

50 great tips to **BUILDING A** **WEBSITE**



the **UK** DOMAIN
by NOMINET

In association with
startups 
*build a **better** business*

74%*

of consumers prefer to **click first** on a website ending in **.uk** when searching online to make a purchase

Make sure your business gets noticed with a website and email address ending in **.UK**

Today over **3 million** UK businesses and millions more consumers use a domain name ending in **.UK**

For free advice and support on why and how to get your business online visit **theukdomain.uk**

If you're asking yourself questions such as 'What can a website do for my business?', 'How much should I spend on a website?' and 'How do I secure a domain name?' then you've come to the right place as this ebook covers everything you need to know to plan, build, sell and market a website that delivers.

Recent research from the UK Domain by Nominet found that a quarter of UK small businesses trade offline – and are losing out to bigger multi-nationals and online shopping as result. We want to help your business avoid being part of this statistic.

That's why Startups.co.uk, in association with the UK Domain by Nominet, has compiled 50 essential tips from a number of incredible fast-growth start-ups and small businesses – who have built brilliant websites – to help you create a first-class website.

In today's world, where consumers have limited time spans, prioritise transparency and reputation, and increasingly shop online, a website is a necessity for small businesses that want to not only get ahead, but stay ahead.

Your website acts as your business' shop front, your call-to action, a route for customers to contact you, and so much more.

Over the course of the following 50 steps, you'll learn everything from the importance of site structures and brand messaging through to the best ways to capitalise on search technology (and now voice search), optimise your site for mobile, and market your website without spending big.

We're confident you'll come away informed and inspired to build a winning website for your business or, if you've already created a website, have the tools to take your site to new heights.

Megan Dunsby, Projects Editor

Achieve more online

In a landscape that is becoming increasingly competitive, having a website is essential to all businesses. In 2016 there were 414,000 business births in the UK according to the House of Commons Library research service, the highest number of new businesses since 2001. But with such a surge in new startups, how can small businesses stand out and differentiate from big businesses that seem to dominate the marketplace?

Our mission at the UK Domain is to help businesses achieve more online. This means providing help and advice throughout the entire journey, from setting up a website for the first time to online promotion through channels such as social media and search engine optimisation. Our help comes in many forms, from ebooks such as the one you're reading now, to weekly videos answering your questions (ask your own using the hashtag #asktheukdomain).

We are excited to be working with Startups.co.uk on providing a resource packed full of valuable tips for anyone looking to create a website or improve a website they already have. Good luck on your online journey!

Peter Meinertzhagen, Nominet
theukdomain.uk

Contents

Planning

The things you need to do before you start spending

4 Marketing 15

Social media, SEO, video and other tips to get noticed

Nominet

Starting your online journey with a .uk domain

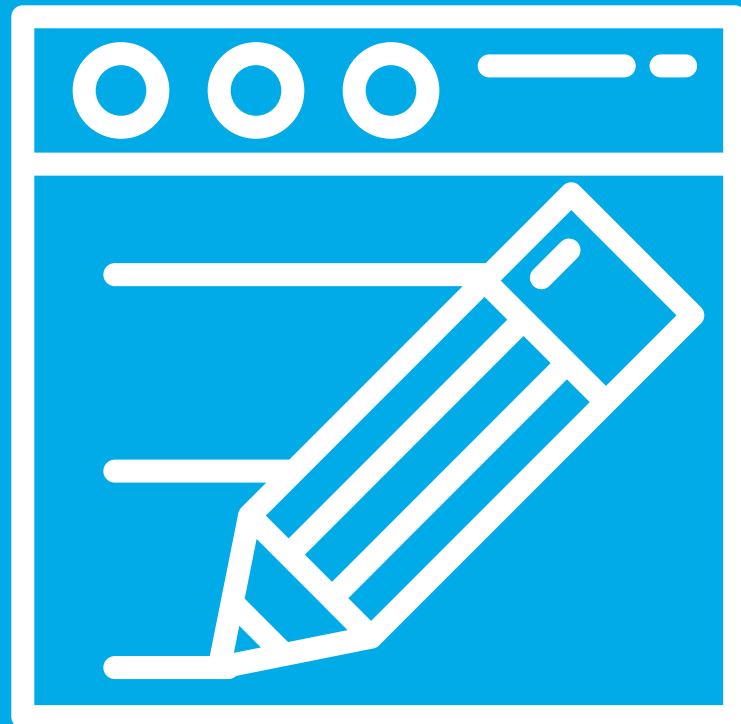
8 Selling 20

Tips to help turn more visitors into customers

Building

How to save time, money and pain to get your site created

10



Planning

1

Don't forget who your website is really for

Michelle Wright, Cause 4,
www.cause4.co.uk

"Websites can achieve a lot of powerful things, but not all at once so it's really important you plan and prioritise. "Where are you now? Where do you want to be? How can a website get you there?" basic questions like these can really help hone your aims from the start. They'll reveal what you want from your website, what you don't want and, even more important, check that your expectations are realistic. As well as saving you time, money and your sanity, the end result will be a website that engages your audience faster. The key is to always consider your audience and ask yourself who is this website really for?"

