media Psychology: Why do we follow? Why do we share? Here are 5 Things Marketers Miss

SOCIAL MEDIA   5 COMMENTS

SHARE THIS   f 𝕏 in ☰ +   63
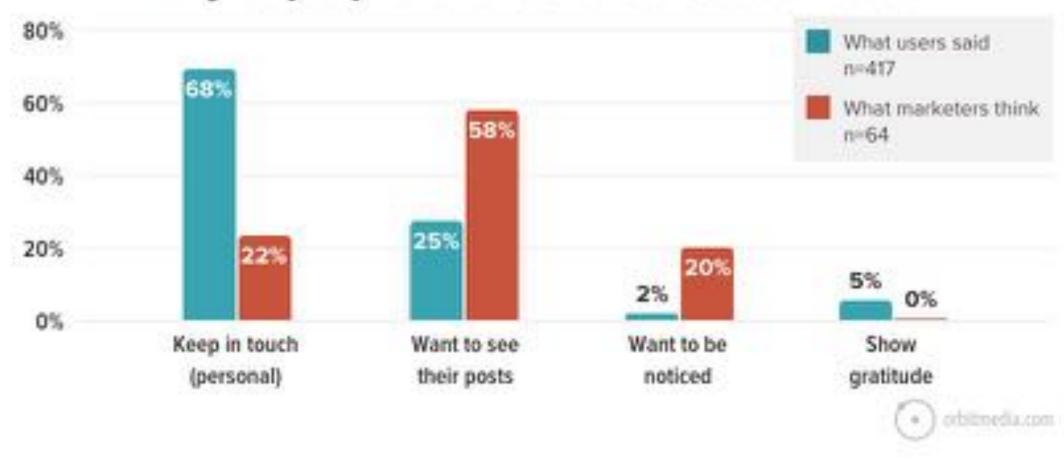
BY ANDY CRESTODINA

What goes on in the mind of the social media user? I've often wondered.

I look at a social account and think about the psychology behind the actions we're all hoping for, as marketers. *Why do people follow? Why do they share?*

Why do people
click the **follow** button?

Why do people
click the **share** button?
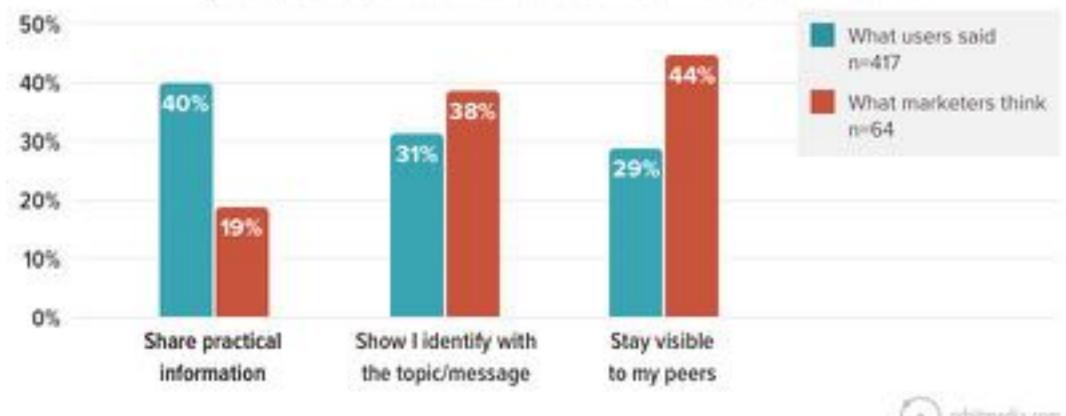
Why do people follow others on social media?

Legend:
- What users said n=417
- What marketers think n=64

Category	What users said	What marketers think
Keep in touch (personal)	68%	22%
Want to see their posts	25%	58%
Want to be noticed	2%	20%
Show gratitude	5%	0%

orbitmedia.com

source: Social Media Psychology

source: Social Media Psychology

#contentjam

Google Search Console

Inspect any URL in "https://www.orbitmedia.com/"

https://www.orbitm...

