



Your free report from WUSBI

WUSBI has now analysed the website url that you supplied.

Your free report focuses on website visitors to that page of your website, collected over a two week period

Website url analysed

<http://kentofficesolutions.com/product-category/office-furniture/desking/>

Where your potential customers are located

Kent

The industries that you serve

Multiple



Key website visitor numbers

This information focuses purely on numbers of visitors to your website page during the two week analysis period.

Number of visitors that landed on your website page: **115**

Number of visitors that visited your website page in total: **168**

Number of visitors from your geographical target locations who landed on your website page: **60**

Number of visitors from your geographical target locations who got to your website page during any part of their visit (including landing on that page): **78**

Summary of visitor numbers to your website page

During the analysis period of two weeks, you had moderate levels of visitors (from your geographical target area) land on your website page.

However, 38 (63%) went no further than that landing page, which may be a concern if your intention is to get those people looking at other parts of your website (for example, the desking pages that people could click through to from that landing page).

Of those visitors (from your geographical target area) that got to your website page overall, you will need to compare those numbers to the actual numbers of enquiries you received related to the subject of that website page.

The following pages focus on opportunities to gain more business from visitors to your page.

Companies that visited your website page

Some of the visitors to your website page could be identified by company name. These are the identifiable companies that went to that website page during the analysis period ...

Company
Adcock Refrigeration & Air Conditioning Limited
Burden Bros
Canterbury College
Catch It Services Limited
Compass Group Plc
East Kent College
Exaprobe
Freeth Cartwright
Geerings Print Ltd
H. Huntsman
Kadant Uk Ltd
Kent County Council
NHS England
Parenta
Peak Envelopes
Pennthorpe School
Pfizer Inc.
Set Office Supplies
Talon Manufacturing Ltd
Think Idea Limited
Thorite

Page by page movements of companies that visited your website page

For each identifiable company visitor, you can see the detail of what they looked at page by page, as in the example below ...

Adcock Refrigeration & Air Conditioning Limited 

<http://adcock.co.uk>

01223 558 220

Location (from IP): Marks Tey, Essex, United Kingdom [view](#)

Registered Address: The Maltings Station Road, Great Shelford, Cambridge, CB22 5LR

Date:	4th April 2019
Last Visit:	New Visitor
Duration:	5 seconds
Keywords:	EAlalQobChMlxd3p-sm24QIVy7XtCh1NuQsiEAAAYASAAEgJlj_D_BwE
Referrer:	https://www.google.co.uk/

 **Google Ads**
 Track
 Export

Pages (2) [Tags](#) [Device](#) [IP](#)

Page	Duration	Time
http://kentofficesolutions.com/office-furniture?gclid=EAlalQobChMlxd3p-sm24... Office Furniture – Kent Office Solutions	5 seconds	14:48
https://kentofficesolutions.com/office-furniture/desking Desking – Kent Office Solutions	last page visited	14:48

This page by page visiting companies information is available within the A1WebStats system, which WUSBI used to analyse your website.

Opportunities

Case Studies & testimonials

Your landing page leads onto sub-pages that display specific products.

Our analysis of those product pages highlighted the need for case studies and testimonials.

Your potential customers are looking for good reasons to make contact with you. If they don't find enough reasons, they will go to the websites of your competitors.

This is foremost in the mind of your website visitor:

Who have you provided this product to, and how impressed were they with what you provided them?

Most websites have one of the following on their product page(s):

1. One, or very few, case studies or testimonials from customers (often unrelated to the subject of the product page).
2. No testimonials or case studies related to the product.

That's like telling the potential customer:

We offer this product but no-one has been impressed enough to enable us to create case studies and testimonials, so we expect you to make contact with us just because we say we can provide this product.

Here's what you need to do ...

1. Make a list of all the customers who have bought that one product from you. You will need at least three, but ideally a lot more.
2. Contact those customers to check that the product provided met or exceeded their expectations. This includes those customers who bought the product further in the past, and who you are catching up with to see the longevity of the product provided.

