Total Digital Marketing
insynch
Supercharge Your Website
User Friendly Design
Sam Jones
Senior Digital Marketing Specialist
Book a 121
www.insynch.co.uk/free-121

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About InSynch

- Formed in Feb 2005 – **Based across England and Wales** but cover all of the UK and have many international clients, too
- **Main areas of Business are:**
  - Digital Marketing Agency
  - Digital Strategy Consultants
  - Web Services – Design, Manage, strategy, improve
  - Training – Accredited courses, open or one to one
  - 2024 – worked with 850+ businesses
    - delivered 8,650 hrs of support

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Services provided

- Search Engine Optimisation
- Pay Per Click Campaigns
- Social Media
- Website Conversions and Optimisation
- Email Marketing
- Influencer Marketing
- Consultancy
- Analytics Analysis
- Content Marketing
- Event Promotion
- Tourism Marketing
- Branding
- Training

insynch 20 YEAR ANNIVERSARY

UK BUSINESS HERO 2020

Helping Businesses Flourish since 2005

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Content

1. Design and Functionality
2. User Experience (UX)
3. Mobile Optimisation
4. Fresh, Quality Content
5. Readability and Accessibility
6. Clear CTAs and Forms
7. SEO Optimisation

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Design and Functionality

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1. Design & Functionality

What qualities should you seek?

- Clean & Bold Typography
- Use web standard fonts
- Provide adequate space between lines to facilitate easy reading
- Use fresh and relevant content
- Don't waffle, be concise and to the point
- Clear brand messaging
- Great Images

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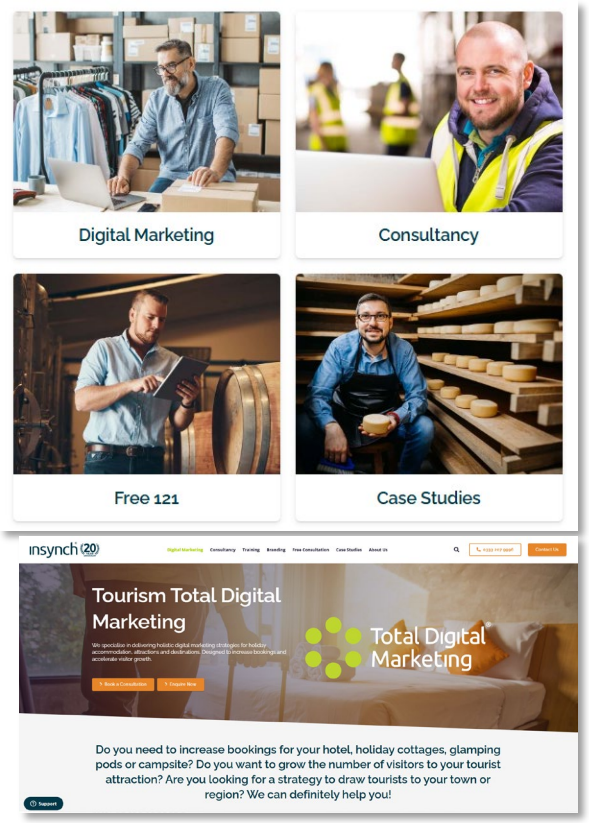
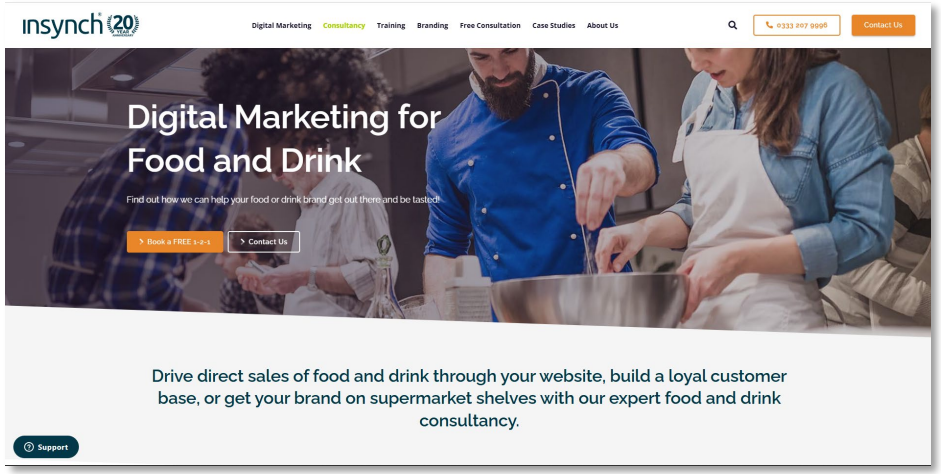
1. Design & Functionality

Design

- **Consistent Branding:** Align colours, fonts, tone of voice and imagery with your brand.





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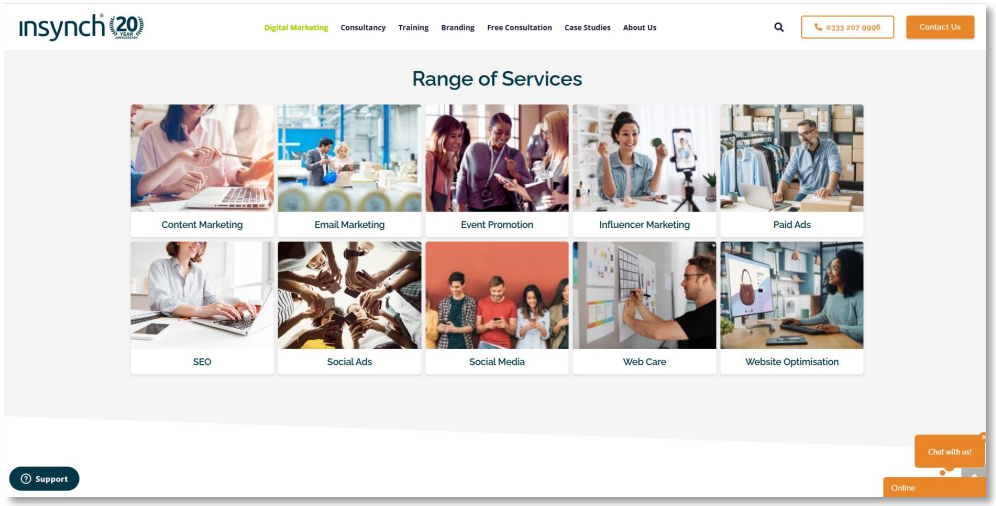
1. Design & Functionality

Design



- **Clear Guidance:** Use contrast and whitespace to guide attention. CTA's
- **Quality Images:** Use sharp, engaging images and videos that resonate with your users
- **Simplicity:** Keep layouts clean and user-friendly

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Functionality

- **Seamless Navigation:** Make it easy and intuitive
- **Responsive Design**: Works across all devices
- **Site Speed:** Loading times www.pagespeed.web.dev or www. gtmetrix.com
- **Ensure it works!:** Broken links etc www.search.google.com
- **Accessibility**: Broaden your audience and comply (WCAG – Web Content Accessibility Guidelines)
- **Test**, Test and Test again

