

Website review for ABC Fit Outs

Objective

To undertake a review of ABC Fit Outs website and make recommendations for improvement in order to improve their online presence, including search engine ranking, and company identity to help to secure new customers.

Background

ABC Fit Outs specialises in designing and building quality interior office space, providing a complete service from analysis to installation:

- Existing workplace analysis
- Potential building appraisal
- Space Analysis and Planning
- Cost Planning and Programming
- Office Design and Fit Out
- Office Refurbishment
- Furniture solutions
- Office Relocation
- Existing Office dilapidations

Situation

The current content on ABC Fit Outs website is not performing to meet the stated objective and therefore advice on how to make some initial and long-term improvements has been requested.

When searching the term 'office refurbishments in Bristol', ABC Fit Outs currently ranks on page 7 of Google and not at all in the first 10 pages of Bing.

Observations

In no particular order, my initial observations of the layout and content on the website are:

Tone of voice and content

- Some elements portray the friendliness of the company however on the whole your personality is hiding behind very corporate, formal language at the moment.
- Professional throughout but the customer journey / buying journey is missing.
- There is very little mention of your expertise. You don't sell yourselves enough.
- Over use of capitals can make the page look messy.
- Over use of jargon and management speak (fit out, working groups).
- Links to other content within the site is missing, which is important to increase the amount of time users stay on your website.
- Make better use of stylised headings (H2 and H3) to structure content and improve reader experience.
- Keywords are missing in content and page headings.
- Content needs to be more succinct, including the content in the designed boxes, to make it as easy as possible to get the information they need and then encourage them to buy from you.

Images

- Images are very professional and to an incredibly high standard, however it would be nice to see more pictures of what the spaces looked like before you started redeveloping them.

Website layout / design

- Bright and focused, a good use of colours and plenty of white space.
- There are not enough calls to action through the content pages to encourage people to contact you, read your blog or navigate around other areas of content.
- Some sections are different heights. Alignment is key and is an important little detail that says something about you as a company.

Search engine optimisation

- Without seeing the back end of the content management system it is not possible to comment, but it is important to have key words, tags and categories inputted for each page of content.
- The current page titles are not helping with search engine optimisation.

Recommendations

Based on these observations, there are some quick wins that ABC Fit Outs can implement immediately (these have been highlighted), while other recommendations will require a further discussion on how best to take them forward.

Tone of voice and content

- Retarget the content on each page to be more outcome-focused (how you will solve the customer's problem) and highlight the benefits of working with you.
- Develop targeted key messages for each section of the website and plan key words for each page of content.
- Review the buying process and customer journey through the website.
- Introduce clear calls to action on every content page to encourage visitors to do something.
- Use more persuasive language to encourage people to buy from you, to help them understand why they would want to buy from you and what they get if they do.

Images

- Introduce photos that show the office before the work started.
- More people orientated to cover all aspects of the business.

Website layout / design

- Introduce clear call to action buttons on each page.
- Review the customer buying journey and evaluate the page titles and menu options as part of this.
- Change the 'Related articles' heading to 'Other services'. This is a quick win that you can implement immediately.
- Change the date on the website footer. A quick win that you can implement yourself or ask the web designer to change.

Search engine optimisation

- Review meta data (key words, categories, tags) in the content management system (in conjunction with key word planning exercise) in order to maximise the chances of returning on search queries.
- Rewrite page titles to be more search friendly (in conjunction with customer buying journey evaluation work).

Next steps

After the review of the website, I strongly believe that now is the time for ABC Fit Outs to undertake **core communications strategy work**, which involves developing key messages that can be used to retarget the content on the website.

Another observation about the website and the content is the way the **customer buying process** is presented; how you take visitors on a journey through your website to eventually take an action, whether this is to pick up the phone, request more information or book a consultation appointment. This work will feature as important part of the overall strategy development.

It would be really valuable to carry out this **strategy planning** work ahead of making changes to the content of the website, so that ABC Fit Outs is very clear on who they are targeting with what messages. This work will then inform the menu options, page titles, page content and search engine optimisation work that will ultimately improve visibility, develop more leads and grow business in a sustainable way.