⬇ EXPORT

🏠 Overview

🔍 URL inspection

- Performance

G Search results

☀ Discover

- Index

📄 Pages

📹 Video pages

📑 Sitemaps

🗑 Removals

- Experience

⚙ Page Experience

◎ Core Web Vitals

URL		
https://www.orbitmedia.com/blog/start-conversation-online/	61	21
https://www.orbitmedia.com/campaign-url-builder/	61	33
https://www.orbitmedia.com/blog/social-media-psychology-research/	58	32
https://www.orbitmedia.com/blog/how-to-write-a-customer-success-story/	58	26
https://www.orbitmedia.com/blog/where-to-start-digital-marketing/		24
https://www.orbitmedia.com/about/careers/		15
https://www.orbitmedia.com/blog/personal-seo/	55	37
https://www.orbitmedia.com/blog/coronavirus-agency-impact/	55	32
https://www.orbitmedia.com/blog/how-often-should-blog/	55	22
https://www.orbitmedia.com/blog/google-analytics-social-media/	55	30
https://www.orbitmedia.com/blog/how-images-improve-seo/	54	30
https://www.orbitmedia.com/blog/how-to-generate-leads/	54	42

32 websites have linked to it

Original Research Example

"How long does it take to write a blog post?"

New Blogging Statistics: What Content Strategies Work in 2022? We asked 1016 Bloggers

ANALYTICS · DIGITAL STRATEGY · SEO & CONTENT MARKETING · 2 COMMENTS

SHARE THIS   f   in   +   1.6K

BY ANDY CRESTODINA
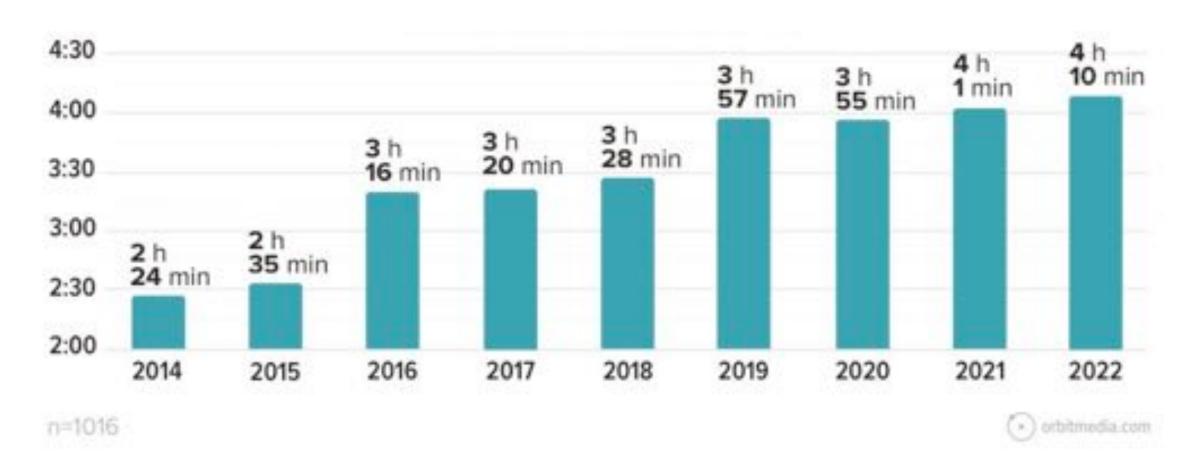
Years ago, in 2014, we set out to answer some basic questions about blogging, so we set up a survey. That project grew into a long-term gathering of blogging statistics, tracking the ever-changing trends of content marketing.

Welcome to the 9th annual blogging survey.

