

EXPANDING YOUR POSSIBILITIES.



JASON HUNTER DESIGN

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WHAT *jason bass* SAYS.

Jason Hunter Design has been on a mission to help other businesses stand out in a vast and competitive digital landscape for the last 23 years. Our experts specialize in creating impactful business websites, enhancing marketing strategies, and crafting strong brand presence with quality content. Within these pages you'll discover practical solutions and tips that have helped me throughout my career. My hope is that you'll find this magazine to be a useful resource when you need to create, maintain, or upgrade your own online masterpieces. We'll cover topics like creating a seamless user experience on your website, how to protect your website from hacking, and how to optimize your content using SEO. The ultimate message of each article will be to help your business grow, increase profitability and productivity, and increase connection with your customer. We are grateful for the opportunity to expand your possibilities and foster a united digital community through knowledge sharing. At Jason Hunter Design, our limitless capabilities become your limitless possibilities.

Wishing you the most success in your digital endeavors,

Jason Bass

**Creator of Possibilities,
Jason Hunter Design**

creator of possibilities

jason bass



A BETTER BROWSING EXPERIENCE.

Most businesses have several ideal customers or segments to target with their products or services. These could be people with varying levels of experience, who live in various locations, who work in different industries, and much more.

The content on your website will preferably focus on your ideal customers, but it's challenging to be hyper-specific unless you utilize website personalization.

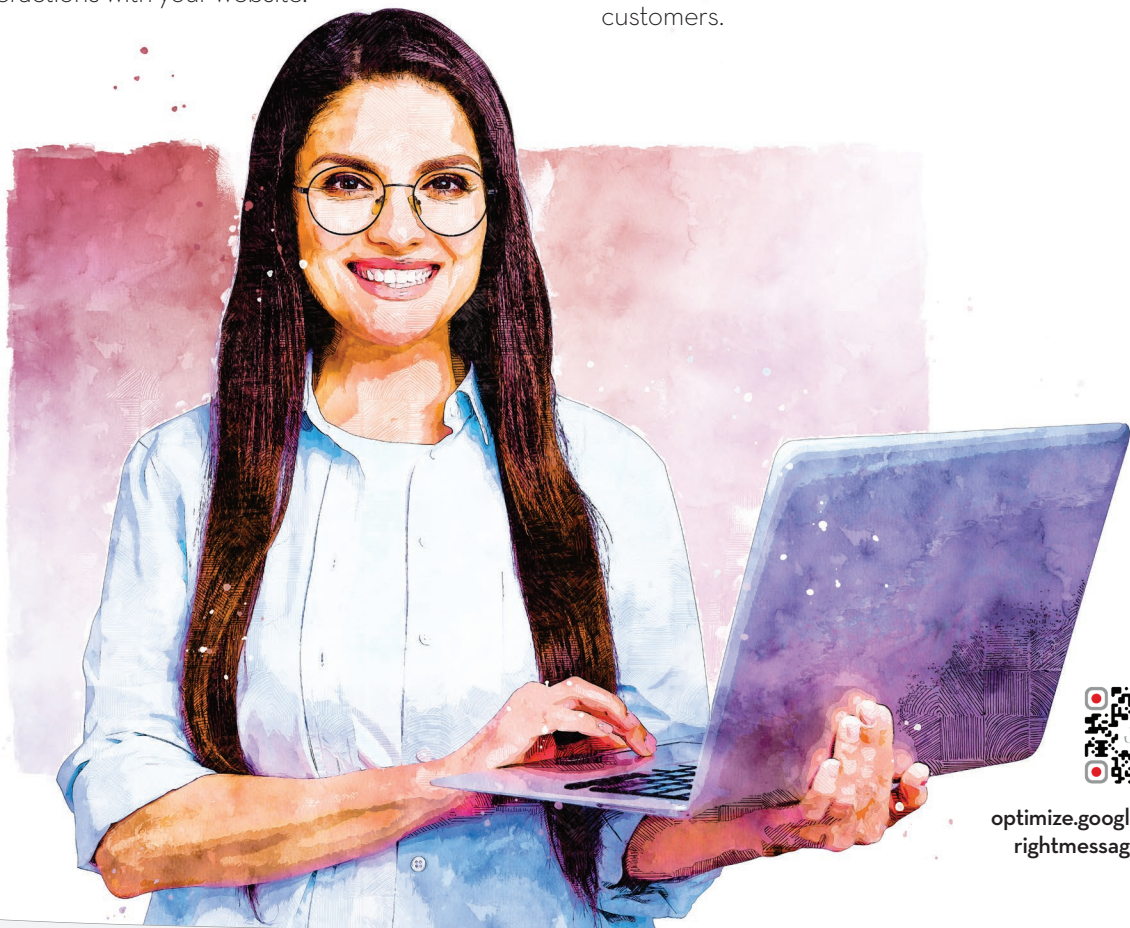
Personalization allows your content to be dynamic, adapting to suit each visitor. It can be based on demographics, search data, and even previous interactions with your website.

