



# Website Persuasion Analysis

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# Recommendations to Improve Your Website for Greater Lead Generation

- 1. Revamp home page.** Make your home page graphics much smaller to free up more real estate. Multiple studies have shown that website visitors look for text before graphics. Right now you're taking up the majority of your home page real estate with graphics. No text, no call to action, website visitors don't know what they're supposed to do. We recommend a smaller sliding header that combines both graphics and text. Feature 4-5 sliders. Each one highlights your top selling points in compelling, succinct phrases, and a button with a specific call-to-action takes them to learn more on each concept.
- 2. Easier navigation for region.** It took us awhile to figure out that each country/region has its own specific website with more information. Those regional websites are far better than the corporate site. So you either need to include all the same info on the corporate site, or you need to get them to the regional websites more quickly. For example, your home page could be a splash page where they choose their region, and you bypass this main corporate website altogether. If all the corporate information is on the regional sites, there's no need to have the redundancy, and associates can just send prospects the link to their specific region website (we're assuming this is a network marketing model). This makes our analysis somewhat difficult, because if you did this, our recommendations should be for those regional sites, which are different. We're just working off the information we have.
- 3. Persuasive architecture.** You need to know exactly to whom you're writing. See [these general personas](#), then match four specific customers to them. Get inside their heads. Know exactly what questions they're asking and the concerns each of them have. Then completely revamp your navigation structure, add any necessary pages, and rewrite your copy to cater to each persona. Learn more about this process [here](#). A few glaring holes: Success stories, testimonials, leadership and management team bios for credibility, product research, process for engaging, facts/proof/data, clear benefits (What do your products do for me? How will they improve my life?). Look at analytics and find out the "dead spots" or main interest per visitors and adapt the site to meet their needs.
- 4. Revamp navigation.** From a usability standpoint, the site is very cumbersome. You have to click very deep to find a lot of information. All content should move up a click or two. Every extra click you make someone make will cost you in conversions. Your current navigation structure is extremely difficult to work through. As you go deeper into the page structure, you get lost. Pages like "Investor Relations" and "Announcements" should be deeper in the navigation or at the bottom of the page. "My Account" login pages should be at the very top right of the page, above the main navigation bar. We recommend a navigation structure like the following (left justified are main pages, indents are sub-pages):



-Home

-Products

- Product Testimonials
- Health & Nutrition
- Beauty & Personal Care (includes skin care & slimming products)
- Food
- Household & Car Care

-Business Opportunity

- Join Now
- Business Success Stories
- Compensation Plan
- How it Works

-About Us

- Leadership & Management Team (bios with pictures)
- Investor Relations
- Announcements

-Contact Us

-Blog (for search engine optimization, corporate announcements, community interaction)

- 5. Persistent call-to-action.** What do you want visitors to do? Join the company? If so, what's the process for doing that? Are there any incremental steps they can do before taking that big leap? Watch a video? Download an e-book? Right now the site is simply informational—and even at that it doesn't provide much information at all.
- 6. Success stories, testimonials, images.** Your “Our Products” and “Our Business” pages need to be brought to life with success stories, testimonials, and images.
- 7. Rewrite content to be about website visitors.** Right now it's all about the company, not about how you benefit visitors, what's in it for them, why your company is relevant to their lives. No one cares about you—they care about themselves and getting their own needs met. How do you do that? Even when you're writing about yourself, it should be from the perspective of why it matters to your prospects. For example, on the About Us page, we have to read to the very end of the page to find content that does this.
- 8. Immediate credibility.** Your home page needs to command instant credibility by featuring aspects such as how many countries you're in, how many associates you have,



who's on your team, rave reviews, etc. Honestly, the current website looks like a start-up business, not a site for a company that's been around since 1979.

- 9. Create a compelling e-book download.** Sell people on why they should go into business for themselves, but not by themselves. Highlight economic data and trends, such as the loss of job security. Sprinkle associate success stories throughout. This would be highlighted on your home page, as well as on all internal pages in a sidebar widget. You could give it away completely free. Or you could ask for their name and email address to build a database of prospects, in which case it needs to be general, relevant, valuable, educational material, not just a sales brochure for your company. They need a reason to give you their information, other than to just more sales materials.
  
- 10. Search engine optimization.** Keywords need to be selected and optimized on the pages. For example, eCosway is the title tag on each page. This needs to be adapted to go after individual targeted words.

## Take the Next Step

Our team can help you implement all our recommendations. We can completely revamp your site, perform full [persuasive architecture](#), and integrate as many of our [12 recommended persuasive website elements](#) as possible.

To get started, simply call us our consultant, Dustin Olenslager, at (702) 527-1188 or [request a proposal here](#).