Each year, we ask 1000+ bloggers 20 questions about their process and their content. Then we analyze, make a bunch of charts and add input from a dozen content marketing experts.
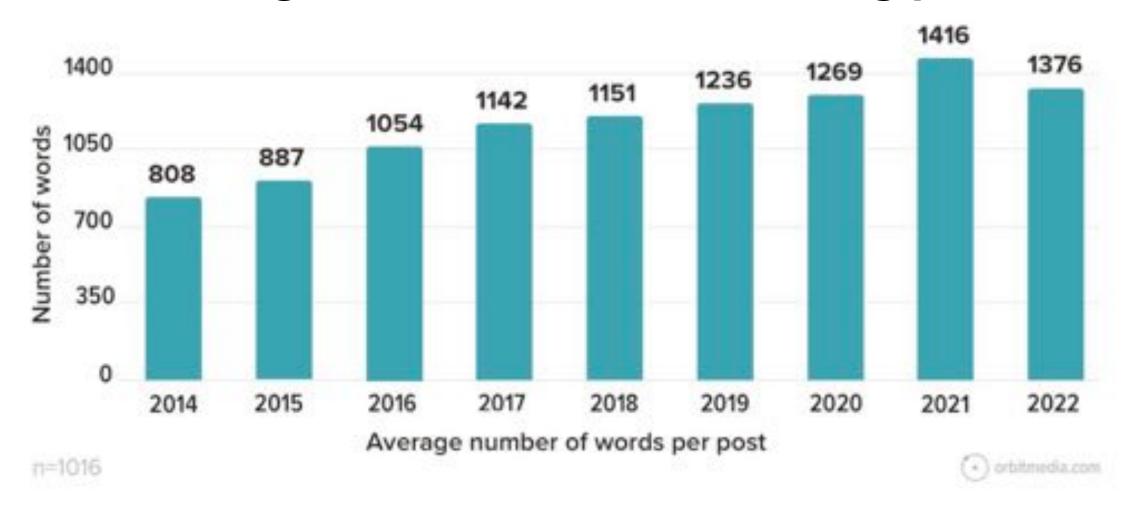
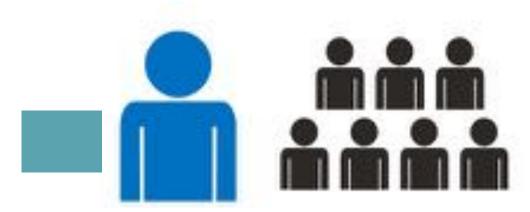This year we had 1016 survey responses. What follows are 26 charts based on those responses, input from the top industry experts and a set of blogging statistics that reveal some fascinating insights into an industry in flux, now more than ever.

How long does it take to write a blog post?

4:30
4:00
3:30
3:00
2:30
2:00

2 h 24 min — 2014
2 h 35 min — 2015
3 h 16 min — 2016
3 h 20 min — 2017
3 h 28 min — 2018
3 h 57 min — 2019
3 h 55 min — 2020
4 h 1 min — 2021
4 h 10 min — 2022

n=1016

orbitmedia.com

source: 2022 Blogger Survey, Orbit Media

#contentjam
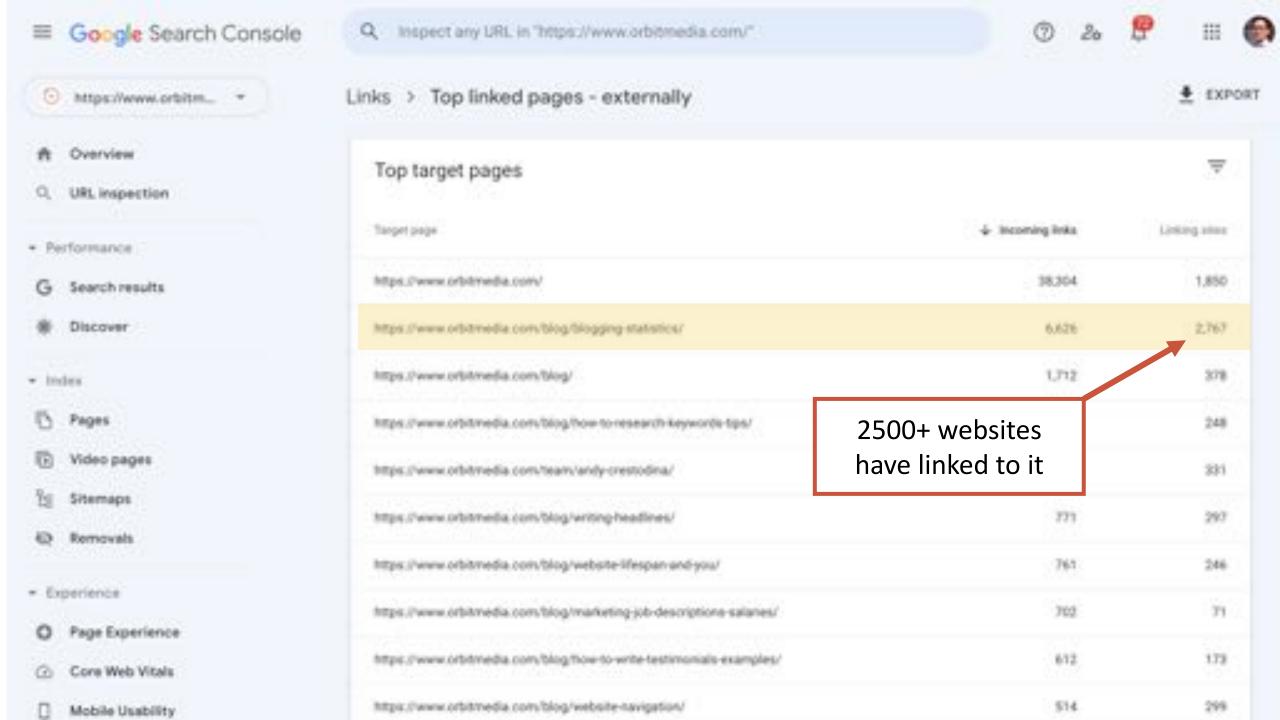
How long does it take to write a blog post?