3

Secure the right domain name

Sarah Lilley, Nominet,
theukdomain.uk

"Securing your business name as a domain gives your website and email address legitimacy, inspires trust for your customers and will help people find you online. A domain name with a maximum of two or three words makes it more likely that people will spell it correctly, remember it and most importantly pass it on. Take a look at our top 10 tips for choosing your domain name here."

2

Compare the market

Sam Barton, Smart Pension,
www.autoenrolment.co.uk

"Before you start working on your website, compare your competition and understand what today's users want. Never copy what others do, but always learn from their mistakes. It's a great idea to survey a group of people who match your target audience, you will undoubtedly be surprised by what they expect out of a service. Just as you would compare your competitors, compare your options for development - and don't take the first off-the-shelf option that comes your way. It may be that building an in-house team is the most effective and cost-efficient way of working sustainably."

A good website takes planning and preparation

4

Don't lose sight of your initial business idea**Alice Pittman, The Greedy Book,**
www.thegreedybook.co.uk

"Our tip to anyone building a website would be don't forget your core idea and get swept away with creating a million additional features - or you risk your website becoming as confused as your trail of thought! We were also determined to keep an open mind long term about how the site would develop. Lots of people think you build a website and that's the end of it. But tech changes, your brand evolves and so do the people using it. You have to stay agile and have a team of brilliant people around you to enable you to stay up to date."

5

Design your own site structure**Jules Quinn, The Teashed,**
www.the-teashed.co.uk

"To save money, you can design a lot of the website yourself. Write down everything you like about some other websites - the layout, structure, use of colours and imagery, ease of use etc. Then design each of your website pages onto a sheet of A4 and draw out a spider diagram to show how each page links to one another. One of the most important things for e-commerce sites is to make sure that people buy, so think about this when designing the structure - look at other e-commerce sites, which will have had a lot of money spent on them and research how people shop online. Look how that structure supports and encourages on-line sales."

6

Identify your USP**Neil Whitehead, The Seed Pantry,**
www.theseedpantry.co.uk

"There has to be a focus on standing out from the competition: what is your USP? With our website, quality products and great design were top of the list with customer service right up there. Always, always make your site the best you can with the resources you have."

"We can't always offer free delivery, for example like Amazon can, due to high volumes being despatched, but by having a personal touch and fast responses to queries will make you stand out from the crowd and bring people back to you in the future."

7

Start with a niche**Richard Heath, Devonshire Tea,** www.devonshiretea.uk

"It's easy to get carried away thinking big, but much better to focus on a niche, which you can grow over time. Designing for, writing for, and optimising for a highly targeted audience helps to focus every aspect of the business, and helps to cut through the noise to reach the exact people you're looking for."

Make your site the best you can with the resources you have

Head to the UK Domain by Nominet for more information

8

Consider the structure of your web page name**Oren Greenberg, Kurve,**
www.kurve.co.uk

"One aspect of SEO that is very important, but is often overlooked, is the structure of your web page name (your URL). The URL needs to accurately represent what the page is, so it is relevant to visitors and search engines. But, it can also be optimised to improve the chances of ranking highly in the search results. One way to optimise the URL is to make sure you're not including any capital letters. A final bit of advice regarding URLs is to keep them below 115 characters. Overly long URLs won't display properly on many browsers and search engines. They also put off the visitor and can potentially reduce traffic."

9

Simple websites may not need a developer**Danielle Haley and Danny Hall, Freelance SEO Essex,**
www.freelanceseoesssex.co.uk

"If money is an issue, you may not need to hire a web developer at all. There are plenty of web builders and editing platforms out there that enable business owners with absolutely no web design knowledge to create their online shop windows. But if your website is going to be packed full of more advanced features and is going to require hard coding or be backed up by a complicated database driven retrieval system, you'll need to employ a professional web developer."

10

**Be mobile-friendly and try to be mobile-first****Mark Wright, Climb Online,**
www.climb-online.co.uk

"Whether you're developing a new website for 2018 or launching your first, take the time to invest in mobile optimisation to ensure your business stands a good chance in the digital pecking order. Do note, that being mobile-first doesn't just require the creation of a 'responsive' website, but rather, ensuring all elements of the site are 'mobile friendly', such as optimising content for voice search technology."

