Wowing Web Visitors
Marketing Track
Peggy Hale, Morgan Properties
Janet Hazen, Marketing Executive & Consultant
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Objectives

• Learn How To Evaluate Your Website Like A User
• Identify Common Issues That Hamper User Website Experiences
• Develop A Plan To Prioritize The User Experience
Can They Find You?
Think Like A Consumer

Delivering Happiness

Size 10

IN STOCK

ONLY 1 LEFT

Zappos.com
POWERED by SERVICE™
Do You Offer A Choice Of Calls To Action?
Fresh Content, Social Links & Reviews
Does It Represent Your Brand & Culture

“Your culture is your brand.”
- Tony Hsieh
Is It Hard To Navigate Or Timeout?
Is It Visually Appealing
Is There Too Much Text?
Can They Reach A Real Human Being?
Can They Complete An Easy Transaction
Is It Secure?

Secure Site
Hold A Focus Group – A Painful Exercise

Your Website Sucks!
Are You Measuring Visitor Behavior?
Getting Back to Basics

Website Design

Janet Hazen
Basics Right?

Aesthetics

Heuristics

Haptics

Perfect Website

The art of simplicity is a puzzle of complexity.

Douglas Horton
WHAT IS ‘BASIC’ TODAY?

AESTHETICS:
Is it pretty?
Do people like it?
Is it on brand?

HEURISTICS:
Does it function?
Can people get from point A to point B easily?

HAPTICS:
Is it engaging?
Do people want to touch it?
Are they compelled to interact?
WHY DO THESE MATTER?

91% Of customers have walked into a business based on their online experience

89% Of customers conduct their research using online search engines

82% Of customers make in-store purchases after researching them online/mobile

Meet Customer 2.0!
Where Customer 1.0 loves traditional marketing efforts, Customer 2.0 is mobile, social and ALWAYS connected!

Google/Nielsen study
HOW ARE WE DOING IT NOW?

When approaching website enhancements/changes, we get cues from implementations on other sites and applications.

“So, I saw this [insert feature here] on [insert website here] and I think we should use it on our site.”

*Using search boxes as our example:*
WHAT IS ‘BASIC’ AGAIN?

AESTHETICS:
Is it pretty?
Do people like it?
Is it on brand?

HAPTICS:
Is it engaging?
Do people want to touch it?
Are they compelled to interact?

HEURISTICS:
Does it function?
Can people get from point A to point B easily?
HOW WE SHOULD BE DOING IT!

We should still watch and gain cues from other websites, and must be open to consider industries outside our own for our research.

- Hospitality
- Retail
- Food/Beverage
- Technology
- Automotive
- Blogs
TOP 2015 WEBSITE TRENDS

1. Responsive Design
2. Flat Design
3. Scrolling
4. Typography
5. Large Images
6. Infographics

LoungeLizard.com
KEY TAKEAWAYS

1. **Ask questions!** Ask yourself all of the ‘Basic’ questions about your website as a whole and of every aspect of it. Have you kept your focus on your end user, your Customer 2.0?

1. **Test, test, test!** Don’t be afraid to try new things, but be sure to test everything to determine if it stays or gets cut. Utilize either free or fee A/B testing programs.

1. **Go Mobile!** It’s time. If your organization has not invested in going mobile via responsive design or a mobile site, you will not be reaching your desired customer in the next 12-18 months.
Windsorcommunities.com:
*From glossy magazine to Leasing Machine*

Christi Samuelian
The Challenge

- 5 year old design
- Lacked sophistication, UX & efficiency of peer sites

Weaknesses
- Lacked messaging
- Outdated SEO
- Inflexible custom design/cms
- Limited transactional functionality
$ GET MORE RENTALS $

- Drive traffic to site through SEO
- Convey a favorable first impression of Windsor
- Create a positive user experience
- Offer enough information so prospects take the next step
- Provide a strong call to action
- Facilitate the leasing transaction on the renters’ own terms - day, night, in person, online
The Research

FEATURES

Site-wide functionality recommendations. See site map for placement.
The Result

Before...

After...
The Sales Funnel

Apply Online

Create An Account To Begin

Welcome to Windsor Communities online leasing application. To start your application you will need to create an account.

The application process should only take about 15 minutes to complete. We will be able to save your progress as you go and enable you to come back anytime to check on the status of your application.

Here is what you will need to complete your application:
- Social security number
- Gross monthly income
- Emergency contact name and phone number
- Vehicle information (if you plan to park a vehicle at this property), including license plate number
- Birth dates and email address for everyone on the lease application
- Employment history
## Performance

<table>
<thead>
<tr>
<th>16 Properties Same Store</th>
<th>Old (6/13 – 9/13)</th>
<th>New (6/14-9/14)</th>
<th>Performance</th>
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</thead>
<tbody>
<tr>
<td>Total Visits</td>
<td>138358</td>
<td>219743</td>
<td>59%</td>
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<tr>
<td>Pages/Visit</td>
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<td>-60%</td>
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<tr>
<td>Avg. Visit Duration</td>
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</tr>
<tr>
<td>Leads</td>
<td>2360</td>
<td>3274</td>
<td>39%!</td>
</tr>
</tbody>
</table>
Next Steps
Takeaways

• Research.
  – What do your prospects want today?
  – What are the trends you need to plan for?

• Build a good foundation for growth.
  – Start with the basics.
  – Invest in SEO.

• Keep it clean.
  – Cut out the clutter.
  – Less is more.
Users expect ubiquity in their experience…whether offline or online. Mobile is influencing nearly every aspect of the customer journey. Consumers expect 1 to 1 dynamic marketing. If we only have 8 seconds, immediate impressions matter.
Consumers expect 1 to 1 dynamic marketing.
5 mile
15+ hours
proximity
per week
of search
56% of time on online retail is from a mobile device.

Mobile search = 50.7% of search

27.3% of all retail occurred on a mobile device.

56% of total traffic on mobile.
Consumers expect the same experience offline as online!
Buyer searches a keyword. Call data is collected with a unique number populated directly into the ad. Buyer can click to call from the Google ad (or click through to a campaign landing page).

A unique phone number follows the user through their digital session.

Online and offline data are connected and stored in the cloud giving you a single view of the customer.
70% of mobile searchers use “click-to-call”.

Website clicks convert 1% to 2% of the time …

Inbound calls convert 30% to 50%.
Wowing Web Visitors – Q & A
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