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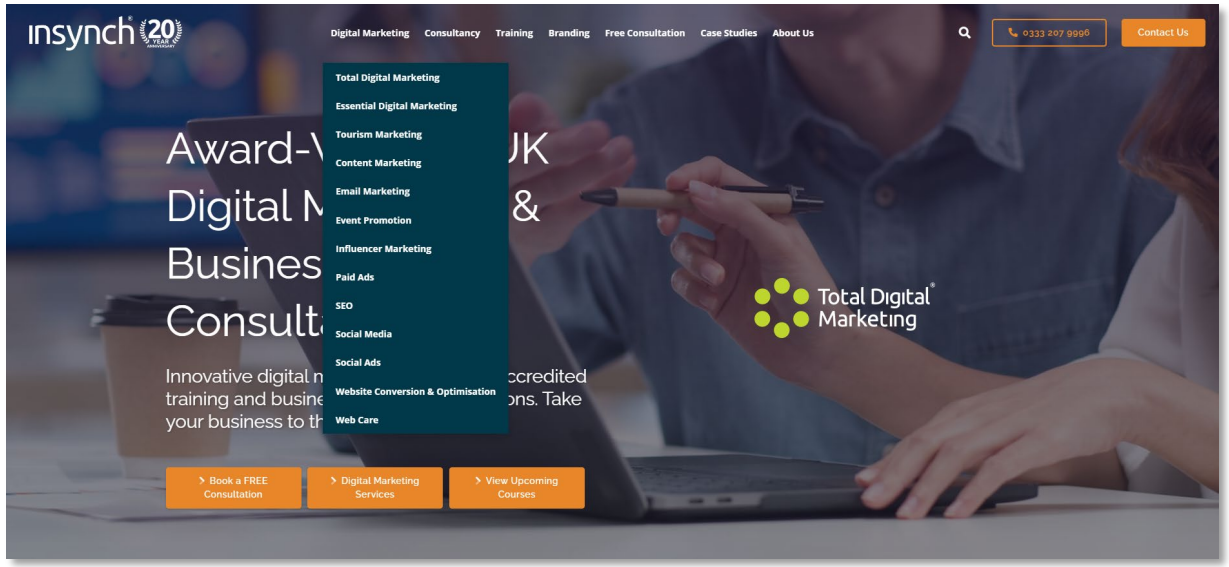
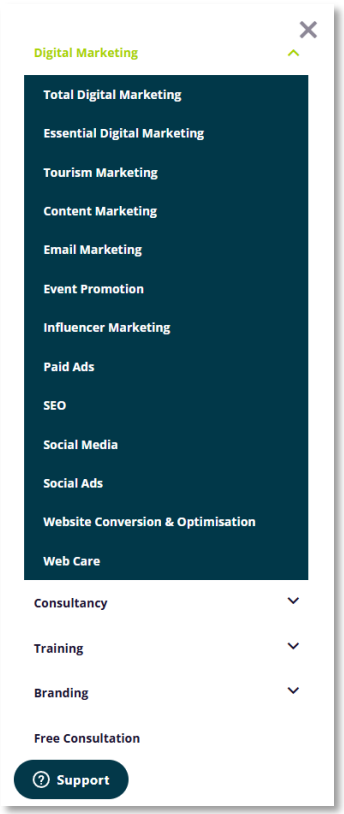
1. Design & Functionality

Best Practice

- **Easy Navigation:** Clear menus and calls to action





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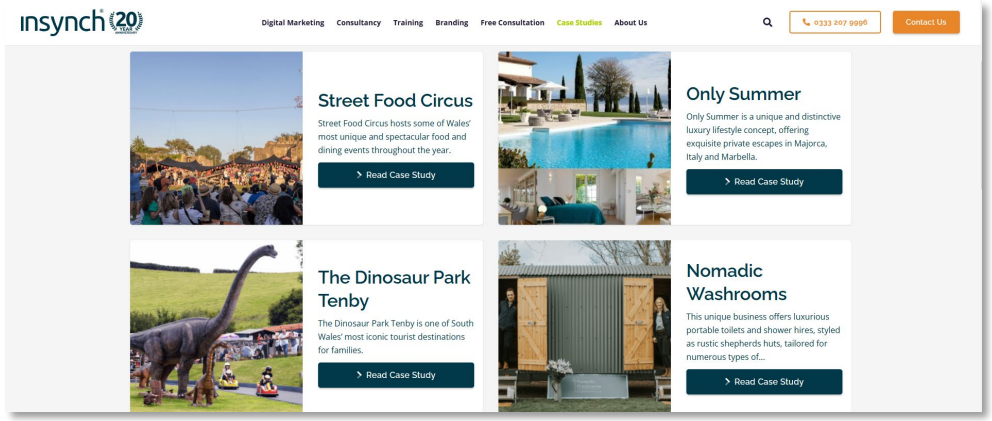
1. Design & Functionality

Best Practice

- **Engaging Content:** High-value content boosts retention.



- **Balanced Design:** Looks great but is it usable?
- **Data-Driven**: Use analytics and A/B testing.
- **Secure & Reliable:** SSL, data protection, and updates

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1. Design & Functionality

Balance

- **Be Consistent:** Consistency builds trust. Trust builds sales
- **Stand Out:** It's not about being louder, its about being relevant
- **Be memorable:** A good product sells itself, but a great story makes it unforgettable
- **Get to the point:** The faster you solve the problem, the less they'll care about the price
- **Brand:** People remember stories, not stats. Lead with emotion, support with facts

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User Experience (UX)

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2. User Experience (UX)

Understand Your Audience

- **Map the journey:** Understand the paths through your website, establish a logical flow
- **Action:** What actions do you require?

Phone call/request a call back?
Download a whitepaper in exchange for an email?
Make a booking?
Place an order?
Make an enquiry?

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2. User Experience (UX)

Understand Your Audience

- **Create Personas:** Identify needs, goals & painpoints

User Persona 3 - *Penny*

Conversion Journey

- *Penny is an artist and is well-known in the local creative arts community. She retired at an early age and spends her days painting and exhibiting/attending craft and trade fairs.*
- *Penny does not spend much time online and relies on word of mouth recommendations when making this form of purchase. She trusts the reviews of other artists that she knows.*
- *Penny will only need a 1-2 touch points to convert, such as making as finding the business online and getting in touch via phone.*

Demographics	Requirements	Pain Points	Follow up	How likely are they to convert
Age: 55 Lives: Yorkshire Background: Retired art teacher with an older family Job Role: full-time artist - paints pictures of landscapes	• *What do they specifically need from your products/services* Public and products liability insurance to attend craft / trade fairs	• *What might stop them from converting?* Finding the online quote process difficult or long-winded	• *What happens after conversion, will they be a repeat customer? Will they be useful for referrals?* As Penny has a great social life within her community she is highly likely to refer the business to her friends. If Penny is happy for the cover and it is simple for her to renew whenever necessary she will be happy to make future purchases.	• *What is the likelihood that they will convert with you?* Penny is more likely to convert if she is able to access jargon-free advice with a consultant over the phone.

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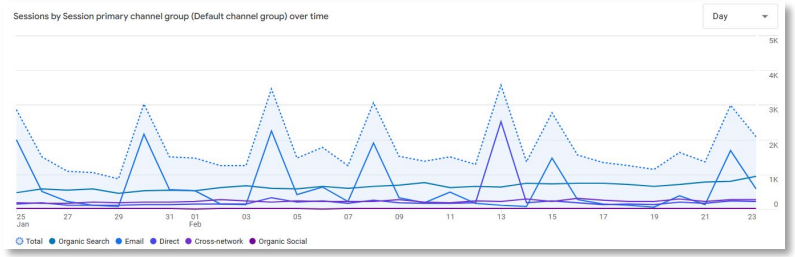
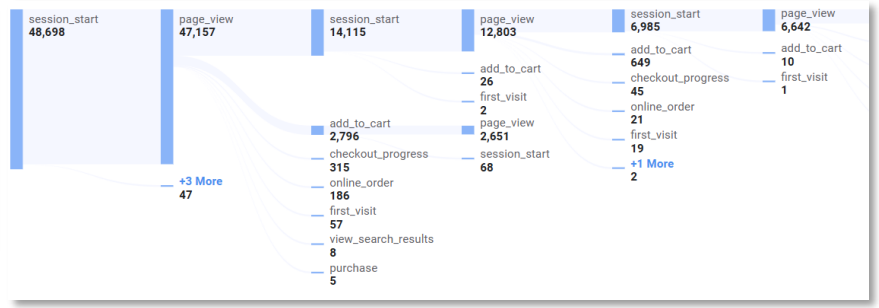
- **Track:** Analytics of existing site–GA4