Make sure your web page name accurately represents your business

Start your online journey with the **perfect** domain name



There's no better time to get your business noticed online.

When you're setting up a business website and email address, your domain name is a big part of your brand, and you'll build your online identity around it.

A domain name ending in .UK is registered every 18 seconds*. The sooner you register your domain, the more chance you stand of getting your first choice – ideally, you should be considering your domain name at the same time as your business name.

Your website is your online home, with all the relevant information about your company, connected to all of your other online activity such as social media pages with the same name. The name itself helps to make your company legitimate, consistent, and searchable. Some of the free websites and blogs available look nice, but can appear unprofessional if they have the blog name as an extension on the URL, so it's worth investing in a name that establishes your company online as being credible. This is essential for building trust with customers and other collaborators.

Here are some **top tips** for choosing a domain name:

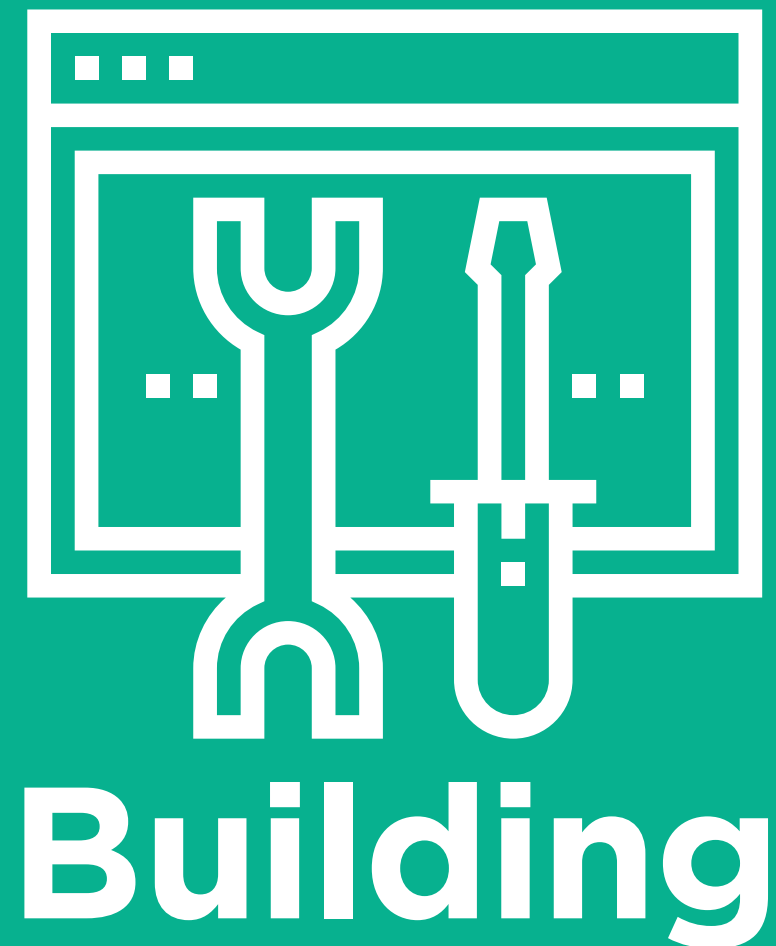
- 1** Make sure your domain name **reflects what you do** – If you're choosing a domain for your business, it's important to ensure that it closely matches your business name.
- 2** **Make it memorable** - That means your domain name needs to be easy to remember, easy to say, and easy to type.
- 3** **Make up words** - Some companies are choosing to invent new words that serve as their business name as well as giving them a succinct and memorable domain name.
- 4** **Is it futureproof?** – It's best to pick a domain name that will stand the test of time.
- 5** Use an appropriate domain name extension – This is the bit that comes after the dot in your domain name; if you have a UK based business and UK customers, having a **.UK domain name** signals greater trust by clearly showing where you're from.
- 6** Get some opinions on your shortlist - When you've shortlisted your favourites from the available domain names you've looked at, conduct a **poll among your friends** (or even your customers) and see which they like best.
- 7** **Conduct some research** - Having settled on your favourite domain name, it's worth spending a bit of time researching it to make sure it isn't legally protected.

*Source: Nominet 2017

We have plenty more information online to help you learn more about domain names at www.theukdomain.uk

www.theukdomain.uk





11

Shorter can be sweeter

Lennard Minderhoud, FashionUnited,
www.fashionunited.uk

"Since more fun and efficiency in fashion is what FashionUnited is striving for, a short domain choice was crucial for us. When the .uk domain became available and a website redesign was within our grasp, we knew what to do: save time and space and skip the .co in the .co.uk. At the same time, we dropped the "www." and changed to a safer https domain. The .uk domain is more contemporary and it's shorter!"

