INTRODUCTION TO
Web Site Optimization
:: Higher Traffic and Speed, Guaranteed

Company, Services, & Case Studies
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About Web Site Optimization, LLC

Web Site Optimization, LLC is a privately held web performance and Internet marketing firm based in Ann Arbor, Michigan. WSO specializes in boosting the ROI of existing websites through:

- **Website Performance**
  - Analysis (front-end and back-end)
  - Optimization (above + graphics and multimedia)

- **Search Engine Marketing**
  - Natural SEO
  - PPC Advertising
  - Conversion rate optimization & A/B Split Testing
  - Analytics

- **Website Development**
  - Website redesigns
  - Usability and Accessibility Evaluations
  - Multichannel Blogsites
Select Clients

Bank of America  Higher Standards  Time Warner  Herman Miller

Wells Fargo  White Pages  America Online  Aruba

Harris Data  Caravan Tours  Voip.com  Columbia University

Airfoil  Polycom

Introduction to Web Site Optimization :: Higher Traffic and Speed, guaranteed
Website Performance Services

Web browsing is the **most frustrating experience** people have with computers (Ceaparu et al. 2004) with dropped connections & slow downloads topping the list. WSO specializes in analyzing and **optimizing slow-loading websites**. We offer:

- **Website speed analysis** – locate performance bottlenecks / recommendations
  - Front-end (content analysis, before/after code, baseline)
  - Back-end (server, database, performance metrics)

- **Website speed optimization**
  - Graphics optimization
  - Multimedia optimization (Flash, Video, Audio)
  - Front-end (content) – standards-based recode
  - Back-end (server, database, middleware, SQL queries, CMS, platforms)

Typical speedups range from 30% to 60%, with backend optimization boosting speed by an order of magnitude.
Website Performance – Frontend Analysis

Our front-end website performance analysis service is designed to locate performance bottlenecks in the content you deliver and recommend solutions to streamline your content and maximize website speed.

Front-end performance analysis
- Baseline size, speed, composition – compare with norms
- Performance bottlenecks and recommendations
- **Before/after code examples** of (X)HTML and CSS
- Graphic/JavaScript menus to CSS menus
- Graphic optimization/conversion tips
- Review (X)HTML, CSS, and JavaScript
- Flash / multimedia analysis available
Website Performance – Backend Analysis

Our backend website performance analysis service is designed to pinpoint performance bottlenecks in your delivery platform (server, database, network) and recommend solutions to **optimize server response time**.

**Back-end performance analysis (custom)**
- Monitor web logs (add "byte size" & "time taken")
- Collect configuration info (web server, database server, & network)
- Baseline site
- Perform Time of Day, Page size, and Top User Paths analysis on web logs
- **Identify target pages**
- Profile each target page to identify problem areas in XSLT etc.
- Locate problem areas to rewrite for optimal performance
- Identify slow database queries using SQL profiler if applicable
- Show which SQL queries to optimize
Search Engine Marketing (SEM) Services

Most people click on natural search results (72% on Google), yet search marketers spend over 93% of their SEM budget on PPC marketing (Marketing Sherpa 2004 & 2007). Clearly our marketing budgets are out of whack.

- **Natural Search Engine Optimization (SEO)**
  - Search Engine Analysis
  - Search Engine Optimization

- **PPC Optimization & Analysis**
  - PPC Analysis
  - PPC Optimization & Setup

- **Conversion Rate Optimization**
  - Persuasive Copywriting
  - A/B Split Testing

- **Analytics**
  - Close the loop

In a May 2006 survey, for B-to-B companies only 5% of their online budget was devoted for SEO while over 5 times that was devoted to PPC. Marketing Sherpa 2007, “Buyers Guide Search Engine Optimization (SEO) Firms 2007”
Natural Search Engine Optimization – Phase I

Our natural SEO services are designed to boost your search engine rankings with on-site keyphrase optimization, targeted content, and off-site PR to generate backlinks.