source: <u>2022 Blogger Survey, Orbit Media</u>

Abass Sahrawi
@AbassSahrawi
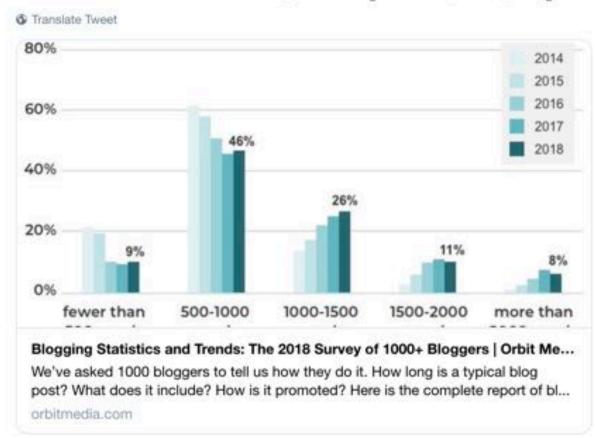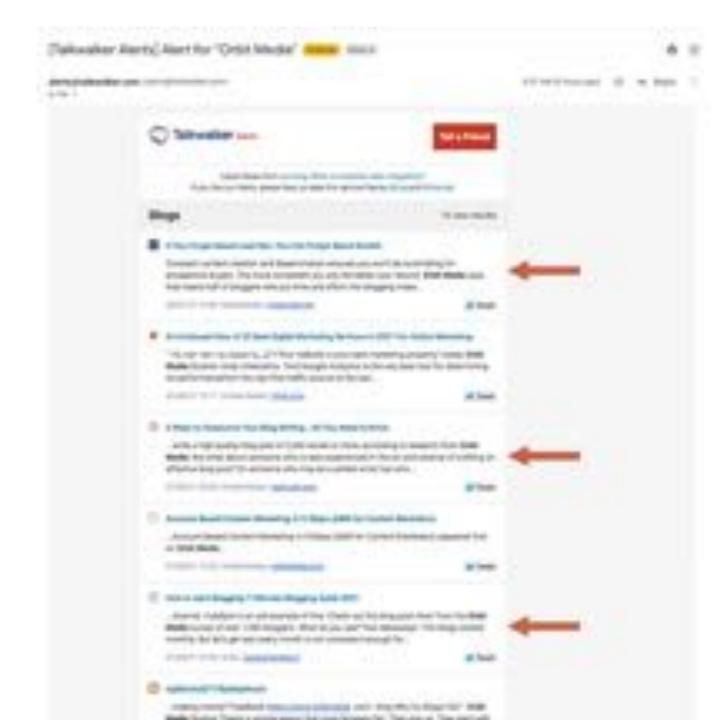
بحث طازج جدا حول التسويق بالمحتوى (التدوين على وجه الخصوص): الدراسة بتقول ان الكتاب لي بينشروا فوق 2000 كلمة بيشوفوا نجاح اكبر من لي بينشروا محتوى اقل من 1000 كلمة..

هاهي الدراسة وسعيد اني كنت جزء منها:

Translate Tweet

Blogging Statistics and Trends: The 2018 Survey of 1000+ Bloggers | Orbit Me...
We've asked 1000 bloggers to tell us how they do it. How long is a typical blog post? What does it include? How is it promoted? Here is the complete report of bl...
orbitmedia.com

People link to it all the time!