**Keeping it simple
is key so pare it
back and think
about what
response you
want from your
audience**

12

Be inspired by global brands

Jamie Waller, Firestarters and JBW Group,
www.jamiewaller.co.uk

"Don't try and be the smartest person in the room. Believe it or not there are people a lot smarter at building websites than most of us.

Find them, look at their site and copy them. For example, look at Amazon for inspiration on creating a payment gateway and the BBC for content management."

14

**Communicate your vision for your website**

Harry Thuillier, Oppo,
www.oppoicecream.co.uk

"It's so easy when creating a website to assume that your designer or developer can read your mind. Therefore, it's important to be crystal clear with them on what you are trying to achieve. So many web projects that run over in time or budget are the result of miscommunication between the entrepreneur and the website builder."

13

Build a secure website

Sarah Lilley, Nominet,
theukdomain.uk

"You wouldn't leave your shop or home unlocked, so make sure you have up-to-date security software installed on your website to keep any pesky viruses or hackers away."

15

A/B testing is crucial**Cara Ilott, LeadStream,** www.leadstream.co.uk

"It doesn't matter what industry or sector you are in, it's vitally important to A/B test your website and its contact strategy. If you're looking for shoppers to complete a purchase, or to complete a contact form, ensuring that you are using the clearest path with the best conversion rate is so important. Testing is the best way to ensure this. I would suggest soft launching a couple of strategic pages instead of an entire website if possible. A/B test the pages you are looking for a customer response. After a couple of versions hopefully you will have enough data to build a website with the best conversion in mind. Once complete you can continue to test and update. Think of the process as organic and keep updating to maximise your conversion. Testing early on saves money on wasted marketing and poor customer experience."

You may save time and money by using an off the shelf web package

16

Keep it simple**Tom Benjamin, Go Cotswolds,** www.gocotswolds.co.uk

"Building the website was one of the bits I was most looking forward to doing when we started up. Key for us is to be visible and relevant in a competitive marketplace and for this it's always been vital to us that the website is professional, clear and concise in demonstrating what we do – guided day tours of the Cotswolds. We're always listening to feedback and – although this sounds terribly clichéd – trying to improve the 'customer journey' from the moment visitors find our website we want them to find the information they need as quickly as possible and, crucially, instil the confidence in them to go ahead and book with us."

"As a tour company from a quintessentially English part of the UK we felt that a .co.uk domain was vital to help instil this confidence and, once we were happy with the way the website looked, we set about ensuring that visitors could find us."

17

Own it**Mark Henry, Halsey's Deli & Eatery,** www.halseysdeli.co.uk

"Carefully plan the 'look and feel' of your online presence. A website should be a virtual representation of the physical business and with careful planning your customers and readers can gain a real understanding of your proposition as soon as they land on your site. Make sure you and your designer are clear on the purpose(s) the site is being created to deliver and avoid 'scope creep' by sticking to your plans – you can always revise subsequently."

18

Learn the lingo**Harry Thuillier, Oppo,** www.oppoicecream.co.uk

"Building the site in such a way that you very rarely need anyone else to help you update or maintain it means investing some time in understanding the technology (you should be able to brief a developer and talk their language – or you risk either becoming bamboozled or paying more than you need to). We used Wordpress and a number of simple plug-ins that were easy for a non-coder such as myself to use – thereby saving time and money as I updated elements of the site and didn't need our developer. If it's more important that your site is clean, simple, up to date and bug free than it is to be unique in every way, you may save money and time by using an off the shelf package."

19

Optimise your site for mobile**Warren Bickley, Lightbox Digital,** www.lightboxdigital.co.uk

"Most users browse on their phones and tablets these days, so designing websites for desktop and trying to make them work for mobile is a weak approach. Always check websites on your phone first hand before going live. Many businesses fail to think of a website as a marketing tool and more of an operational tool such as a till point, but websites need to call out to customers, engage with them and ultimately get them to the shopping cart – just like an in-store experience."

20

Your website design should reflect your company ethos**Angela Wilkins, Drunken Dairy,** www.drunkendairy.co.uk

"We're very serious about the quality and integrity of our products, but the brand is about having fun, and the image of the tipsy cow is key. We don't profess to be Walt Disney, but we do want people to smile at and feel a little love (or empathy!) for her. Our products are as simple and natural as we can make them, so clean lines, lots of white, simple fonts and styling are all used to try to reflect our ethos. We will also invest in a professional food photographer to take some high-quality images. Overall, the best advice would be to spend time checking out successful brands online – and not just those who make the same product or service or offer the same product or service as you."

