

# YOUR WEBSITE IS A LIVING, BREATHING ASSET

IT'S NEVER FINISHED, AND IT REQUIRES ONGOING MAINTENANCE. YOUR WEBSITE WILL BE THE FIRST POINT OF CONTACT FOR MANY OF YOUR CUSTOMERS, SO ENSURING IT IS PORTRAYING YOUR ORGANISATION IN THE RIGHT WAY IS ESSENTIAL TO YOUR SUCCESS.



## CONTENT

- ✓ RETIRE OLD CONTENT
- CREATE A CONTENT PLAN
- CREATE A STYLE GUIDE
- REVIEW FOR SEO (SEARCH ENGINE OPTIMISATION) ACCURACY
- USE CONCISE HEADINGS AND SUB-HEADINGS
- CONVERT KEY MESSAGES TO VIDEO
- REVIEW INFORMATION ARCHITECTURE AND NAVIGATION

*Did you know?* Without solid, readable content, a website fails at its most basic level - attracting and converting customers.



## DESIGN

- UPDATE CURRENT LOOK AND FEEL
- REVIEW BRAND GUIDELINES
- REVIEW CONSISTENCY ACROSS CHANNELS (WEB/EMAIL/SOCIAL MEDIA/ETC.)
- REVIEW AND CONSOLIDATE MICROSITES
- ENGAGE PROFESSIONAL PHOTOGRAPHER TO UPDATE IMAGERY
- TEST AND REVIEW WITH USERS

*Did you know?* Visual design is the attribute on which users first judge the credibility of your website.



## SOCIAL MEDIA

- CREATE A SOCIAL MEDIA STRATEGY
- DECIDE HOW TO MEASURE SUCCESS AND ENGAGEMENT
- ADD SOCIAL MEDIA CHANNELS TO YOUR 'CONTACT US' INFO
- ASK YOUR CUSTOMERS QUESTIONS - AND REPLY TO THEIR RESPONSES
- PUT TIME ASIDE DAILY TO UPDATE BLOGS AND SOCIAL MEDIA CHANNELS
- SET UP SOCIAL SHARING FUNCTIONS ON YOUR WEBSITE

*Did you know?* Over 50% of online consumers are more likely to buy from businesses they follow on social media.



## STRATEGY

- FINALISE OR CREATE A WEB STRATEGY
- REVIEW INTERNAL RESOURCES AND JOB DESCRIPTIONS
- APPOINT A COMMUNITY MANAGER
- CREATE QUARTERLY SUCCESS METRICS
- ESTABLISH EXTERNAL USER SATISFACTION GROUP
- ENABLE ONLINE PURCHASING

*Did you know?* An effective Web Strategy is essential to providing the guidance and authority required to maintain a high-quality web presence.



## GOVERNANCE

- SET UP A GOVERNANCE TEAM WITH MONTHLY MEETINGS
- ENSURE THERE ARE CONTENT OWNERS IN PLACE
- ESTABLISH AN EDITING WORKFLOW TO ENSURE QUALITY OF CONTENT
- ENSURE NEW CONTENT IS IN LINE WITH YOUR STRATEGIC GOALS
- SET HIGH-LEVEL TARGETS FOR WEBSITE TRAFFIC AND TRANSACTIONS

*Did you know?* Only around 30% of large organisations put web governance in place before releasing a new site, with the rest treating governance as an afterthought.



## USER TESTING

- TEST EARLY, TEST OFTEN
- KEEP TESTING EXISTING ONLINE PRODUCTS OR TOOLS TO MAKE SURE THEY STAY CURRENT
- SET UP CONTINUOUS FEEDBACK MECHANISMS AND REAL-TIME ASSISTANCE
- USE GOOGLE ANALYTICS OR SIMILAR TO TRACK PAGE USAGE AND SEARCH QUERIES
- TEST ALL RESULTS AGAINST YOUR GOALS AND STRATEGY
- USE A MIX OF QUANTITATIVE AND QUALITATIVE TESTING

*Did you know?* 50% of potential online sales are lost because users can't find information.

A WEBSITE HAS A NEVER-ENDING LIFECYCLE AND IS ALWAYS GOING THROUGH RE-BIRTH. THIS MEANS CONTINUOUS PLANNING, BUILDING, DEVELOPING, MAINTAINING AND EVALUATING – ALL THE TIME.

THIS WALL CHART WILL HELP YOU PLAN, BUILD, DEVELOP, MAINTAIN AND EVALUATE YOUR LIVING, BREATHING WEBSITE – IMMEDIATELY AND ON AN ONGOING BASIS. YOU MIGHT ALSO FIND SOME THINGS YOU WANT TO INTEGRATE OVER THE QUIET TIME THROUGH SUMMER, READY FOR THE NEW YEAR.

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**NEED HELP ?**

Intergen's web strategy and user experience design services can assist you in creating the right customer experience. Our research techniques uncover customers' insights, behaviours and motivations. We use these to generate realistic, measurable and relevant solutions that will improve the performance of your online channel. Email New Zealand: [wallchart@intergen.com.nz](mailto:wallchart@intergen.com.nz) and Australia: [wallchart@intergen.com.au](mailto:wallchart@intergen.com.au) or visit New Zealand: [www.intergen.co.nz](http://www.intergen.co.nz) and Australia: [www.intergen.com.au](http://www.intergen.com.au).

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