PHASE I

- **Search Engine Optimization Analysis (SEOA)**
  - Best practice **SEO marketing plan**
  - **Keyword frequency analysis** and recommendations (titles/metats/hx/urls)
  - Site analysis (gaps in content coverage?)
  - Baseline positioning
  - Competitive analysis / **Google gap analysis**
  - **Linking plan** for specific high-return keyphrases
Natural Search Engine Optimization – Phase II

Phase II and III of our natural SEO services execute the SEOA. First we optimize the website with the meta information from the SEOA and flesh out any missing content. Then we generate backlinks and boost your search engine visibility with monthly online PR.

PHASE II

- **Site Update**
  - Implement the SEOA – “Bake in” the SEO
  - Update meta info > Add pages (persuasive copywriting) > Redesign

PHASE III

- **Monthly PR campaigns**: pick your level of service
  - Silver
  - Gold
  - Platinum
  - Rhodium
Natural SEO Continued – Phase III Monthly PR

- **Silver** SEO Linking Campaign: (6/12 months)
  - SEO Linking – 10 hours
  - Monthly Report

- **Gold** (6/12 months)
  - SEO Linking – 12 hours
  - **1 Press Release** / Month
  - On the Page SEO Consulting – 1 hour
  - Monthly Submission and Backlink Report

- **Platinum** (6/12 months)
  - SEO Linking – 15 hours
  - Media List and PR to Media Professionals
  - 2 Press Releases / Month
  - On the Page SEO Consulting – 2 hours
  - Monthly Submission and Backlink Report

- **Rhodium** (6/12 months)
  - SEO Linking – 25 hours
  - Media List and PR to Media Pros
  - 3 Press Releases / Month
  - On the Page SEO Consulting – 4 hrs
  - Monthly Submission & Backlink Report
PPC Analysis Service

Our PPC experts will evaluate your pay-per-click advertising for best practices and maximum CTR.

PPC Analysis (PPCA)
• Expert independent **third-party review** of your PPC campaigns
• Specific recommendations to increase your click through rates
• Ad group analysis
• **Keyword analysis** / variants covered?
• Recommend tracking (Clicktracks, Google, etc.)
• Estimates on monthly budget / CPC / ROI
• Quote on PPC optimization service
PPC Optimization Service

Our Google-certified PPC experts set up your campaigns right the first time for maximum CTR and targeted leads ready to buy. You’ll get fast results while your SEO rankings gradually improve.

PPC Setup & Optimization

• Research, choose, and bid on keyword phrases relevant to your services
• Create ads with captivating titles and descriptions for maximum CTR
• Optimize and maintain your Google AdWords and Yahoo! programs
• Maintain and continuously improve your campaigns for excellent ROI
• Obsessively track your conversion and ROI metrics.
Conversion Rate Optimization

Conversion rate optimization is the process of optimizing your web pages to minimize your bailout rates and maximize your conversion rates through persuasive copywriting and layout to convert more visitors into buyers.

Conversion Rate Optimization

- Fastest & easiest way to increase sales without spending $ on traffic
- **Persuasive Copywriting** – convert leads into customers
  - Benefit-oriented copy to compel visitors to ACT
  - Benefits not features
- **Proven layout recommendations**
- Primary and secondary **calls to action**
- **Landing page copywriting**

**A/B Split Testing**

- Most successful companies **test everything**
- GoToMyPC increased conversion rate by 400% by testing
  - Headlines
  - Calls to action / Copy
  - Images / Layout / Buttons…
METRICS: **A/B/C Split Testing**

- Taguchi-like **multi-variable split testing** compares different variables
- **Tracks conversion rates** for different headlines, layout, copy, etc.
- Takes guesswork out of conversion rate optimization

**Original Headline**
Free SEO Report Shows the Top 10 Sites at Google For Your Keywords, the Links That Got Them There, And How You Can Get There Too.

**Sign Up Headline**
Sign Up for Your Free SEO Report and Start Increasing Your Traffic and Search Engine Rankings Today!

