



Web Presence Action Plan and Best Practices


A well-constructed website that reflects your brand’s unique value proposition is both a powerful marketing tool and an impactful sales channel. Use the ideas below to implement best practices and inform your website strategy. To see an example, please 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	<input checked="" type="checkbox"/> Best practices to consider	What more can I do to reinforce my brand?
Home page The first impression a visitor has with your brand and the most visited page	Add a clear and concise description of your company <hr/> Highlight your value proposition clearly and make it visible <hr/> Confirm your brand shines through all your messages (e.g., value proposition, products and services) <hr/> Review the site and articulate: What the website is about and 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, including why it was started, and any important or interesting events in the brand’s history <hr/> Feature business awards, accolades, press mentions <hr/> Quantify the impact and success of the business with hard figures (e.g., # of years in business, # of widgets sold to date) <hr/> Include photography or videos that “go backstage” and give a glimpse into the inner workings of the business, for transparency and to further a more human connection with your customers <hr/> Funnel visitors to other web pages or your online presence through active links	

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



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Website Usability Audit

A user-friendly and easy-to-find website is key to increasing traffic, engagement, conversion and revenues. Consider the best practices and example action steps 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 customers 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 (e.g., age, gender, income, race, location, etc.) and psychographic traits (e.g., interests, lifestyles, personality, values, attitudes, etc.)	
	Use tools like Google Analytics or Heatmap to gain valuable insights into how visitors engage with your site	
Keep your website layout intuitive and easy to navigate	Make sure 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 needed information	
	Share photos/photo galleries that tell a story	
	Incorporate tools that encourage customers to take action (e.g., online forms to request a quote, 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 competitors' website architectures and usability	
	Review competitors' website content for keywords and phrases	
	Review competitors' social media accounts to evaluate engagement	

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