"What do people in our industry often say, but rarely support?
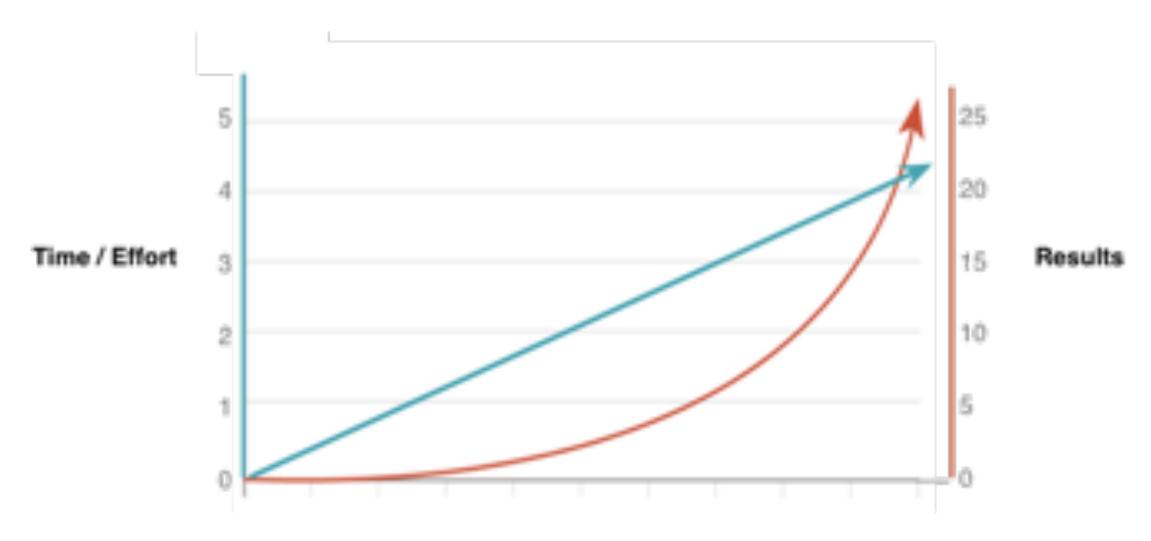
FIND THE MISSING STAT

How can you "bust a myth" with your research? If you can disprove something that most people believe to be true, you'll attract journalists' attention and get media mentions.

Michele Linn
Chief Strategy Officer, Mantis Research

10x Effort = 100x Results

Time / Effort

Results

"

But how can I get influencers to check out this awesome research?

"

New Blogging Statistics: Survey of 1067 Bloggers Shows Which Content Strategies are Working in 2021

ANALYTICS | DIGITAL STRATEGY | SEO & CONTENT MARKETING | 8 COMMENTS

SHARE THIS   f   y   in   ⊕   +   1.6K

BY ANDY CRESTODINA
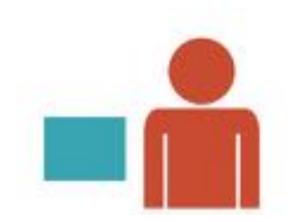
Welcome to the 8th annual blogging survey
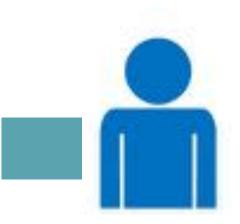
Years ago, we set out to answer some basic questions about blogging. It's grown into a long-term project that tracks trends in the changing world of blogging and content marketing.
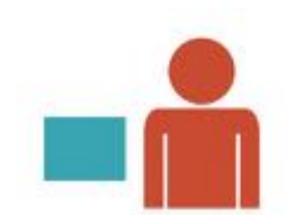
Each year, we ask 1000+ bloggers 20 questions about their process and their content. Then we analyze, make a bunch of charts and add input from a dozen content marketing experts.