21

An app will provide greater reach**Nick Swan, founder, VoucherCodesPro,** www.vouchercodespro.co.uk

"Visibility is vital for a business. As well as being found through Google, another key way potential customers might find you is through searching the app store on their smartphones. Therefore, an app will give you a wider reach. With three main phone types these days (iPhone, Android and Windows Phone) each with their own app store, it can be a worry how to build for each of these. Thankfully some cross-platform tools such as PhoneGap allow you to build your app once, and then package it up for each of the phone types. It's a great and simple way to build your app, so getting your brand on the app store isn't as hard as you may think."

22

Don't let your website design constrain your creativity**Tom Coleman, Infinity Trampoline Park,**
www.infinitytrampolinepark.co.uk

"Focus on your marketing planning prior to the digital aspects when building a website. Think about how you would like your brand presented such as copy and design then incorporate elements such as wire-framing, SEO and plug-ins to drive as much relevant traffic as possible. You want to convey your story, messaging and brand concisely without letting the actual website design and build constrain your creativity. Once this is done, you can build the website around it to effectively market your brand on the web. After this you can edit copy to be SEO friendly and incorporate the call-to-actions to convert leads or sales, tracking your progress in iteration cycles."

23

Install analytics software from the get-go**Oliver Bridge, founder,** www.cornerstone.co.uk

"I would advise installing analytics software such as Google Analytics from the outset and making use of A/B testing tools like Optimizely - this will allow you to better understand how your site is being used by customers, and what changes need making. Even the biggest, best companies are constantly testing new things and changing their websites to see what works best - as a start-up, you need to work even harder, so be prepared to constantly re-evaluate everything about your website - don't be too precious."

Convey your messaging and brand concisely without letting the website design and build hold you back

24

Above all, make good choices**David Iorio, Hometree,**
www.hometree.co.uk

"Choose mobile first. Choose clear navigation. Choose simple, conversational English. Choose logical and descriptive categories. Choose to back up claims. Choose designers and developers on the same day. Choose agile ways of working. Choose pictures to help tell your story. Choose unique content. Choose not to talk in hyperbole. Choose optimising for search engines. Choose responsive design. Choose keeping it up to date. Choose continuous error checking. Choose a CTA for every page. Choose an XML sitemap. Choose trust-building content. Choose A/B testing. Choose multivariate testing. Choose correct grammar. Choose showing social proof. Choose simple forms. Choose data over gut feel. Choose faster releases. Choose to be always one step ahead of the competition."



Marketing

25



Make content marketing your best friend

Pete Campbell, Kaizen, www.kaizen.co.uk

“Content marketing is a great way to build up your website, as it improves your domain authority, increases referral traffic to your site and gains you brand awareness. By creating unique and valuable content and marketing it to journalists and publications, you can ask them to link back to your site to credit the source of the data. Receiving links from high-authority publications helps to improve the domain authority of your own site in turn. Having your content featured in publications with a high readership could also lead to a positive increase in referral traffic. The more people engaging with your content, the more will click through to see the full story, therefore entering your site and spending time on it.”

26

Smoke test ideas but don't lose sight of your objectives

Daniel van Binsbergen, Lexoo, www.lexoo.co.uk

“We have a legally-trained customer success team that qualifies users before machine learning matches them with suitable lawyers. In keeping with our lean approach, several team members can build and edit pages independently, and our product and marketing teams smoke test ideas where applicable. Don't limit your scope for what you could be working on, but always ensure you don't fall into the trap of trying everything and anything or letting vanity work and metrics distract you from your key objectives as a business.”

The UK Domain by Nominet has advice to help you here

27

Use social media wisely

Aaron Dicks, Impression, www.impression.co.uk

“Social media is a fantastic channel through which to engage with new and existing audiences. But social media for the sake of social media is a huge drain on your time and energy. Instead, consider where your audience is already active, and go and speak to them there. Listen before you speak and make sure everything you say is useful, relevant and valuable to them to position your business as an expert in its field.”

28

Blogs are a powerful tool

Janet Sawyer BEM, Little Pod, www.littlepod.co.uk

“We have three blogs; one to tell people about events we're attending, another that tells people about general LittlePod news, and a third blog that gives me an opportunity to talk about some of the things I'm passionate about – such as supporting sustainable vanilla farming. They're the most frequently updated part of our site's content. They provide us with a quick and simple method of ensuring that our site is continually being updated with good quality, keyword rich content, and are a vital component of our search marketing activities.”