2. User Experience (UX)

Understand Your Audience

	Session primary...channel group) + SHOW ALL ROWS	...agement rate	Average engagement time per session	Events per session	Event count All events	Key events All events	Session key event rate All events	Total revenue
	Total	55.85% vs. 59.83% ↓ -6.64%	1m 55s vs. 1m 54s ↑ 0.32%	11.01 vs. 11.27 ↓ -2.3%	600,502 vs. 290,230 ↑ 106.91%	1,798.00 vs. 614.00 ↑ 192.83%	1.83% vs. 1.32% ↑ 38.2%	£50,594.95 vs. £18,967.40 ↑ 166.75%
1	Organic Search							
	25 Jan - 23 Feb 2025	64.81%	2m 01s	11.28	221,076	447.00	1.24%	£15,548.35
	28 Dec 2024 - 26 Jan 2025	65.93%	1m 55s	11.05	132,547	238.00	1.08%	£8,598.70
	% change	-1.71%	5.88%	2.1%	66.79%	87.82%	13.95%	80.82%
2	Email							
	25 Jan - 23 Feb 2025	55.79%	1m 41s	9.94	180,827	702.00	2.13%	£15,945.75
	28 Dec 2024 - 26 Jan 2025	60.47%	1m 51s	10.91	84,637	185.00	1.3%	£4,790.40
	% change	-7.74%	-8.98%	-8.9%	113.65%	279.46%	63.8%	232.87%
3	Direct							
	25 Jan - 23 Feb 2025	34.61%	1m 35s	10.08	75,448	288.00	2.18%	£9,195.50
	28 Dec 2024 - 26 Jan 2025	41.91%	1m 39s	10.68	36,857	95.00	1.68%	£3,100.30
	% change	-17.43%	-4.08%	-5.67%	104.7%	203.16%	29.5%	196.6%





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- **Track:** Analytics of existing site– Hotjar www.hotjar.com

2. User Experience (UX)

Understand Your Audience

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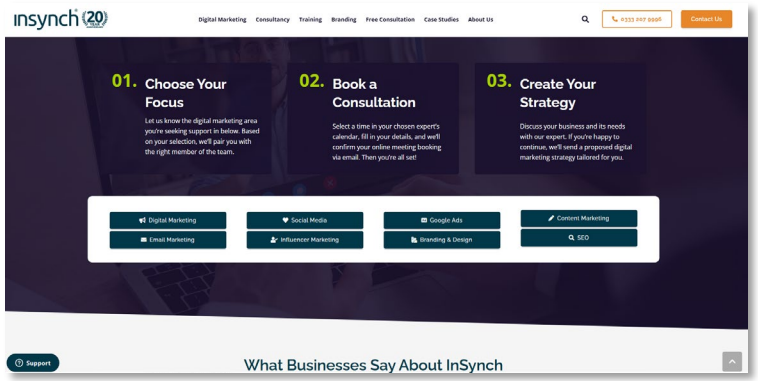
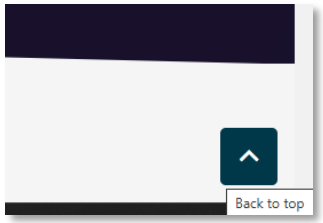
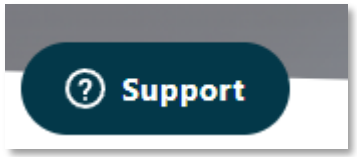
2. User Experience (UX)

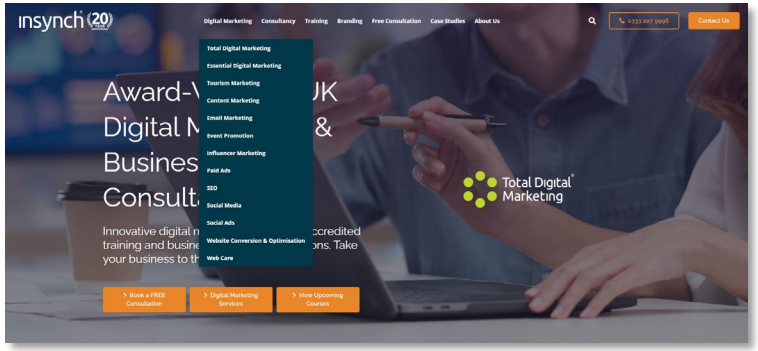
Understand Your Audience

- **Clear Navigation:** Make it easy! Leave breadcrumbs
- **UX:** Utilise sticky headers, mega menus









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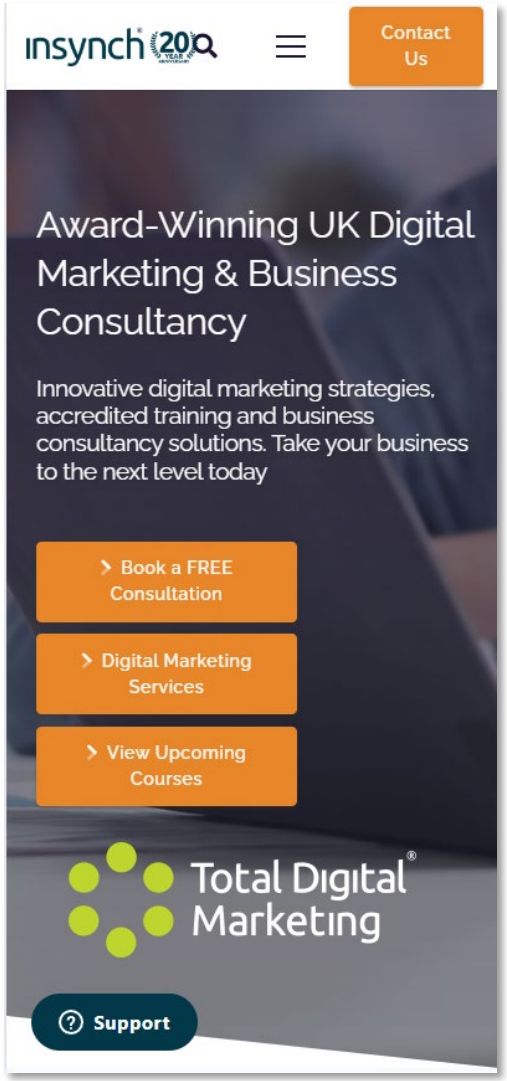
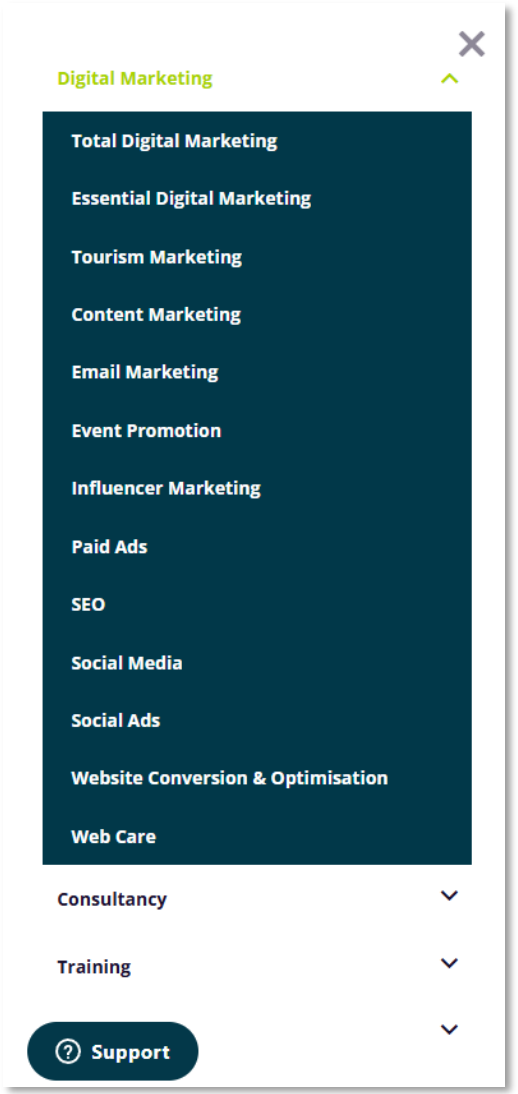
2. User Experience (UX)