This year we had 1067 survey responses. What follows are 35 charts based on those responses, 12 experts and hundreds of blogging statistics that reveal some fascinating insights into an industry in flux, now more than ever.
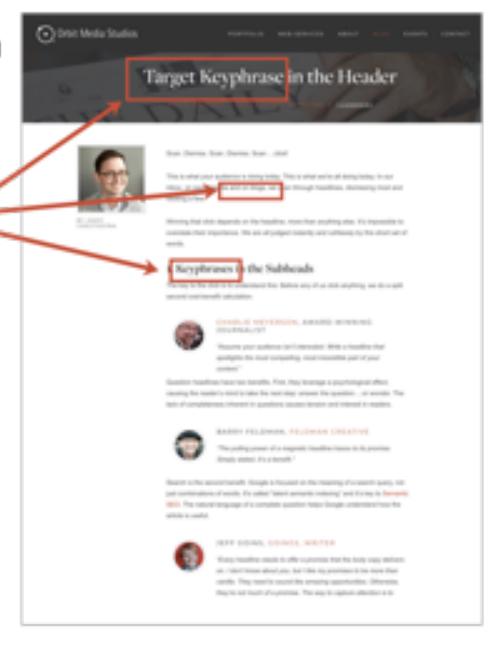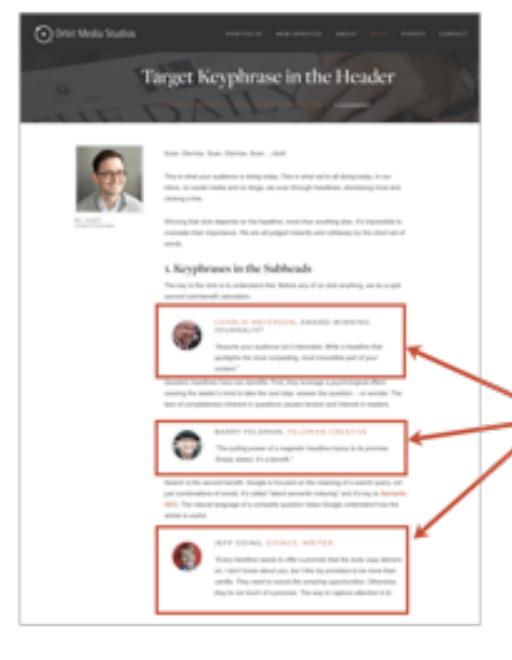
Blogging still works, but driving big
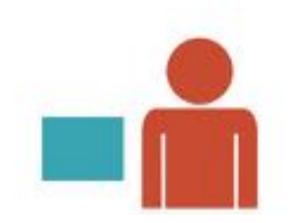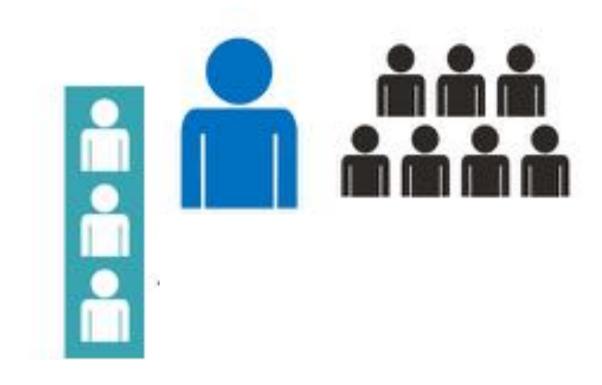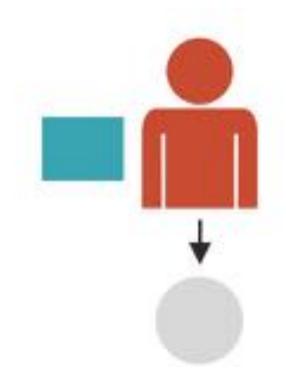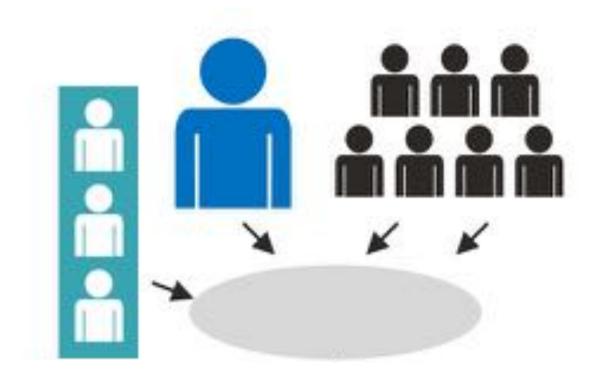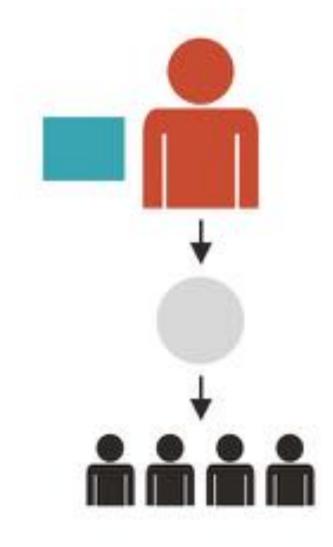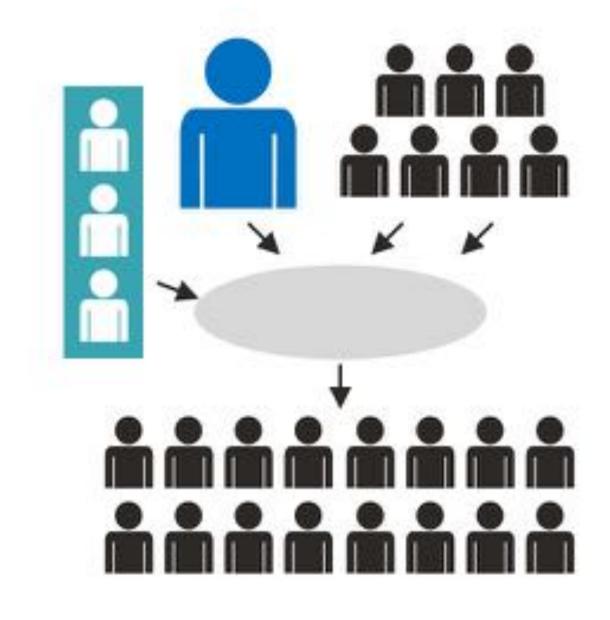
Optimized for Search