**Discover Headline**

**Original Call to Action**
Reserve Your Free SEO Report Now...

**Analysis Call to Action**
Reserve Your Free Web Site Evaluation and Competitive Link Analysis Now...
Credibility is all important for successful websites. Over 46% of users cite a “clean professional design” as the reason for perceiving a website to be credible enough to buy from (Fogg et al. 2003).

**WSO provides**
- Web design
- Usability and accessibility
- CMS
- Blogsites
- Persuasive Copywriting

*The User Experience Honeycomb*
Reproduced with permission (Morville 2004)
Website Design Services

Maximize your conversion rates by combining compelling benefit-oriented copy with a clean, professional look. WSO delivers your brand with impact.

- **Professional Design** – target audience with right look and feel
- **Intuitive Web Site Architecture** – SEO friendly, high “information scent”
- **Standards-based web design** – CSS menus, CSS layout and style

THE PROCESS

- **Web Site Mock-Ups & Templates**
  - Graphic comps for your approval
  - HTML templates/pages
  - Templates for CMS
- **Web Site Construction**
  - SEO best practices
  - Fast and accessible
Website Accessibility Evaluation

Evaluate major paths in your web site for actionable recommendations to comply with Section 508 Federal law and WCAG 1.0 guidelines. Accessibility lab led by PhD with years of experience evaluating complex websites.

We evaluate:

- **Users who are Blind** – works with screen reader, keyboard?
- **CSS** – content separated from presentation?
- Reading order – page render correctly when linearized?
- **Low vision** – Color combinations and sufficient contrast?
- PDFs – Created using Acrobat 6.0 or higher for accessibility?
- **Multimedia accessible?** Captions synchronized with audio, keyboard access?
- **Section 508** evaluation summary
- **WCAG1.0-Priority 1** evaluation summary
- Detailed **code examples** and recommendations for significant problems
- Summary of overall findings and recommendations for compliance
Website Usability Review

User interface review identifies & recommends solutions to usability problems with your website flow. Our usability experts perform a “heuristic evaluation” using a structured walkthrough process, where major usability issues are caught before development. We evaluate:

- Visibility of system status – keep users informed
- Match system and the real world – speak users’ language
- User control and freedom – clear Exit? Undo? Back buttons?
- Consistency and standards – best design practices
- Error prevention
- Recognition rather than recall – minimize cognitive overhead
- Flexibility and efficiency of use – accelerators for experts, tailored
- Aesthetic and minimalist design – avoid irrelevant information
- Help users recognize, diagnose, and recover from errors – plain language
- Help and documentation

Severity Ratings: low, moderate, high
Blogsite Service

Blogsites are an easy way to add a powerful, turnkey multichannel blog to your site complete with RSS feeds, topic clouds, and a searchable interface.

- **Multiple weblogs**
- Briefing Channels (customized clipping service)
- Syndicated guest weblogs
- Intelligence channels (private clipping service for story ideas/intelligence)
- RSS (Atom, OPML, etc.) Support
- Auto-ping news aggregation sites (Syndic8, Feedster, RSSFeeds.com…)
- Search Engine Ranking Reports
- Optional **TopicCloud** of keyphrases sized by popularity
- Skinned to match your design
The Optimization Process

1. Evaluation / Analysis
- Search Engine Opt. Analysis
- Pay Per Click Analysis
- USAB (Heuristic Usability Eval.)
- Accessibility Review
- Speed Analysis

2. Analytics / Execution
- Search Engine Optimization
- Design
- Blog Site
- Conversion Rate Optimization
- Speed Optimization
- Content Management System
- Usability and Access Lab

3. Promotion
- Search Engine Opt. Linking
- Pay Per Click
- Press Releases

4. End Result Benefit
- High Rankings
- High Sales
- High Visibility
- More Credibility
Case Study: PhillyDentistry.com

What are the results you can expect from a coordinated strategy? Dr. Ken Cirka of PhillyDentistry.com experienced a 10-fold increase in referrals.
How Did We Do It? – Before/After Designs

Client ordered SEOA, Conversion Rate Optimization, PPC, website redesign, and monthly maintenance and optimization. WSO added more service pages.
Traffic: Search Engine Marketing Campaign

We started generating targeted local traffic to the web site in August 2004...