29

Use offline marketing to generate website hits

Sophie Müller, Zipjet, www.zipjet.co.uk

“Track the brand impact of offline activities on your website by combining offline and online advertising. If you are running OOH (out-of-home) campaigns or any other larger offline campaigns, you will always be able to measure the impact via website metrics. One way to do this is to check your direct traffic in Google Analytics and compare time periods before and after your campaign ran. If successful, you should see an uplift in traffic. Apart from that, you can check your SEO traffic; have the impressions of your brand increased whilst running the campaign? And lastly, never forget that some customers might need some time before they convert, don't be stressed that you don't see an impact right away.”

30

Monitor social media analytics

Annabel Causer, Honest Brew, www.honestbrew.co.uk

“Platforms like Facebook and Twitter offer powerful targeting tools which help your ads to reach a very specific target audience. Get to know the functionalities these platforms offer and monitor the analytics closely.”

31

Track your campaign performance

Sunny Shen, Sellmyhome, www.sellmyhome.co.uk

“In most cases, being a start-up means you have to be very efficient on your marketing spend. There's a zero tolerance for wastage. To achieve that, you not only need a well-designed marketing campaign, but also close monitoring of its performance. The insights you gain from tracking will help you create even better campaigns with more effective targeting, content and so on; And this also reduces the cost of acquiring each new lead and generates higher conversion rates and/or bigger basket sizes. Never let your campaigns run and then just forget about them (this happens often in a frenzied start-up environment). Set up the right tracking and monitor everything you do!”

32

Have consistency in your brand messaging

Joseph Valente, Impragas, www.impragas.co.uk

“My advice is to keep your website clean, simple and user friendly with a true reflection of your business and brand. Unity is also imperative between your website, office or store and your social media links. A potential customer will feel uneasy if they don't all sing from the same branding sheet. Make sure the content is fresh and that you keep it updated with a healthy mix of reviews, blogs and video content. If content isn't your thing then find someone who can do it for you. Not only will this keep your customers interested it will also help with your natural SEO rankings.”

Links from high-authority publications help improve the domain authority of your own site

33

Engage with your customers**Jon Wright, Innocent Drinks,** www.innocentdrinks.co.uk

“The two objectives of our website for Innocent was to provide access to information (product/company/recruitment) and, equally importantly, to start building a richer experience of the brand beyond the product and packaging. This was done not only through the style and tone but also through the ability to connect with us through blogs and product ratings and being able to dig into the history of the business.”

34

Stick to your values**Naomi Bloomstein, Little Bird,** www.littlebird.co.uk

“When you are building a brand it is just as important to say no as it is yes. Stick to your brand values, only partner or feature people and businesses that you are proud to be associated with. Play the long game rather than chase short term gratification. We have often said no to running promotions, because we don't feel they reflect who we are. This can be hard when you're chasing revenue and things are tight! But worth it in the long run.”

Direct mail could be a good way to market your website

35

Test PPC before you make an investment**Harry Thuillier, Oppo,** www.oppoicecream.co.uk

“Before going near pay-per-click (PPC) marketing:

1. Have a clear proposition and a great product your customers want and need
2. Have a clear website that demonstrates how your product fits with this want and need
3. Have a decent on-page SEO strategy with relevant keywords included in a natural way.

Then you're ready to set up a test PPC campaign. When your potential customer is searching for brown leather bags, make sure your advert headline echoes this, and this promise is fulfilled on your landing page. If it's not, your potential customer will leave, never to return, and you will have wasted the money spent on the click. PPC is brilliant if you're happy making sure that your online advertising and experience aligns to the expectation your customer has.”

36

Create a customer referral scheme**Jenny Zhao, Bulb,** www.bulb.co.uk

“At Bulb, word of mouth is our most important marketing channel. Our referral programme gives £50 to the person referring Bulb, and £50 to the person they recruit. One reason we focus on this channel is that we'd much rather give money to our members than to Facebook or Google. A lot of thought goes into making it easy to refer. For example, we know that someone is most likely to talk about Bulb when they've just joined us, so we give them a personal referral link the moment they sign up. We also create a lot of content that celebrates the impact our members have when they switch to renewable energy, so that they have plenty to be proud of and speak to others about.”

37

Relevance is key for AdWords**Aaron Dicks, founder, Impression,** www.impression.co.uk

“AdWords is Google's own paid advertising platform. But unlike bidding systems like eBay, AdWords is based on a range of factors other than just budget. You'll be more successful and save money too if you also consider your ads' relevance and the quality of your keyword targeting - in other words, your AdWords quality score. Employ a Google Partner agency to manage your AdWords account if possible.”