Amazon provides a great example of website personalization on its homepage to offer better service and generate more sales. For instance, after you log into their site, the homepage features multiple areas of personalization. These include items you've previously considered, and suggestions based on your browsing or purchasing history.

Can you do this to your website? You bet! To start, look at your CRM for visitor user data. This data will give you information on demographics, location, etc., which will offer guidance on the type of information that should be served (and where) on your website.

Resources for website personalization include software such as **RightMessage** or **Google Optimize**. You could also consider making separate landing pages on your website that suit different segments of your audience.

When you personalize a page to suit your visitor, you dynamically provide a better browsing experience, leading to more leads, more sales, and happy customers.





HARNESS THE POWER OF BRAND CHAMPIONS TO SUPERCHARGE YOUR BUSINESS.

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In the business world, referrals are powerful. When a person receives a recommendation from someone they trust, they're far more likely to act, which inevitably leads to more inquiries and sales.

These recommendations are usually from your most passionate fans, otherwise known as Brand Champions. They'll happily sing about your business from their rooftops and recommend you to others. You might even see them actively doing this on social media.

Think about this: Do you have any idea who your Brand Champions may be?

Hint: Every communication, interaction, and touchpoint with your business is part of your branding. Look out for one or multiple repeat customers that recommend your company to others or seem to cheer you on when you need it most. A Brand Champion's passion for your company is something that money can't buy. Leverage their

feedback and recommendations to steer your product and service, offering for ultimate efficiency.

Anyone can create a paid ad that shows up in front of a potential customer.

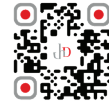
Only a happy customer can share a referral with a friend that trusts them.

Create a VIP loyalty program for your identified Brand Champions to nurture the existing relationship and leverage it as part of your marketing mix. The VIP program can be as simple as a discount or as lavish as a free product. The choice is yours.

You never know; your Brand Champions might have a piece of feedback that completely changes the next year in business for you.



USE POP-UPS WITH CARE.



**SUBSCRIBE AND
ENJOY 10% OFF**

SUBSCRIBE NOW

There's a marketing technique that you could be using right now that is unintentionally scaring away your customers.

You'll have seen this yourself when you shop online. The big pop-up appears on your screen within a few seconds of you arriving on the website. It's fairly standard on e-commerce stores. Usually, it will offer you a discount if you sign-up for the store's email newsletter.

However, this isn't just something only used in e-commerce stores. It's a marketing technique that can be used on any website. The process typically encourages someone to join an email list in exchange for a gift, information, or a discount.

Unfortunately, there is a problem with this marketing technique. Showing an immediate pop-up to a visitor can make them immediately head back to the search engines and visit a competitor. This "virtual" shouting is distasteful and off-putting to potential customers.

Of course, this doesn't mean that pop-ups are bad; far from it. They just need to be used considerably.

If you're currently showing pop-ups to your visitors, check how soon they show up. Are you unintentionally scaring away your visitors? If you are, try testing a longer wait time, such as showing the pop-up after a user has been on your website for 10 seconds.

A user that visits your website will then have a more friendly experience. They won't be receiving the digital equivalent of someone shouting at them as soon as they arrive. Instead, they get a chance to view your website and to decide to read more.

**DON'T MISS OUT ON
OUR AMAZING OFFERS**

SHOW ME THE OFFERS

DOES YOUR CUSTOMER FEEL SPECIAL



Do you have a plan in place to communicate with a customer after they have made a purchase?

The purchase process is an important step, especially for first-time customers. Effective onboarding of a new customer will help reduce buyer's remorse and reinforce that they've made the right decision.

One of the best ways to onboard a new customer is to set up an email onboarding campaign. This email sequence aims to educate and deliver additional helpful information (value) to a new customer.

The email onboarding campaign is pre-written and sent out automatically through an email marketing platform such as Mailchimp, Constant Contact,



MailerLite, and many more. Just pick your preferred platform and get started!

An example of a new customer email onboarding campaign would be to:

01.



Thank them and introduce the new customer to the features and benefits of the product they may have missed.

02.



Ask the customer to leave a product review on the second email.

03.