- **Be Inclusive:** Use accessible designs
- **Responsive:** Different devices
- **Readable typography:** Legible, web safe fonts
- **Guide Users:** Effective CTA's
- **Split test pages:** Refine and optimise on results
- **Content Hierarchy:** H1's H2's, good for SEO but also to provide visual cues as to the next steps





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2. User Experience (UX)

Writing a Detailed Web Brief

- Ensure you consider the following:

1. About your business
2. Your (potential) customers and your strategy
3. What you expect your site to achieve
4. Your budget
5. Website management requirements
6. Navigation Plan / Sitemap
7. Design criteria / Brand Voice
8. Social Media
9. Search engine optimisation (SEO)
10. Tracking
11. Timescales
12. Deliverables
13. Ownership and copyright
14. Payment
15. Regular Maintenance

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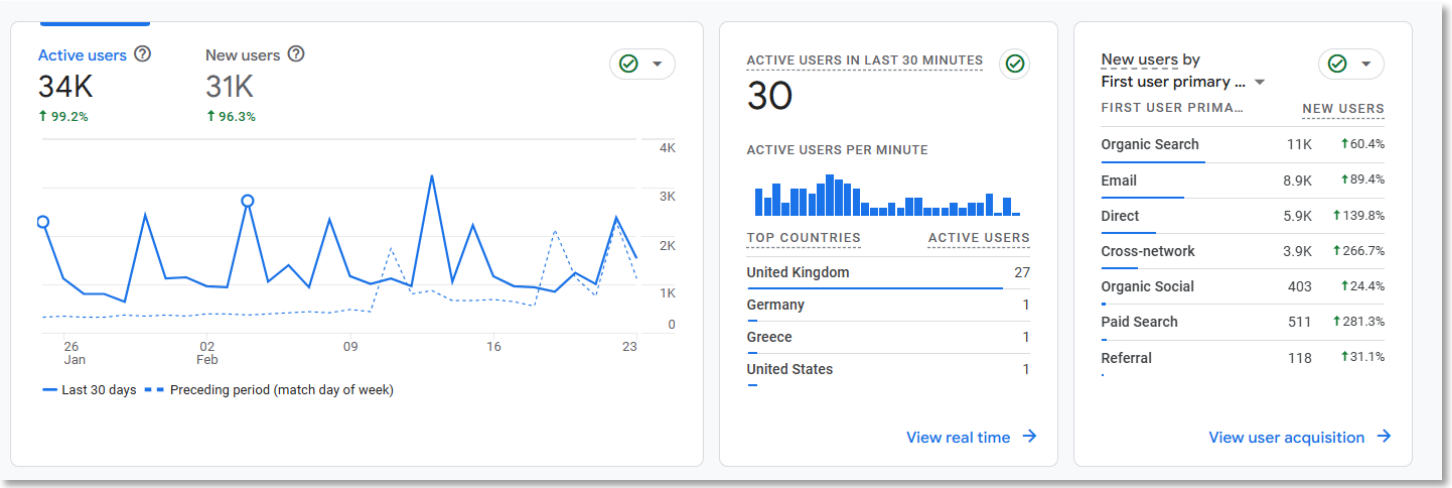
2. User Experience (UX)

Ensure you set up tracking

- Allows you to track how many people are visiting your site
- What they like – and don't (exit page)-Behavioural Data
- Which of your online marketing methods are working
- Install Google Analytics www.google.co.uk/analytics
  Get the Google Tracking code
  Paste the code immediately before the closing </head> tag at the top of each page



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Mobile Optimisation

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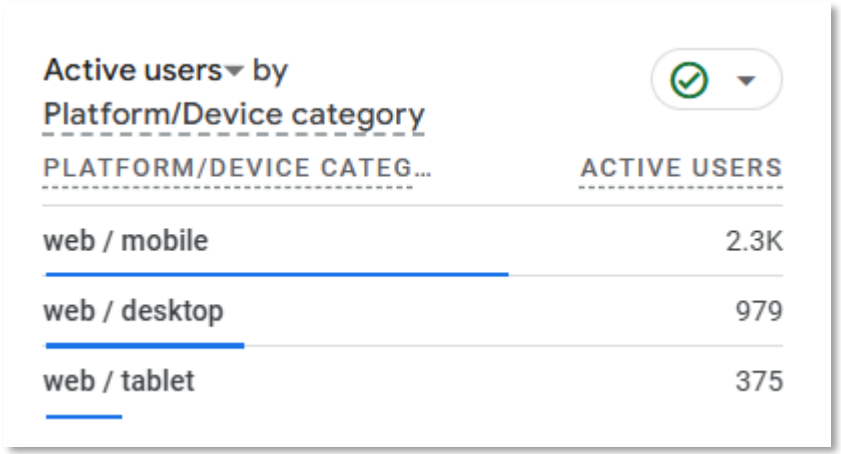
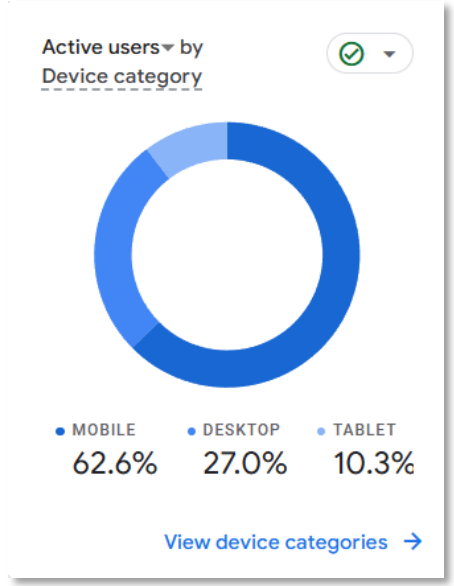
3. Mobile Optimisation

Why Optimise for Mobile?

- **Majority of Traffic:** Over 50% of traffic will come from mobile devices.
- **Google Will Prioritise Mobile:** Mobile-first indexing benefits search rankings.





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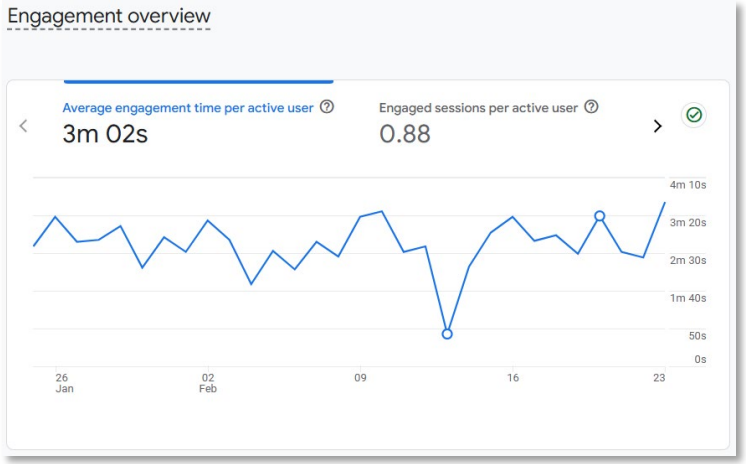
3. Mobile Optimisation

Why Optimise for Mobile?

- **Users First:** Users now expect fast, mobile-friendly experiences.
- **Conversions:** Poor mobile design will lead to lost sales and engagement.
- **Competitive Advantage:** Optimised mobile sites improve SEO, retention, and revenue.



