



MAKING THE MOST OF YOUR WEBSITE

With a fibre connection, you can do more with your website

Better customer communications

Good customer service leads to increased sales and customer loyalty. Make it easier for customers to communicate with the business by adding a live chat helpline or instant message service or even a video link. By channelling more business through the website, the more efficient the operation becomes.

Different content for different channels

Make sure content is delivered in a suitable format across all platforms – computers, laptops, tablets and phones. Web content should be uploaded once and stored in one place in an intelligent structure. Apps for portable devices can deliver the most appropriate content in the most appropriate way. It's important to understand what is required for Android, Apple and Mobile Windows devices. Also, check the website works on as many platforms as possible – not everyone will have the most up-to-date browser, so older versions need to be supported, too.

Maintenance and performance

Keeping content, such as product catalogues, up to date is more efficient with superfast broadband. Data rich materials can be up and downloaded in minutes. As more people gain access to superfast broadband, websites that respond quickly and are displayed efficiently could have a competitive advantage. Check the 'page load' speed to see how quickly the site is responding. Tools such as Google webmaster or firebug browser extension can do this. Aim for a page load speed of 1-3

and use these tools to optimise for mobile usage, too.



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Video

Video can help bring the product and service offering to life. Make video optional, as not all users will have a fast connection. Video doesn't need to be expensive – self-made clips uploaded to YouTube can be very effective in getting the message to customers and potential customers.

Photos

Uploading a large number of photos takes no time with a superfast connection. Remember to make photo sizes work on a range of devices on a range of different connections and to make hi-res optional.

Social media

Many organisations are using Facebook, Twitter and LinkedIn to build relationships with customers. Social media can be free and gives the business another way of communicating to existing and potential customers.

Search Engine Optimisation

Make sure the business uses the right 'key phrases' in search engines, so optimisation is maximised to increase engagement and interest. Using video can help increase search engine rankings. Use a programme, like Google Analytics, to understand where customers are coming from – which browsers and platforms, what 'key phrases' are being used and which pages they land on and navigate to. Tools like Google Adwords provide excellent metrics to measure return on investment in online advertising.

QR codes

QR codes can drive traffic to the website. There are lots of free QR code generators on the internet. The tracking code can be embedded to monitor their usage and effectiveness.



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Security

Many businesses prefer to outsource the hosting of websites to specialist firms who have robust back-up, connectivity and security. Self-hosting will become easier with superfast broadband. Security is still extremely important. It's vital that all transactions are carried out securely and any customer details collected are stored in a secure and protected way. Make sure all antivirus software is up-to-date on the computer used to manage the website as well as on the server hosting the website.

Cost benefit analysis

A proper cost/benefit analysis for larger investments is essential, to ensure that the investment makes sense for the business, not only in the short term, but also for the long term.



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