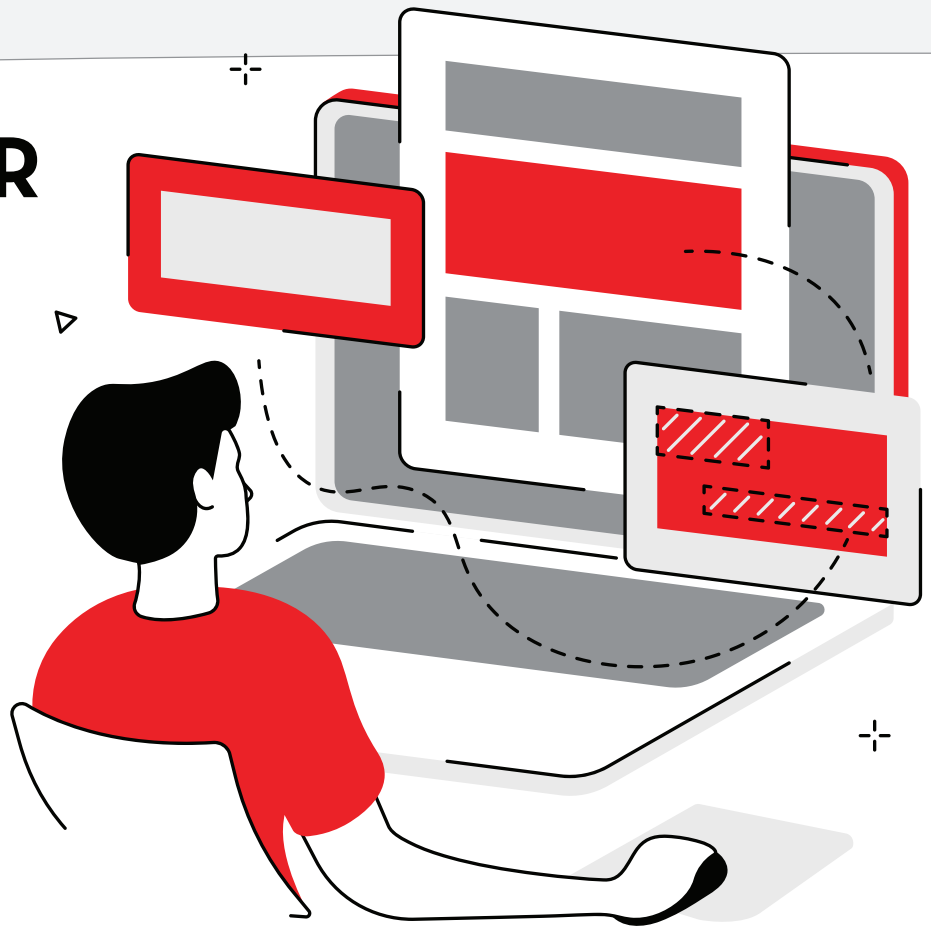


Refer the customer to the FAQ page of your website to the third email.

What is the result of implementing an email onboarding campaign? The new customer will be delighted to learn how to get the most out of their new purchase and build loyalty to the product and your brand.

If you'd like to learn more about how an onboarding email campaign can help your business, please contact us. We have specialists on staff that can help.

WHY YOUR WEBSITE INTERNAL LINKING STRATEGY IS KEY TO SUCCESS.



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If you have a website (or are planning to build one), this is for you. Do you realize the importance of internal links to both visitors on your website and search engines such as Google, Microsoft Bing, and Yahoo? That's right - your website is "read" by both humans and artificial intelligence.

Internal vs. External Links.

An internal link is a website's navigation or a blog post that leads to a service or product page within the same website. These are different than external links, which link out to pages on another domain. Visitors on a website will use internal links to further search topics. Content is key here.

Internal links also help search engines discover and learn about the content and rank it in search results. If a page or post has a high number of links pointing to it, it is a good indication to Google (and other search engines) that the content is essential or of high value. Internal and external links count here, so having an excellent internal linking strategy is important.

Objective and Strategy.

The objective of any internal linking strategy is to ensure your most important content is seen by both your readers and the search engines.

The first step in strategy development is to review the pages of your website and high-value blogs to identify the ones that are key in making a purchase decision. The internal links on each page will create a path the reader can follow to learn more about a particular product.

Once you have a solid internal ranking strategy in place, readers will enjoy valuable content and spend more time on your website. This will also help the search engines understand the content of your website, thus allowing it to rank higher in the search results.

Curious to learn how your site can benefit from an internal linking and SEO strategy? We have a team of professionals solely focused on this science and would love to talk to you about it.

FALL IN LOVE WITH CREATING CONTENT.



Content for your website is necessary to position your business in what may already be a crowded playing field. And if you are like me, there are times that you are stuck because the inspiration to create something new isn't there - especially if you are busy.