	Session primary...channel group)	Sessions	Engaged sessions	Engagement rate	Average engagement time per session
	Total	54,552 100% of total	30,470 100% of total	55.85% Avg 0%	1m 55s Avg 0%
1	Organic Search	19,594	12,698	64.81%	2m 01s
2	Email	18,190	10,148	55.79%	1m 41s
3	Direct	7,487	2,591	34.61%	1m 35s

Event name	Event count	Total users	Event count per active user	Total revenue
Total	600,502 100% of total	35,116 100% of total	17.44 Avg 0%	£50,594.95 100% of total

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3. Mobile Optimisation

Why Optimise for Mobile?

- **Speed Matters:** Responsive designs works seamlessly on desktops, tablets, and smartphones without restricting download times
- **Improved UX:** Enhances readability, navigation, and interaction, but also rankings.
- **Future-Proofing:** New pages adapt to new devices and screen sizes.
- **Clean coding:** Limit plugins for download times…speed

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3. Mobile Optimisation

Best Practice

- **Responsive Design:** Ensure the site adapts to all screen sizes.
- **Simple Navigation:** Use clear menus and clear CTA's
- **Readable:** Use clear easy to read fonts with good contrast, you don't want users to zoom!
- **Touch-Friendly:** Button, links, and forms
- **Pop-Ups:** Don't frustrate mobile users, make easy, exit intent and easily removable

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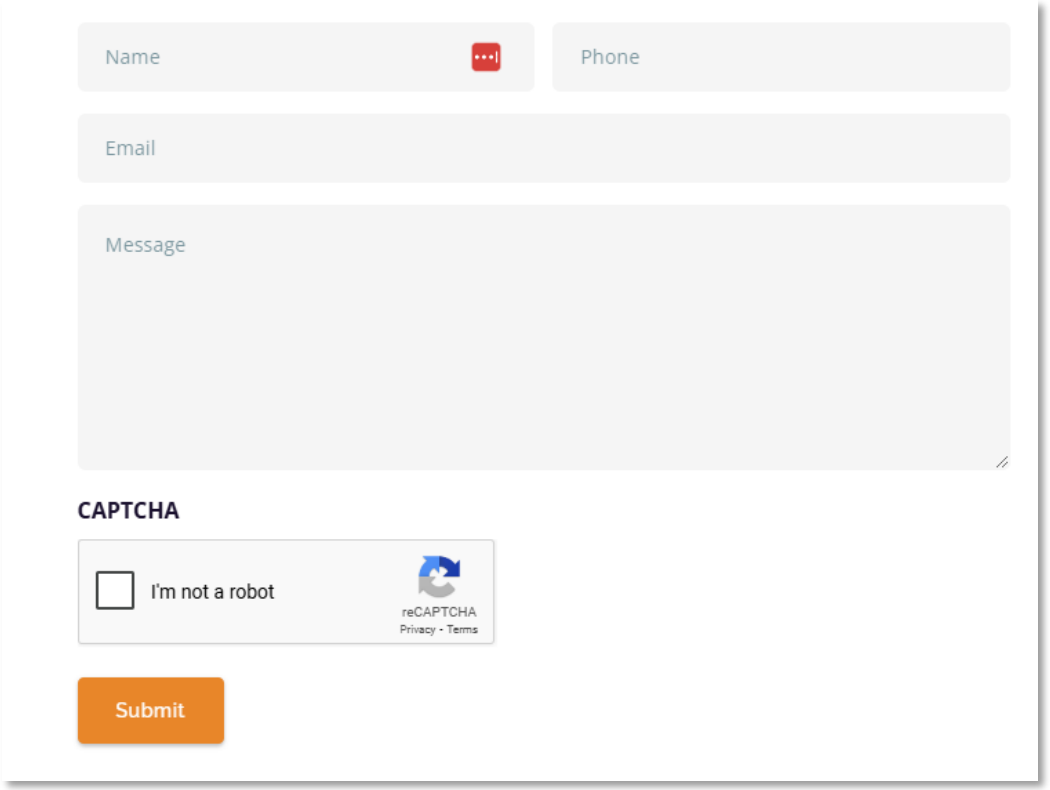
3. Mobile Optimisation

Best Practice

- **Optimise Images & Videos:** Compress images www.tinypng.com
- **Forms**: Keep input fields minimal and use auto-fill options.



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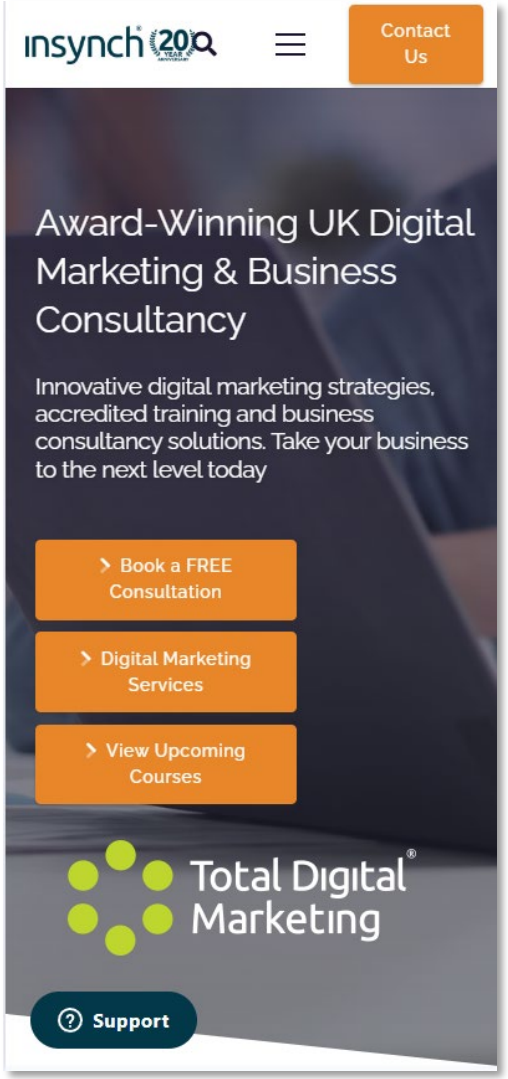
3. Mobile Optimisation

Best Practice

- **Prioritise Content:** Show essential information upfront. F plan/Top load

- **Test!:** Regularly check performance on various screen sizes



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Fresh, Quality Content

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3. Fresh, Quality Content

Why?

- **Boosts SEO:** Fresh content helps improve search rankings and visibility
- **Engages Users:** Builds retention
- **Builds Authority/Indexing:** Show expertise and credibility, search engines like it if relevant to users
- **Supports Your Marketing:** Aligns with promotions, trends, and customer needs www.trends.google.com
- **Builds your Community:** Be relevant, be shared, increase reach
- **Provide quality:** Be user centric, insightful, credible, accurate and ORIGINAL!