38

Invest in editorial content**Paul Stricker, Boxman,** <https://boxman.co.uk>

“The trick to content marketing is in seeing your blog not as a mouthpiece for your corporate side, as most company blogs have traditionally been used, but instead viewing it as a kind of magazine. Be interesting, be chatty, be helpful and be consistent. If you can afford to use experienced writers and editors, do! The difference in quality will really stand out, and you'll save yourself the considerable stress of having to keep up with an editorial schedule that - hopefully - will become increasingly demanding as the word spreads.”

39

Utilise Google Tag Manager**Chris Nutt, Zipjet,** www.zipjet.co.uk

“Make life easier for yourself with Google Tag Manager (GTM). GTM can make website event tagging much easier. Instead of having countless different tags from the many platforms (i.e. Google, Facebook, third party analytic tools, etc.), GTM provides an easier structure that, once it's set up, doesn't require IT help. Make sure to be thorough in order to make sure you know the customer journey!”

40

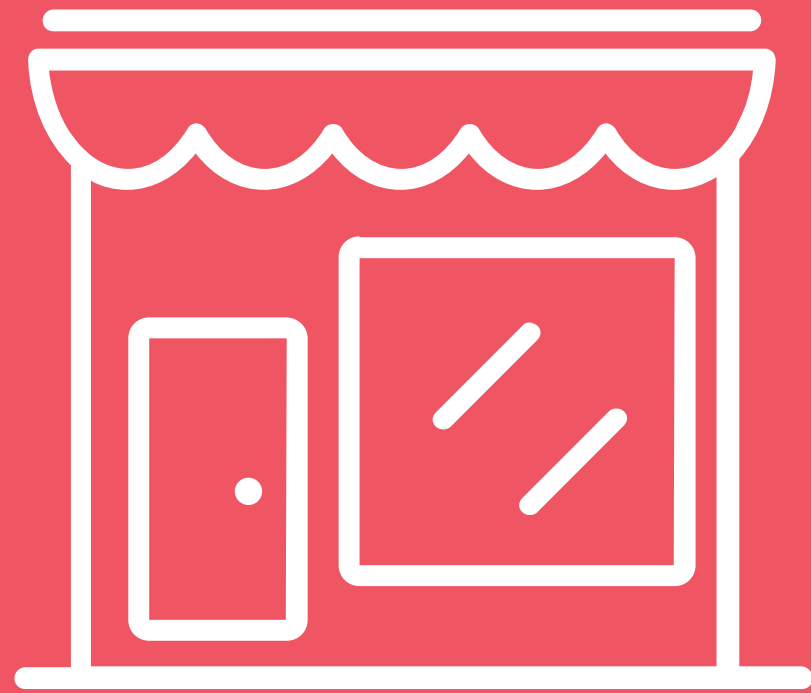
Don't dismiss direct advertising**Edward George, Video My Business,** www.videomybusiness.co.uk

“When we were promoting our site pre-launch to the target market of video producers, direct mail was really effective, with a response rate of 15%. We then followed this up post-launch with phone calls. Anybody can spam your inbox so direct mail - when done well - can spark people's interest more. We sent out mail in hand-written envelopes. If you are offering a service, this could be a good way to market your website.”

41

Videos are a crucial tool**Sharon Bassett, A-Star Sports,** www.a-starsports.co.uk

“The use of video as a tool on our website and within our marketing is crucial and, after learning that by 2018, 84% of internet traffic will be from video we've increased our emphasis on this. We optimised our YouTube channel to highlight more specifically what we do by re-organising our landing page, writing more specific video descriptions linked to successful search factors, including transcripts (as this re-emphasises our keywords to Google), linking this up with our activity on other social channels and taking a fresh look at calls to action in a video context. From YouTube, the videos are easy to embed on our website and within social media posts.”



Selling

42

Research software thoroughly

Michael Burke, Zurleys,
www.zurleys.co.uk

“Picking the most efficient software is highly important to succeeding online. Changing product URLs, adding content to pages, redirects, meta tags, canonical tag: all need to be conducted every day on an ecommerce site and picking the wrong software that restricts your functionality can be a big headache. Luckily this can be avoided by doing some research first. A lot of new start-ups pick a software without researching it and realise weeks in that they would have been an alternative would have allowed them to be more functional.”

43

Embrace live chat and chatbots

Nick Peart, Zendesk,
www.zendesk.co.uk

“One of the best ways to connect with your customers is through live chat. It’s a faster and more personal way to connect with customers, providing assistance and advice through the purchase cycle and acting as a guide to help them navigate a website. Our data has shown that customers are three times more likely to make a purchase when you reach out via live chat. “And, of course, with the increased use of apps to buy products and services, integrating embeddable chat software means your customers don’t even have to leave an app to access support. Chat can be set up with a tool such as Zopim.”