From those points of contact you will build the basis of case studies for just that one product. Drafting those case studies will involve you:

1. Focusing on the challenge that the customer had.
2. How your product provided a solution to the challenge.

3. If possible, a testimonial from the customer.

When you have created at least 3-5 case studies related to that one product, you are ready for excerpts of those case studies to be built into that product page of your website.

Excerpts will be small summaries of each case study, presented as boxes going across your product page before further detail about the product itself. Each of those excerpts will allow the website visitor to click on a link to view the full case study, which will open up in a separate page (ideally, a separate tab in their browser).

By following this strategy, each visitor to your product page will experience this:

1. I can see that I'm on the product page.
2. I can see that they have provided this product to other businesses, and I have the option to click through to more details of each case study.
3. Now that I know they have experience in impressing customers of this product, I will go on to read more of the website page.

Arguments against creating case studies

There are many arguments against creating case studies that can be easily accessed on each product page.

Here they are, along with our comments ...

Argument: We have case studies in another section of our website, so why should we repeat them on the product page?

Our comments: On most websites, a case studies section is broad in nature. Even if a potential customer clicked through to your case studies, they're likely to find it hard to find a case study related to the product that they're interested in. Lazy website owners think a case studies section is sufficient. Clever website owners know that case studies should be prominent within individual product pages.

Argument: Competitors will try to steal our customers if we profile them in case studies.

Our comments: Your relationship with your customers should be strong enough to withstand a competitor approaching them. You would lose more potential customers by NOT including case studies, than you'd lose existing customers to competitors.

Argument: I am unable to name our customer companies/individual people.

Our comments: This is a fair point, as there are sometimes reasons that you can't use client company names, logos, and the names of individual people. The compromise is to be anonymise the case study. For example, 'Chemical company, North East UK' instead of 'ABC Chemicals, Newcastle.'. Wherever possible though, full company details should be used, as they will avoid people thinking that you have invented the case studies.

Argument: People don't want the page cluttered up with case studies.

Our comments: That's correct. But they do want the option to see a brief summary of each case study related to the product they are viewing, and to have the option to click through to the full case study. The use of case study excerpts avoids cluttering up the page.

Pricing – when there's no reference at all

One of the big questions your website page visitors will have is:

How much does it cost?

Maybe even the question that they'll have in their heads before anything else.

Your website page doesn't currently answer that question and will result in the potential customer going to look at the websites of your competitors.

There are many reasons why websites don't show pricing. These include:

1. Pricing differs depending on the exact customer requirement.
2. A wish to stop competitors from seeing pricing.
3. Wanting the flexibility to charge different prices to different customers.

The challenge you currently have is that people are getting to your website page but you're not receiving enough enquiries relating to that page.

Some of people's objections can be removed by focusing on the other strategies included in this document. Once those have been implemented, there will be fewer reasons that stop people from making contact with you ...

... except the subject of pricing.

What's important is to gain a picture of how important pricing is to the potential customer and you can do this via relatively simple website tweaks that will prove our point, as detailed below:

1. Create a generic 'Pricing' page within your website.
2. At this stage, create very generic text to go on that page. For example: 'Thank you for visiting our pricing page. All our customers have different requirements and so there is no 'one size fits all' price for what we offer. Please do contact us with your specific requirements and we'll be happy to provide you with pricing details.'
3. Ensure that the Pricing page is also clearly prominent within your main navigation bar.
4. Create a generic graphic that can be used within multiple website pages, including the page that has been analysed as part of this report. That graphic would be a call to action button containing words similar to: 'See our pricing details'.
5. Add that graphic to the page that has been analysed within this report – in more than one location if you feel the message needs to be repeated.
6. Also, within the text on the page, you may find the opportunity to refer to pricing and have that link click through to your new generic pricing page.

You may be wondering:

What will this achieve?