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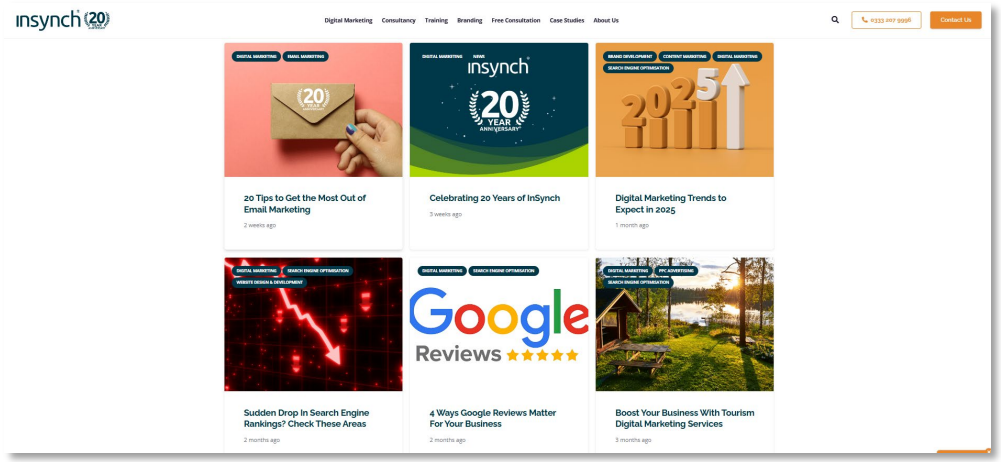
2. Fresh, Quality Content

Content Generation

- **Blog Posts:** Industry trends, news, tips to attract and engage your audience



- **Infographics:** Simplifying and digestible
- **Videos:** Tutorials, demo's, testimonials all enhance user engagement

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Useful Resources

Useful resources

Spell checker - app.grammarly.com

To check for duplicate content copyscape.com

Density checker seoreviewtools.com/keyword-density-checker

Readability checker hemingwayapp.com

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2. Fresh, Quality Content

SEO Benefits

- **Keywords:** Great for SEO/Voice Search
- **Internal Linking:** Related topics on the site
- **Google loves:** Fresh user centric and engaging content
- **CTA's:** Incorporating clear CTA's great for user engagement
- **Feedback:** blogs surveys etc.

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2. Fresh, Quality Content

Build a strategy

- **Plan:** Calendar of events, product launch, flow of content

2025 July

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1 https://lfo.org.uk/opera/il-barbiere-di-siviglia https://thegrangefestival.co.uk/productions/les-indes-galantes/ https://watfringe.co.uk/	2 https://lfo.org.uk/opera/il-barbiere-di-siviglia https://thegrangefestival.co.uk/productions/les-indes-galantes/	3 https://www.folkinafield.co.uk/ https://www.gtsf.uk/ https://elementaryfestival.co.uk/ https://lfo.org.uk/opera/il-	4 https://elementaryfestival.co.uk/ https://lfo.org.uk/opera/il-barbiere-di-siviglia	5 https://www.lythamfestival.com/ https://www.folkinafield.co.uk/ https://www.gtsf.uk/ https://www.chilfest.co.	6 https://www.lythamfestival.com/ https://www.folkinafield.co.uk/ https://www.gtsf.uk/ https://elementaryfestiva
7 https://elementaryfest	8 https://lfo.org.uk/opera	9 https://henley-festival.	10 https://henley-festival.	11 https://henley-festival.c	12 https://kubixfestival.co	13 https://henley-festival.c
14	15	16	17 https://beatherder.co.u	18 https://beatherder.co.u	19 https://beatherder.co.u	20 https://beatherder.co.u
21	22	23	24	25	26	27

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2. Fresh, Quality Content

Build a strategy

- **Understand your audience:** Google trends, Answer The Public www.answerthepublic.com
- Determine subject, then use keywords on search
- Keywords demonstrates how people are most likely to search for particular words, services

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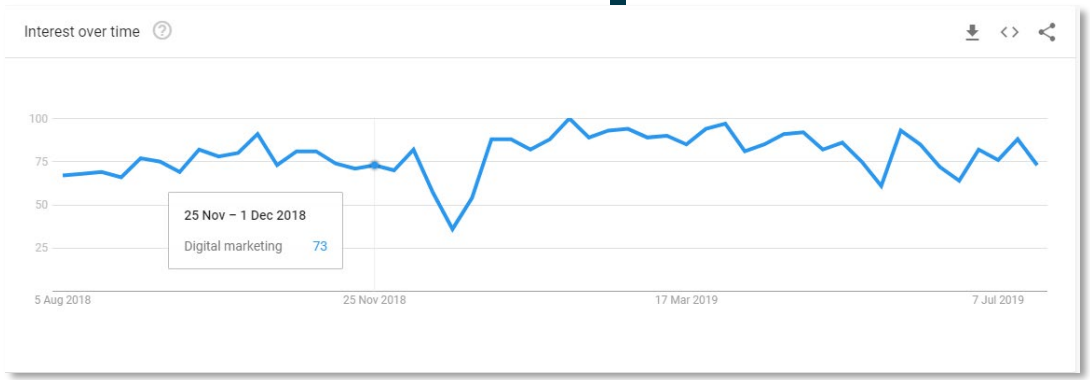
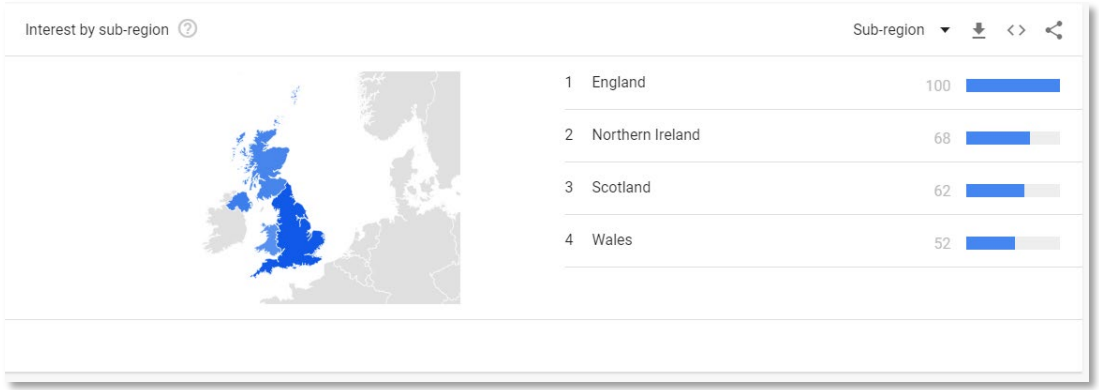
2. Fresh, Quality Content

Build a strategy

- **Understand your audience:** Google trends, www.trends.google.com
- Keywords demonstrate when & where people are most likely to search for particular words, services
- Follow these trend with offers, blogs, targeted email campaigns etc.





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2. Fresh, Quality Content

Build a strategy

- **Data Capture:** Exit intent form, lead magnets, audience segmentation, customer journeys
- **Track & Measure:** Benchmarking, set up event tracking, monitor and optimise

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Accessibility

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Readability

- **K.I.S.S: Keep It Simple Stupid**
  Use clear and simple language
- **Clarity:** Make designs, messages, and processes easy to understand
- **Usability:** User-friendly, bullets, white space, simple
- **Efficiency:** Eliminate unnecessary steps/clicks
- **Legible:** Ensure using legible fonts

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Accessibility

- **Contact info:** Easy to find, headers etc
- **Links/clickable:** Emails, phone numbers etc
- **Easy forms:** Minimise form fields, more later…
- **Interactive maps:** Google maps, great for local SEO
- **Be consistent UX**
- **Alts txt:** Say what it is – screen readers
- **Best Practices:** WCAG guidelines for inclusivity

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CTA's & Forms

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5. CTA's and Forms

Compelling CTA's

- **Use action language:** 'Talk With Us Today', 'Download Now'. 'Get Started'. 'Shop Today'

- **Be bold:** Place in prominent positions and think about the contrast and design, hover actions etc

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5. CTA's and Forms

Why use CTA's

- **Guide User Actions:** Direct visitors to take desired steps (e.g., sign up, buy, contact)
- **Increase Conversions:** Well-placed CTAs improve sales, leads, and engagement.
- **Boost Marketing:** Highlighting promotions, offers, and key services
- **Trackable & Optimisable:** Measure effectiveness to improve performance

click_eventbrite	68
booked_121	55
booked_contact	32
view_search_results	16
optinmonster_conversion	14
Contact Form Shown	12
Web Widget Opened	12
Contact Form Submitted	9
Web Widget Minimised	6
booked_tdm	3
download_file	2
file_download	2
booked_accreditedcourse	1