Note the large upward spike in August when we started the campaign (measured in mid-September). Daily and monthly visits go way up.
Traffic: Stats (as of December 2005)

Here are their statistics in December of 2005...

Steady traffic increase from PR/linking, PPC, and additional page traffic. We took them from about 20-40 visitors per day to 150-175 per day. All traffic is targeted local traffic – people looking for dental services.

Monthly visits continue their upward climb. From 7/04 to 7/05 monthly visits 3.6 times higher.
Traffic Stats (as of December 2006)

Traffic increase continues. Client tailed off PPC etc. around August 2006. Overall we grew them from 20-40 visitors a day to 330/day over a 10-fold improvement in visitors.

Monthly visits climb. From July 04 to July 06 monthly visits over 7 times higher.
Glowing Testimonials

Testimonial #1
"The patient response from the website has been absolutely incredible!!!
We are looking to expand our practice in the next couple months including
hiring more staff. Much gratitude and appreciation go to you and everyone
from WSO that has helped us."

Dr. Ken Cirka  
Philadelphia Cosmetic Dentistry  
www.PhillyDentistry.com

Testimonial #2
"We have been doing much better on people coming in. Last month we
had our biggest number of new patients up to 57! Our goal is to double
our practice by the end of the year!"

Dr. Ken Cirka  
Philadelphia Cosmetic Dentistry  
www.PhillyDentistry.com
Other Clients: PhiladelphiaOrthodontists.com

Old site versus new site. WSO created new brand including print advertising. Took client from PR-0 to PR-6.
Other Clients: PhiladelphiaOrthodontists.com
Other Clients: MichaelPadway.com
Other Clients: **MichaelPadway.com**

California motorcycle injury lawyer Mike Padway wanted long-term plan to boost search engine visibility. Ordered same services plus multichannel blogsite.
Web Site Optimization Resources

- **Call to Action: Secret Formulas to Improve Online Results**
  - Bryan & Jeffrey Eisenberg, & Lisa Davis 2006, Conversion Rate Optimization
    (See also *Waiting for Your Cat to Bark* (2006))
- **Information Foraging Theory: Adaptive Interaction with Information**
  - Peter Pirolli, 2007 Oxford University Press, boost information scent
- **Search Engine Optimization for Dummies, 2nd ed.**
  - Peter Kent, 2006 Wiley
- **Speed Up Your Site: Web Site Optimization**, 
  - Andrew King, 2003 New Riders, client-side tuning and SEO
- **Search Engine Visibility**
  - Shari Thurow, 2002 New Riders, good intro to SEO
- **Search Engine Positioning**
  - Fredrick Marckini, 2001 Wordware (out of print)
- **Web Performance Tuning, 2nd ed.**
  - Patrick Killelea 2002 O'Reilly, Server-side tuning

*SearchEngineWatch.com* – Danny Sullivan’s definitive search engine site
*MarketingSherpa.com* – Search Marketing Metrics Guide
*WebSiteOptimization.com* – Andy King’s site on website optimization
*Wordtracker.com* – most popular keyword analysis service
References


See also [http://www.useit.com/papers/heuristic/heuristic_list.html](http://www.useit.com/papers/heuristic/heuristic_list.html)
About Andrew B. King

Andrew King is the President of Web Site Optimization, LLC, a web optimization firm specializing in raising the ROI of existing web sites through web performance optimization, search engine marketing, and web site redesign. Mr. King holds a BSME and MSME from the University of Michigan specializing in design optimization of structures. Recruited by NASA, he chose instead to join the fast-paced world of engineering consultant.

Since 1993, Mr. King has worked full time as a web professional applying and teaching web optimization and creation techniques. He is the founder and former Managing Editor of WebReference.com and JavaScript.com, two award-winning developer sites acquired by Mecklermedia (now Jupitermedia).

WebSiteOptimization.com provides news and information on the web optimization industry, consulting services, along with a companion site for his book, Speed Up Your Site: Web Site Optimization.

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