The answer is:

People will visit your website page, wanting to know your pricing.

They will see your pricing graphic(s)/pricing link references within your text.

They will click on those and get taken to the generic pricing page.

Although that page won't answer their question about pricing, it will have achieved something really important:

You will have website visitors data that shows you how many of your page visitors clicked through to the pricing page. That data can be viewed in a simplistic way via the free Google Analytics, or in a more in-depth way via A1WebStats.

You will be able to see, over any chosen time period, how many of the visitors to individual product/service pages have then clicked through to the pricing page.

When you see that the numbers of clicks are significant, that will get you thinking:

OK, people ARE interested in pricing – what can we do to answer their pricing questions better (than take them to a generic pricing page that doesn't actually answer their question)?

You may decide to create a pricing part of the product/service page they are viewing, making it really clear to them what pricing options there are.

You could also decide to have a pricing part of the page but still avoid the pricing numbers, instead providing information that reassures the visitor that it's affordable. For example, providing a small case study example of a business that bought from you and the cost became secondary to the benefits of the business relationship.

There are many ways to handle pricing within website pages but what's most important is to ensure that via such strategies, your potential customers have another reason to get in contact with you, and less reason to look elsewhere.

Live chat

Many website visitors like the option to use a live chat facility, which is not currently on your website.

This means that you are currently losing potential customers who may have a question, but who don't have the time to send an email/contact form to wait for the answer.

Live chat is also preferred by visitors who don't want to reveal their identity at an early stage. If the live chat is effective then there will be the opportunity to further advance the dialogue.

There are many live chat systems available – from free to paid. We recommend the free Tawk.to live chat, which has enough functionality for most businesses.

Some businesses don't want to install live chat because of these reasons:

1. There are not enough people available to respond quickly to live chat enquiries.
2. Live chat can't be manned out of normal working hours.

Most live chat systems can be set to allow people to leave a message when there is no-one available to respond to chats.

Most live chat systems also allow you to have multiple people who could be alerted when a live chat is started, and to pass chats between people.

With free options such as Tawk.to, there are no excuses to avoid using live chat in this way:

1. Install live chat (this is very easy).
2. Agree that one or two people will be available to pick up on live chat messages (via alerts that are very audible) for a test period of two weeks, and during normal working hours.
3. Assess what was gained from those live chat sessions and whether there's a need to modify internal procedures.
4. Consider leaving live chat switched on outside of normal working hours (for example, into the evening), purely to assess how many people start chats (typically, from overseas) and whether there should be an adjustment to procedures to capitalise on such opportunities.

Experimenting with live chat will normally show you that your website visitors appreciate the opportunity to talk live with someone, which leads to further dialogue.

Those businesses that don't have live chat will often lose business to those websites that do.

Google Ads

The website visitors data showed that Google Ads brought you 51 of the visitors who landed on your website page.

Of those 51 visitors, 31 (61%) went no further than the page they landed on.

If your intention is for those people to click further than the page they landed on, then this could imply one or both of:

1. The Google Ads needs adjustment to avoid getting some clicks from people who you wouldn't want to be clicking and wasting your budget. Unfortunately, it's very common for there to be budget wastage by being unaware of inefficiencies in the Google Ads setup.
2. The landing page itself is not giving the people what they expected when they clicked through from the Google Ad.

If you implement the other recommendations within this report and are still seeing high bounces from Google Ads clicks, then you will benefit from a professional review of your Google Ads setup, which is highly likely to unveil problem areas.



An extra bonus for you

WUSBI collected website visitors information about all your website visitors, not just those who got to your website page of interest.

Look out for another email from us in the coming days – it contains extra bonus information that we think will enable you to gain more business from your website visitors during the analysis period.

Any questions?

WUSBI is a service provided to you for free.

WUSBI comes from the A1WebStats team, who are dedicated to helping businesses gain substantially more success from websites.

If you have any questions at all, please do contact us by email at hello@a1webstats.com