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5. CTA's and Forms

Forms

- Contact Form
- Signup Form
- Login Form
- Registration Form
- Survey/Form Feedback
- Order Form
- Booking/Reservation Form
- Search Form
- File Upload Form
- Payment Form

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Forms

- **Incentives:** Make it appealing and simple
- **Be clear:** Simple instructions
- **Errors:** Implement real time validation, so mistakes can't be made
- **Say Thank You:** Trigger an automation
- **Mobile First:** Optimise for mobile

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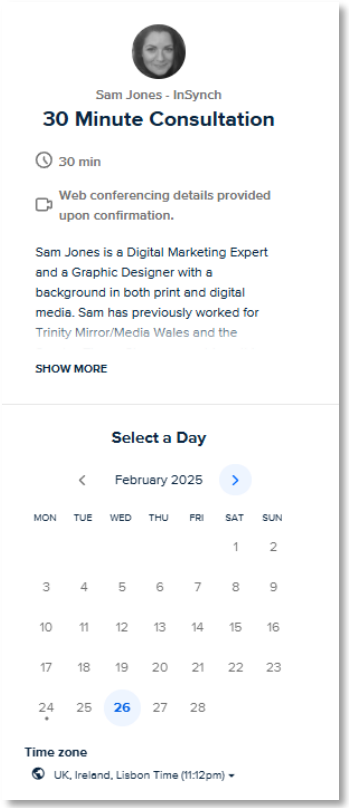
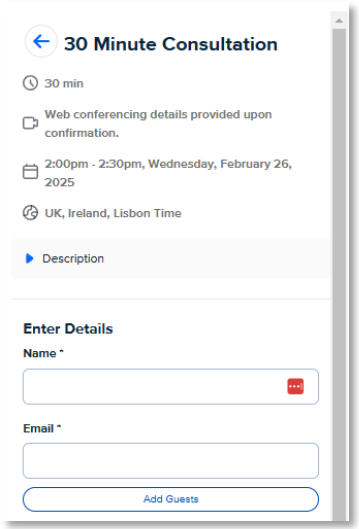
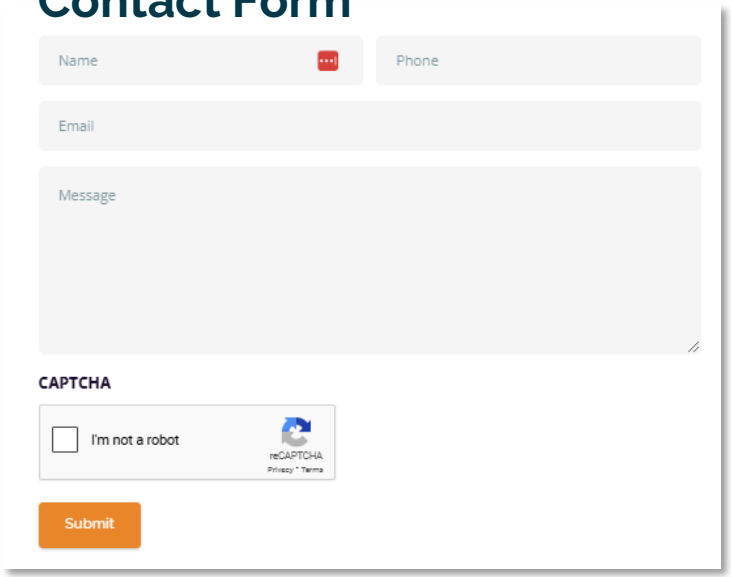
Consultation



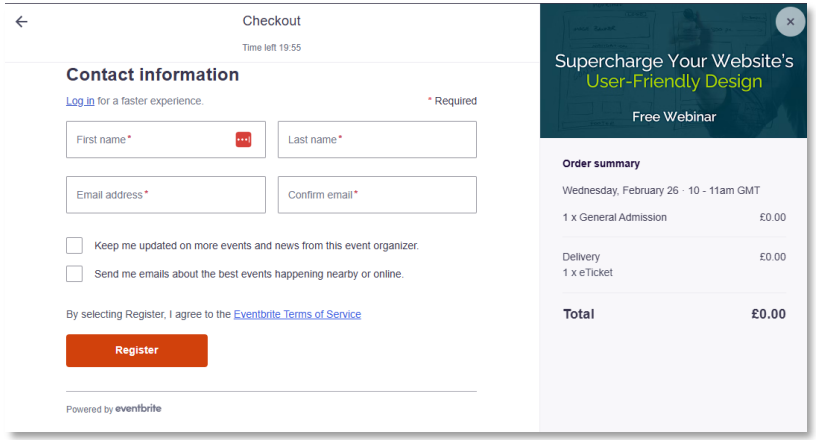


Pop Up

Contact Form



Booking Form



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SEO

Search Engine Optimisation

Has its own webinar…visit
www.insynch.co.uk/upcoming-courses

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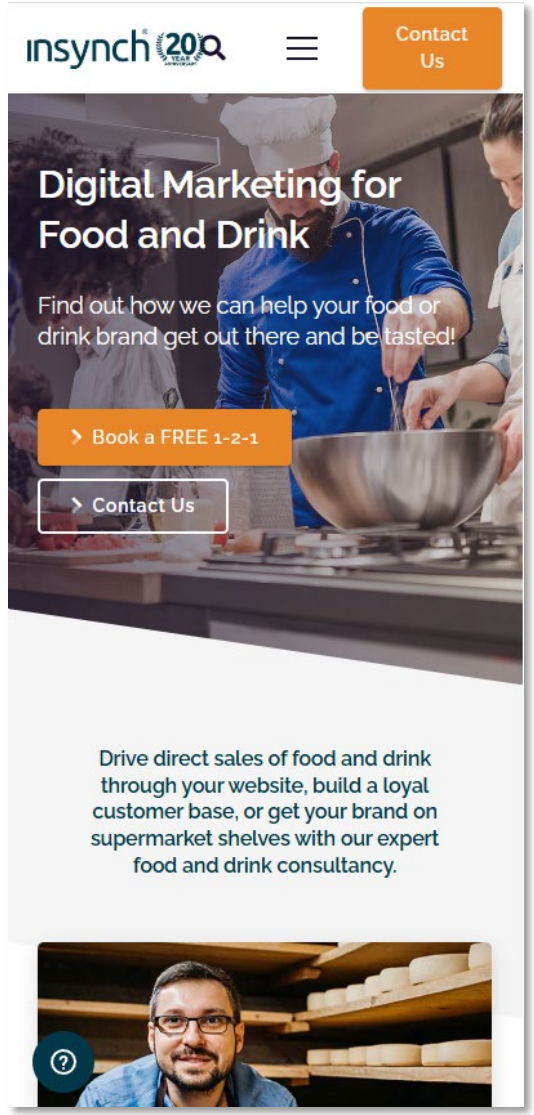
5. SEO Optimisation

SEO

- **Keyword research:** Short/longtail, voice search www.ads.google.com or www.moz.com
- **Metadata & on-page content** www.yoast.com (WP Sites)
- **Quality content** www.answerthepublic.com
- **Mobile friendly design**



