Your free report from WUSBI

WUSBI has now analysed the website url that you supplied.

Your free report focuses on website visitors to that page of your website, collected over a two week period

Website url analysed

https://excellence-it.co.uk/about-us-it-services/

Where your potential customers are located

United Kingdom.

The industries that you serve

All industries.

Key website visitor numbers

This information focuses purely on numbers of visitors to your website page during the two week analysis period.

Number of visitors that landed on your website page: **4**

Number of visitors that visited your website page in total: **46**

Number of visitors from your geographical target locations who landed on your website page: **4**

Number of visitors from your geographical target locations who got to your website page during any part of their visit (including landing on that page): **35**

Summary of visitor numbers to your website page

Although you had overall visitors (from your geographical target area) to your website page, the number of visitors landing directly on that page were quite low.   If your intention is to get more visitors landing directly on that website page, then you will benefit from a stronger focus on SEO and other marketing activities that will result in people landing directly on that page.

Of those visitors (from your geographical target area) that got to your website page overall, you will need to compare those numbers to the actual numbers of enquiries you received related to the subject of that website page.

The following pages focus on opportunities to gain more business from visitors to your page.

Companies that visited your website page

Some of the visitors to your website page could be identified by company name. These are the identifiable companies that went to that website page during the analysis period ...

Company
Aardvark Media Group Limited
Araucaria Computing
Bristol City Council
Child Action Northwest
E R Jenkin And Sons Ltd
F Troop & Son Ltd.
Farlows Ltd
Lofthouse Of Fleetwood Ltd.
London & Cambridge Properties
Northumbria Police
Secure Law
Sunderland City Council
Tottenham Hotspur Football Club
Wales & West Housing Association Limited
Whole Foods Market

Page by page movements of companies that visited your website page

For each identifiable company visitor, you can see the detail of what they looked at page by page, as in the example below …

This page by page visiting companies information is available within the A1WebStats system, which WUSBI used to analyse your website.

Opportunities

Case Studies & testimonials

Your potential customers are looking for good reasons to make contact with you.
If they don't find enough reasons, they will go to the websites of your competitors.

This is foremost in the mind of your website visitor:

> *Who have you provided this service to, and how impressed were they with what you provided them?*

Most websites have one of the following on their service page(s):

1. One, or very few, case studies or testimonials from customers (<u>often unrelated to the subject of the service page</u>).

2. No testimonials or case studies related to the service.

That's like telling the potential customer:

> *We offer this service but no-one has been impressed enough to enable us to create case studies and testimonials, so we expect you to make contact with us just because we say we can provide this service.*

Here's what you need to do …

1. Make a list of all the customers who have bought that one service from you. You will need at least three, but ideally a lot more.

2. Contact those customers to check that the service provided met or exceeded their expectations. This includes those customers who bought the service further in the past, and who you are catching up with to see the longevity of the service provided.

From those points of contact you will build the basis of case studies for just that one service. Drafting those case studies will involve you:

1. Focusing on the challenge that the customer had.
2. How your service provided a solution to the challenge.
3. If possible, a testimonial from the customer.

When you have created at least 3-5 case studies related to that one service, you are ready for excerpts of those case studies to be built into that service page of your website.

Excerpts will be small summaries of each case study, presented as boxes going across your service page before further detail about the product itself. Each of those excerpts will allow the website visitor to click on a link to view the full case study, which will open up in a separate page (ideally, a separate tab in their browser).

By following this strategy, each visitor to your service page will experience this:

1. I can see that I'm on the service page.

2. I can see that they have provided this service to other businesses, and I have the option to click through to more details of each case study.

3. Now that I know they have experience in impressing customers of this service, I will go on to read more of the website page.

Arguments against creating case studies

There are many arguments against creating case studies that can be easily accessed on each service page.

Here they are, along with our comments …

Argument: We have case studies in another section of our website, so why should we repeat them on the service page?

Our comments: On most websites, a case studies section is broad in nature. Even if a potential customer clicked through to your case studies, they're likely to find it hard to find a case study related to the service that they're interested in. Lazy website owners think a case studies section is sufficient. Clever website owners know that case studies should be prominent within individual service pages.

Argument: Competitors will try to steal our customers if we profile them in case studies.

Our comments: Your relationship with your customers should be strong enough to withstand a competitor approaching them. You would lose more potential customers by NOT including case studies, than you'd lose existing customers to competitors.

Argument: I am unable to name our customer companies/individual people.

