CHASE ○ for BUSINESS®

ACTION PLAN AND BEST PRACTICES

Improving Your Web Presence

A well-constructed website that reflects your brand's unique value proposition is both a powerful marketing tool and an impactful sales channel. Consider the best practices outlined below to inform your website strategy. To see an example, refer to the "Case Study" document at chase.com/coaching.

Website brand audit

Your website should clearly reflect your business's brand identity and value proposition to build awareness, recognition and loyalty. Use the table below to evaluate how well your current website reinforces your brand and identify what elements you can improve.

Website brand elements	☑ Best practices to consider	What more can I do to reinforce my brand?
Homepage The first impression a visitor has with your brand and the most visited page	Add a clear and concise description of your company	
	Highlight your value proposition clearly	
	Confirm your brand shines through all your messages (e.g., value proposition, products and services)	
	Review the site and confirm it articulates how it will solve your customers' problem	
About Us page Where customers most deeply connect with your brand, mission and people	Communicate the story of your business (e.g., why it started, any interesting events in the company's history)	
	Feature business awards, accolades, press mentions	
	Quantify the impact and success of the business with data (e.g., # of years in business, # of widgets sold to date)	
	Include photography or videos that "go backstage" and give a glimpse into the inner workings of the business to further a more human connection with your customers	

Website brand elements	☑ Best practices to consider	What more can I do to reinforce my brand?
Design Clear and logical user navigation	Create a brand color palette and use it across all channels consistently; color will convey emotion, attract attention and help transmit your brand values	
	Confirm your primary font is readable and reflects your brand; consider adding a secondary font to enhance text/design and add character	
	Consider creating a tagline to help visitors quickly recognize your brand/business	
	Embed active links to bring visitors to other pages within your website and your social media channels	
	Place critical branding elements, such as logos, in visible areas for quick brand recognition	
Imagery Photography and videos that represent your brand identity and personality	Showcase photography and videos that consistently convey your products, services and brand in a compelling way	
	Reduce file sizes for photography and videos as much as possible (without sacrificing quality) to help with load time	
	Choose the right file type for optimization (e.g., JPEG, GIF, PNG)	
	Allow search engines to find and index your images by including alt tags with relevant descriptions of the images	
Copy Brand voice and tone to create user connections	Consider what your brand "sounds" like and make sure it conveys the right emotions, personality and values	
	Implement effective search engine optimization tactics (e.g., use keywords or phrases in the headers and headlines)	
	Determine the appropriate writing style that reflects your brand (e.g., informal, authoritative, conversational)	
Service Policies and customer service	Create connections by including storytelling and client testimonials	
	Provide channels to receive feedback from your customers to improve your services	
Blogs Thought leadership and content that provides insight into owner and brand values	Post relevant content on a consistent basis	
	Include insights that engage your core customer	
	Enable commenting to provide engagement opportunities	

Website usability audit

A user-friendly and easy-to-find website is key to increasing traffic, engagement, and revenue. Consider the ideas below to outline how you can improve your website's SEO and drive more traffic to your site.

Best practice	☑ Proposed action items	My action items:
Determine your website's objectives to understand customer interaction	Define your website's goal (e.g., increase sales, educate and inform, build your brand and reputation, etc.)	
	Tailor website content to appeal to your core customer's demographics and psychographic traits	
	Use tools like **Google Analytics** or **Heatmap** to gain insights into how visitors engage with your site	
Keep your website layout intuitive and easy to navigate	Confirm your site architecture is simple and organized in a logical hierarchy	
	Use short descriptive names and labels in your main navigation bar	
	Design your website so customers can accomplish any task in four clicks or fewer	
Include content relevant to the core customer and allow them to interact with the business	Create and share effective videos (e.g., how-to's)	
	Include FAQs to provide a ready source of information	
	Incorporate tools that encourage customers to take action (e.g., online forms, sign up for a newsletter, etc.)	
	Provide search capabilities that allow for short and long keyword search terms	
Implement effective Search Engine Optimization (SEO) tactics	Optimize your image formats for the fastest possible website load times	
	Confirm your hosting partner can handle your website's current and future traffic	
	Optimize for mobile devices, so your customers have a consistent experience on both desktop and mobile devices	
	Consider tools such as **Test My Site** and **Google Keyword Planner**, **Trends** and **Search Console** to incorporate relevant keywords or phrases and evaluate the effectiveness of your SEO tactics	
Perform a competitor website comparison	Evaluate site architectures and usability	
	Review site content for keywords and phrases	
	Review their social media accounts to evaluate engagement	