Target keyphrase and related phrases
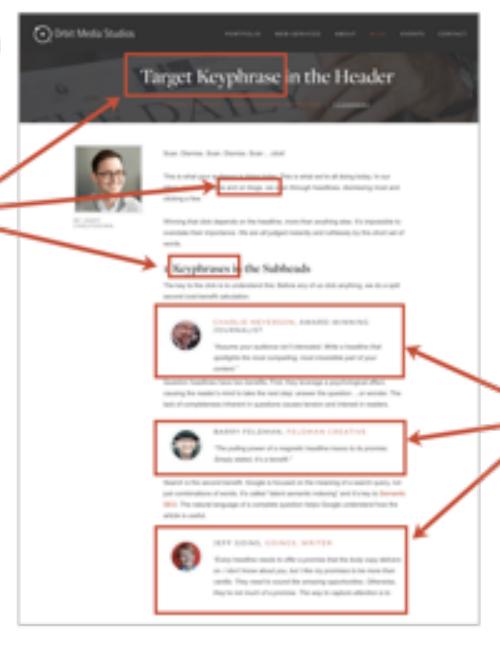
Optimized for Social

Quote from experts and influencers

Optimized for Search

Optimized for Social

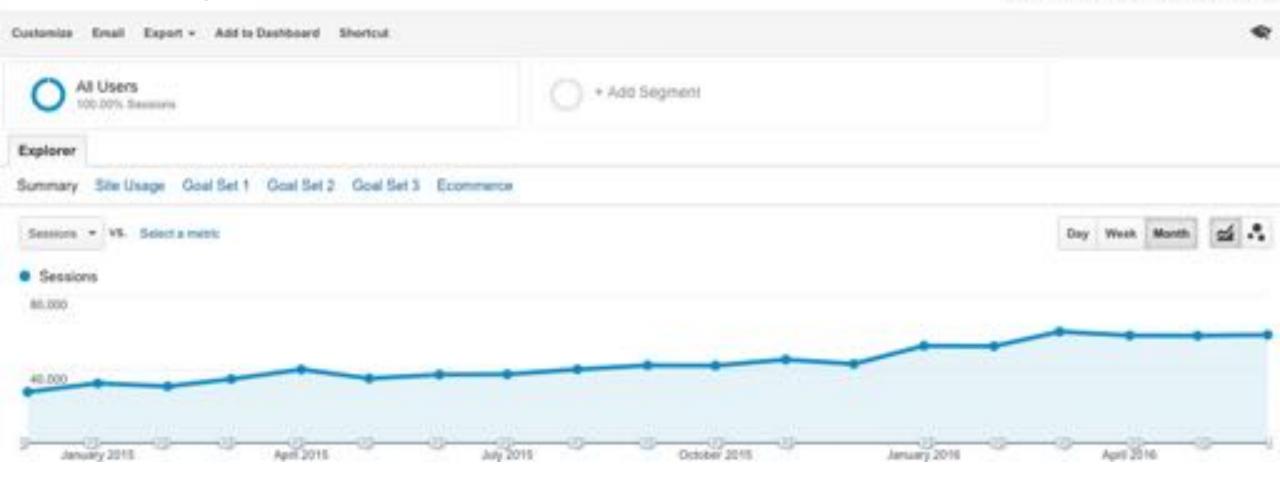**Target keyphrase and related phrases**

Quote from experts and influencers
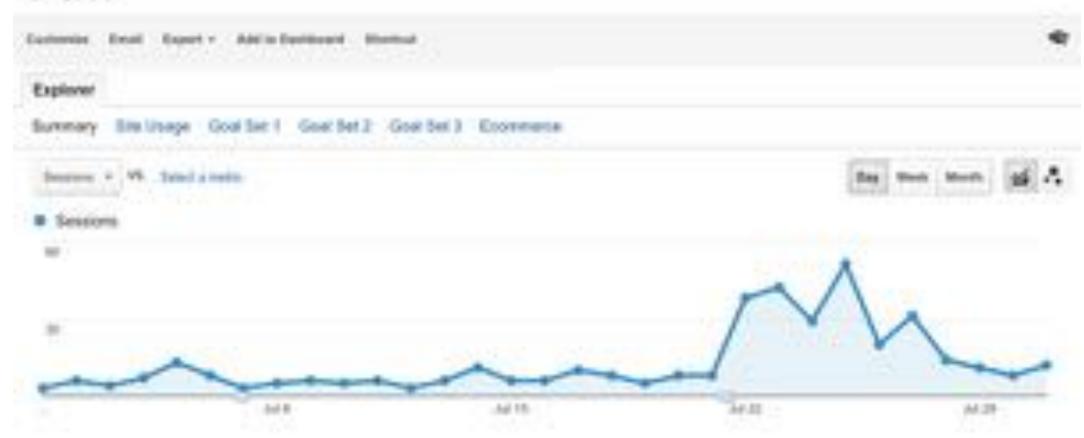
"

An ally in creation is an ally in promotion

"

Benefits of collaborative content

1. Content quality (expert POVs)

2. Better social reach (ego bait)