Our comments: This is a fair point, as there are sometimes reasons that you can't use client company names, logos, and the names of individual people. The compromise is to be anonymise the case study. For example, 'Chemical company, North East UK' instead of

'ABC Chemicals, Newcastle.'. Wherever possible though, full company details should be used, as they will avoid people thinking that you have invented the case studies.

Argument: People don't want the page cluttered up with case studies.

Our comments: That's correct. But they do want the option to see a brief summary of each case study related to the service they are viewing, and to have the option to click through to the full case study. The use of case study excerpts avoids cluttering up the page.

Contract periods

Potential buyers worry about being locked into a supplier via a contract.

While some businesses may be rigid in ensuring that there are long contracts for services provided, people will respond more positively to a much more flexible approach.

Flexible, in this case, means them being able to exit the relationship as soon as they want to.

Our recommendation is to create a part of the website page that is dedicated to this subject. There are many ways to title this part of the page and here are a few examples …

- No lock-in contracts
- Cancel anytime policy
- Pay as you go

Text to support those titles would be similar in nature to this:

> *While some providers of this service want to tie you into long contracts, we firmly believe that a month by month arrangement is the most popular solution.   We are dedicated to ensure our relationship with you is perfect, which is why we're confident to allow you cancel our service instantly any time you want to in the future.*

It's all part of giving your potential customers extra reasons to make contact with you by impressing them with everything they see within your service page.

Pricing

One of the big questions your website page visitors will have is:

> *How much does it cost?*

Maybe even the question that they'll have in their heads before anything else.

Your website page doesn't currently answer that question and will result in the potential customer going to look at the websites of your competitors.

There are many reasons why websites don't show pricing. These include:

1. Pricing differs depending on the exact customer requirement.
2. A wish to stop competitors from seeing pricing.
3. Wanting the flexibility to charge different prices to different customers.

The challenge you currently have is that people are getting to your website page but you're not receiving enough enquiries relating to that page.

Some of people's objections can be removed by focusing on the other strategies included in this document.   Once those have been implemented, there will be fewer reasons that stop people from making contact with you ...

... except the subject of pricing.

What's important is to gain a picture of how important pricing is to the potential customer and you can do this via relatively simple website tweaks that will prove our point, as detailed below:

1. Create a generic 'Pricing' page within your website.

2. At this stage, create very generic text to go on that page. For example: 'Thank you for visiting our pricing page.   All our customers have different requirements and so there is no 'one size fits all' price for what we offer. Please do contact us with your specific requirements and we'll be happy to provide you with pricing details.'

3. Ensure that the Pricing page is also clearly prominent within your main navigation bar.

4. Create a generic graphic that can be used within multiple website pages, including the page that has been analysed as part of this report. That graphic would be a call to action button containing words similar to: 'See our pricing details'.

5. Add that graphic to the page that has been analysed within this report – in more than one location if you feel the message needs to be repeated.

6. Also, within the text on the page, you may find the opportunity to refer to pricing and have that link click through to your new generic pricing page.

You may be wondering:

What will this achieve?

The answer is:

People will visit your website page, wanting to know your pricing.

They will see your pricing graphic(s)/pricing link references within your text.

They will click on those and get taken to the generic pricing page.

Although that page won't answer their question about pricing, it will have achieved something really important:

You will have website visitors data that shows you how many of your page visitors clicked through to the pricing page. That data can be viewed in a simplistic way via the free Google Analytics, or in a more in-depth way via A1WebStats.

You will be able to see, over any chosen time period, how many of the visitors to individual product/service pages have then clicked through to the pricing page.

When you see that the numbers of clicks are significant, that will get you thinking:

OK, people ARE interested in pricing – what can we do to answer their pricing questions better (than take them to a generic pricing page that doesn't actually answer their question)?

You may decide to create a pricing part of the product/service page they are viewing, making it really clear to them what pricing options there are.

You could also decide to have a pricing part of the page but still avoid the pricing numbers, instead providing information that reassures the visitor that it's affordable. For example, providing a small case study example of a business that bought from you and the cost became secondary to the benefits of the business relationship.

There are many ways to handle pricing within website pages but what's most important is to ensure that via such strategies, your potential customers have another reason to get in contact with you, and less reason to look elsewhere.

An extra bonus for you

WUSBI collected website visitors information about all your website visitors, not just those who got to your website page of interest.

<mark>Look out for another email from us in the coming days – it contains extra bonus information that we think will enable you to gain more business from your website visitors during the analysis period.</mark>

Any questions?

WUSBI is a service provided to you for free.

WUSBI comes from the A1WebStats team, who are dedicated to helping businesses gain substantially more success from websites.

If you have any questions at all, please do contact us by email at hello@a1webstats.com