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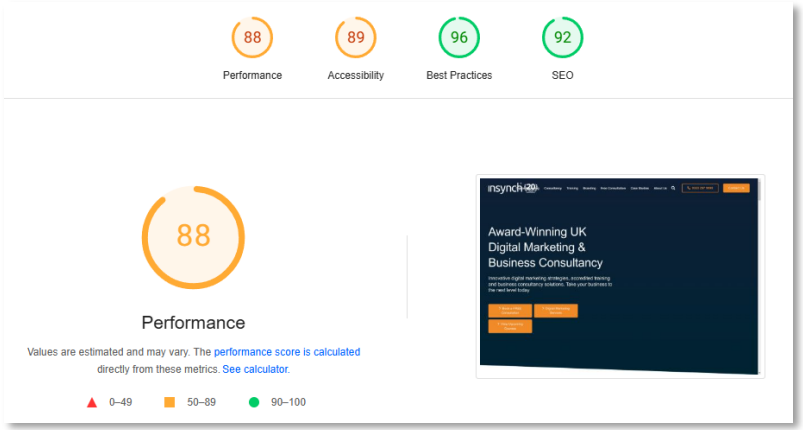
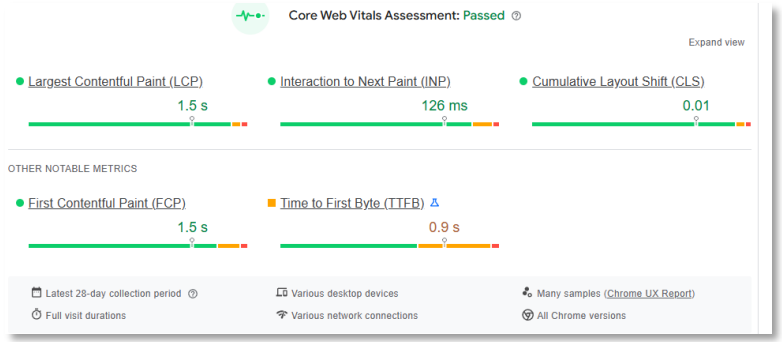
5. SEO Optimisation

SEO

- **Page speed:** Google Page speed insights, www.pagespeed.web.dev or www. gtmetrix.com





- Excellent 90-100 Good 50-89 Poor 0-49

- **Backlinks** www.seoreviewtools.com

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5. SEO Optimisation

SEO

- **Internal linking**

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5. SEO Optimisation

SEO

- **Secure website:** (HTTPS) SSL certificate
- **Structured data:** Schema markup to help search engines understand content

```json
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Restaurant",
  "name": "Tasty Bites",
  "image": "https://www.tastybites.com/logo.png",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "123 Main Street",
    "addressLocality": "New York",
    "addressRegion": "NY",
    "postalCode": "10001",
    "addressCountry": "US"
  },
  "telephone": "+1-555-555-5555",
  "priceRange": "$$",
  "servesCuisine": "Italian",
```


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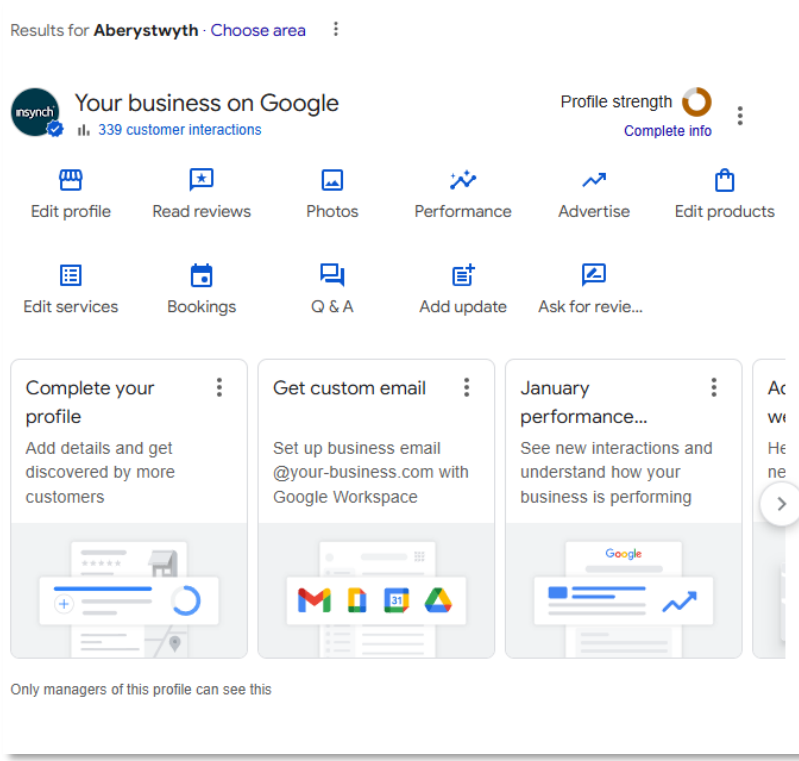
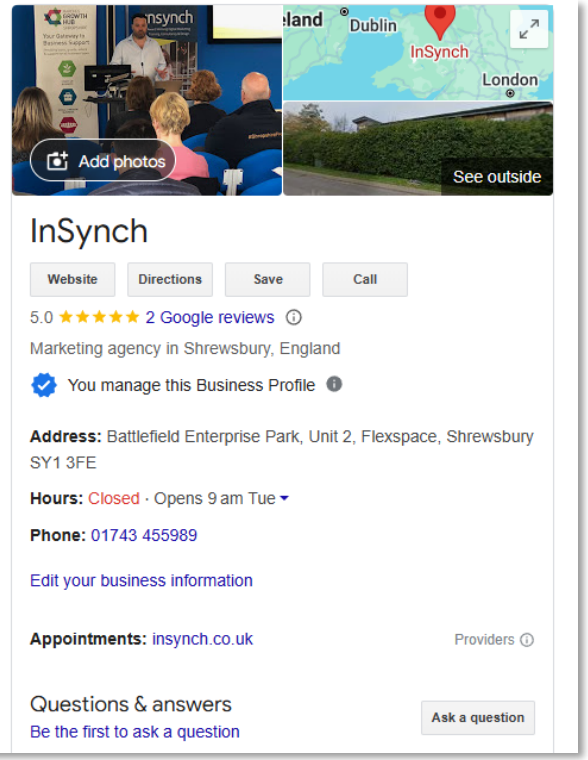
5. SEO Optimisation

SEO

- **User Experience**
- **Optimise GMB:** Local SEO www.business.google.com





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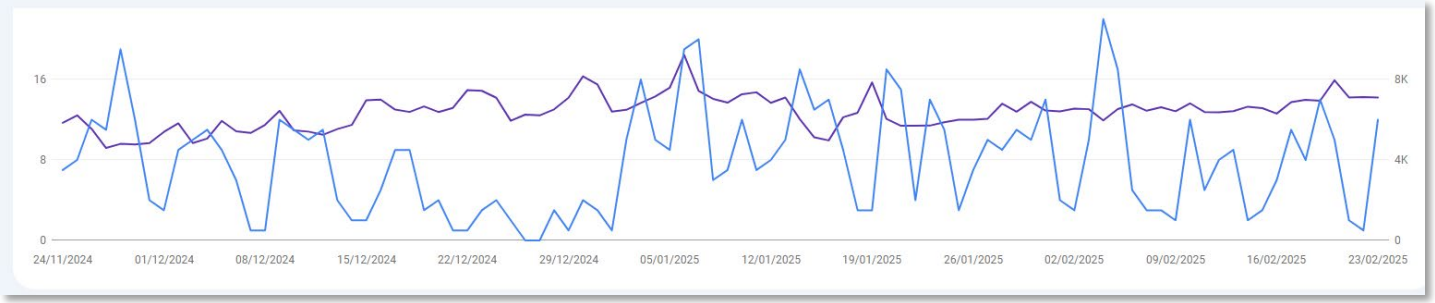
5. SEO Optimisation

SEO

- **Monitor and refine:** GA4, Search console
  www.analytics.google.com and www.search.google.com



QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES

Top pages	Clicks	Impressions
https://www.insynch.co.uk/	292	31,890
https://www.insynch.co.uk/about-us/shrewsbury/	41	17,391
https://www.insynch.co.uk/about-us/aberystwyth/	31	1,690
https://www.insynch.co.uk/football-clubs-and-their-invariably-terrible-websites/	22	302
https://www.insynch.co.uk/the-5-key-elements-of-successful-email-marketing/	21	10,075

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