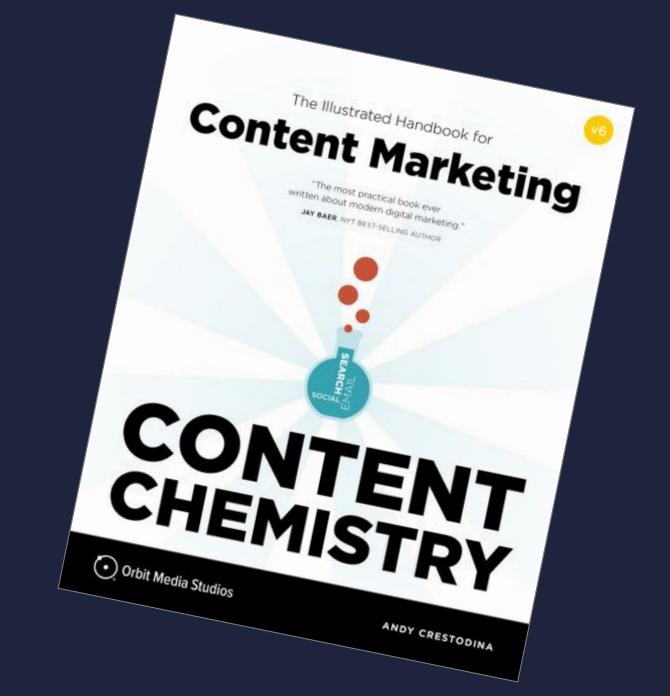
3. Grows your professional network

Friendships

Fun

Some articles that go into a lot more detail on this stuff…

- [Where to Start in Digital Marketing? 10 Things to Do First](#)

- [How to Increase Conversion Rates](#)

- [The Perfect B2B Service Page: 13-Point Checklist](#)

- [How to Design a Blog: 13 Best Practices](#)

- [Account Based Content Marketing](#)

- [Content Formats and the Funnel](#)

- [What is Thought Leadership in Marketing?](#)

- […Orbit's YouTube Channel! 👍](#)