

Recession-Proof Websites

Self-service is the most cost-effective way to allow your customers complete top tasks—but only if it works

The Web is self-service. The Web is about customer power. It is the customer, not the organization, who is in control on the web. The customer searches, the customer clicks on that link (or not), the customer quickly scans your webpage. What will your customer do next? Click on one of your compelling links or hit the Back button?

Too many people create websites that look beautiful. But what we really need are web teams that relentlessly focus on creating websites that WORK beautifully. It's not enough to put some content up. It's not enough to launch and leave an application or a new website design. That will most definitely NOT deliver value to your organization. It will most definitely NOT save money. In fact, it has a greater chance to waste the time of your customers and lose money for your organization.

Why? Because self-service only works if it works. If your customers cannot complete their top tasks on your website quickly and easily, they will give up. That will result in them:

- a) Going to a competitor, or
- b) Picking up the phone to call you, or
- c) Walking into the office to talk to you

No matter what option they choose, everybody has lost time and money. But if the website works ... Well, it is a far more cost-effective channel than phone or face-to-face. If you manage your website well, you can become a hero to the bean-counter (accountant)! And it's good to be friends with the bean-counter during a recession.

This masterclass will give you the techniques and arguments to prove that a self-service, top tasks, customer-centric approach will maximize value for your organization, whether you are involved with a government, university, commercial website, or intranet.

What you will learn

1. How to identify the top tasks of your customers.
2. How to measure the performance of these top tasks
3. How to create killer web content based on a unique approach developed over five years of research and testing.
4. The three golden rules of ranking high in search engines.

Agenda

- 08:30 Registration and coffee
- 09:00 Session 1: Managing a website in a recession
- Why self-service is such a compelling business case
 - Why the old models for communication and marketing simply don't work on the Web
 - Why there has been a huge shift from organization-centric to customer-centric thinking
- 10:30 Morning break
- 10:50 Session 2: Identify your customers' top tasks
- Why web success is about moving the customer through a series of steps in order to complete a specific task.
 - Why task completion is the only measure of success that truly matters.
 - How to apply Customer Carewords—a proven, hugely powerful, yet simple technique for discovering your customers' most important words.
- 12:30 Lunch
- 13:30 Session 3: Measure the effectiveness of your customers' top tasks
- How to encourage an evidence-based approach to web management within your organization—facts, not opinion
 - How to run task measurement sessions in a highly effective but cost-efficient manner
 - The most important task performance measures: completion rate, disaster rate, completion time
- 15:15 Afternoon break
- 15:30 Session 4: Killer Web Content
- Writing great links: the single greatest skill of the professional web writer
 - How to write great headings and summaries: the content that catches the impatient eye
 - Learn about the 3 secrets of search optimization success—plus lots of bonus tips for improving your search rankings.
- 16:30 End of masterclass