44

Photography can be a powerful tool

Amanda Charteris, Gift Wrapped and Gorgeous,
www.giftwrappedandgorgeous.co.uk

“Product images must be of an extremely high standard, especially if you would like media attention and for others to share your content. You can achieve great lifestyle images yourself and software such as Photoshop can be used to make white cut outs, which are preferred by the press. Images need to be clear, sharp, and in focus. You can achieve this by using a small tripod or just resting the camera on a table. The best light to take photographs in is bright daylight, rather than indoors. You can also download background wallpaper for lifestyle shots. In summary, your photography not only represents you and your business, it is an intricate and essential marketing tool, hugely effective in directing targeted traffic back to your website.”

45

But avoid stock images where possible

Sally Wilse, Seniors Helping Seniors UK,
www.seniorshelpingseniors.co.uk

“Trust and authenticity shines for us because we have no gimmicks, lots of personality, and use optimistic colours. Quick wins like using stock photos are a no-no for us. The images we use show how real carers of a similar age to their elderly clients, who we have matched because they have similar interests, help the client fulfil their dreams, stay motivated and contribute to the activities of daily living in local community settings.”

46

Prioritise your 'About Us' page**Joseph Munns, BakedIn,**
www.bakedin.co.uk

"Our About Us page is one of our most hit pages for web traffic, and we think it's important to let people know who the people are behind the brand, after all people buy from people! We had some fun making it, asking everyone to answer some fun questions and then had a photoshoot with props that were personal to each team member."

47

Keep your website fresh**Kenny Macfarlane, Handrail Creations,**
www.handrailcreations.co.uk

"Websites can look dated within months, and business owners sometimes fall into the trap of not updating or adding content, often because they have made a significant investment and want to feel like they're getting some longevity. It's crucial to keep websites up to date with the USP of the business – for some that might be an interactive design tool, or easy to read pricing options. For our business, it's excellent photography - showing our handrails & staircases in context, to try and inspire architects and homeowners. Your website is a shopfront; get something on the front page that wows people, then focus on pushing your USP."

48

Create a value proposition with The Golden Circle theory**Lyndsey Simpson, The Curve Group,**
www.thecurvegroup.co.uk

"We used The Golden Circle theory proposed by Simon Sinek. This means you focus on the Why, then the How and then lastly the What, rather than the reverse which is how most other companies (including ourselves previously) present themselves."

WHY are we in business?

What is our ultimate purpose for being and how do we get customers with it?

Then we share HOW we are different in what we do, only telling them WHAT we do as the final element of the journey.

Even when we are into the WHAT we do section, we start light and invite them on a journey to find out more through additional click-throughs rather than telling them everything.

"If somebody buys into your brand and your business first, they are far more likely to buy your products and service offerings in the long run."

49

Have a strategy for subscriptions**Andrew Reeve, HonestBrew,**
www.honestbrew.co.uk

"When setting up a subscription model it is important to consider why customers would benefit from receiving your product regularly and why they would not want to be without the service. You also need to make sure that the quantity and frequency of the subscription meets your customer's needs (and not just the business' needs). At HonestBrew.co.uk (craft beer retailer) our customers have full control over their subscription – with the ability to change their delivery frequency and preferences, skip a delivery or cancel at any time. This helps us to build loyal customers."

50

Make your CTA pop**David Hammond, SpaceWays,** www.spaceways.co.uk

"Your call-to-action (CTA) button must remain the most compelling element on your landing page. When done right, it will have a huge impact on conversion rates. Make it pop out! Take advantage of the power of contrast. You could have the catchiest phrase and it wouldn't matter when your call-to-action blends with the rest of the page. To make it even more irresistible, design your call-to-action to resemble an actual button. Add some drop-shadows and gradients to create dimension. A tempting call-to-action has to be action-oriented, yet remain friendly and inviting. 'Stay Connected' sounds way more appealing than a harsh 'Sign Up'."

Customers are three times more likely to make a purchase when you reach out via live chat



Today over 3 million UK businesses and millions more consumers use a domain name ending in .uk and rely on our registry services. The UK Domain family, including .co.uk, .uk, .org.uk and .me.uk is managed and operated by Nominet.



**The shorter domain
for everyone**

For businesses and individuals.

Starting your digital journey or taking your business to the next level. Get on board with your own .uk.

**Confident, Entrepreneurial.
Distinctive.**



**The original domain
for British business**

One of the most established and popular domains in the world. .co.uk is a great choice for business and enterprise in the UK.

**Established. Commercial.
Trusted.**



For your cause

Ideal for charities, fund raising and social causes.

**Dependable. Safe.
Responsible.**



When it's all about me

The alternative email or website for unique individuals who just want to stand out.

**Personal. Special.
Exclusive.**

To achieve more
online, visit
theukdomain.uk