It's not easy to create content, even at the best of times. And content comes in many forms, such as videos, blogs, audio files, and images. Do you have to do it all? Should you do it all?

That depends.

At Jason Hunter Design, we create a 90-day content cycle in which topics and content format are plotted by day to relate to our overall marketing strategy. The calendar includes writing, editing, and publishing a blog post. We send an email (or

AT JHD

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newsletter) to promote blog content and follow that with social media posts.

But what if you are a one-person business that does everything? A 90-day content cycle may be a bit overwhelming, so I recommend breaking down the process into 30 days to allow the focus to be on one topic each month. Break down the main topic into smaller bite-sized pieces that form blog posts, emails, videos, social media posts, or podcast episodes during the month. Then the focus is clear, and all the content created during the month has a powerful synergy. Your audience will enjoy it, too, mainly as you'll likely be talking about problems that they're struggling with right now.

If you want to create content on a more consistent basis, make sure you give content cycles a try. In my opinion, there's no easier way to fall in love with creating content.

OPTIMIZE IMAGES FOR AN OPTIMAL USER EXPERIENCE.

Technology advances and consumer behavior make website speed critical to get right in your business. For example:

40%

More than 40% of people will leave a website if it takes longer than 3 seconds to load.

53%

In 2016, Google reported that 53% of mobile users will leave a website if it takes over 3 seconds to load.

In a country of fast food, fast cars, and fast fashion, it's apparent that we demand websites that download at the speed of light.

One of the many things that can affect the load speed of your website is image size. When an image is uploaded from a camera or mobile phone to a website, it is usually high resolution, say 2Mb to 20Mb or more. The large file size creates a bottleneck, thus slowing down the speed at which the web page loads. This situation creates a bad user experience which compels visitors to abandon your website for the competition.

How can this be avoided?

If you find yourself in this situation, remember networks and browsers appreciate smaller image file sizes that use less bandwidth. Also, optimizing images decreases their file size which speeds up the page's load time. Use an image compression tool that

automatically compresses any images you upload, making them smaller and faster loading without sacrificing quality.

Suppose you don't have the appropriate skills to optimize images before uploading them to your website or a graphic designer on your team. In that case, you may need the help of a specialized team that has many years of experience in managing websites (the team at JHD can help...).

After all, optimizing images for a faster website means happier visitors, more leads, and ultimately more sales.



HOW TO GET VALUABLE FEEDBACK FROM YOUR CUSTOMERS.



If you ever struggle to get reviews or testimonials from your customers, this information is for you!

Reviews are a crucial metric for any business as they give insight into customer satisfaction and establish trust that your product or service is worthy of purchase.

Yet, many businesses are not actively asking for reviews, especially if a solopreneur is at the helm where time is spent delivering client projects, assisting customers, and generating revenue.

How can you get more reviews for your business? The answer is straightforward and won't take up too much of your time using the processes you already have in place.

01.

Set up a page on your website where your customers can leave a review.



02.

Ask each customer who has purchased to visit the new review page by adding the URL to your invoices, point of sale receipts, after-sales emails, and even on your business cards.



Making this simple change will increase the number of reviews from your happy customers allowing you to worry about running the business.

If you'd like to learn more about how you can generate more reviews for your business, schedule a call with one of our experienced JHD team members by using the QR code below!



SMALLER MENUS SIGNIFY QUALITY AND GET MORE ORDERS.



fatigue sets in, despite the many high quality services or products that are available to choose from.

Visitors on your website want each decision to be as hassle-free as possible. Streamlined navigation provides your visitor with clean, clear, and simple options that address their most significant problems and do away with the fluff.

Not only does a simplified menu help a visitor make a faster decision, but it also communicates quality over quantity. Much like a restaurant and its carefully selected dishes, your menu will signify a higher value.

Have you ever noticed how restaurants often have a limited menu?

They feature a small list of excellent meals for you to choose from, not endless pages of extra options, just a simple selection of delicious dishes to enjoy.

Those restaurant menus are kept simple for a good reason: **quality.**

Your website menu should be the same.

A cluttered navigation menu is like having twenty different burger options. They might all be tempting, but the customer may have a hard time making a choice, and their mind might even wander to something else.

They may even get overwhelmed with all the choices and end up choosing something they didn't like. Worse, they could end up exhausted by the whole thing and click away from your website.

People can only remember a small selection of options before decision

Look at your website menu. **Can you simplify it?**



HOW FAST IS YOUR WEBSITE?



So, what makes websites slow? It's typically one of these three things:

POOR QUALITY WEB HOST

This is one of the areas where the cheaper options do not tend to offer performance benefits.

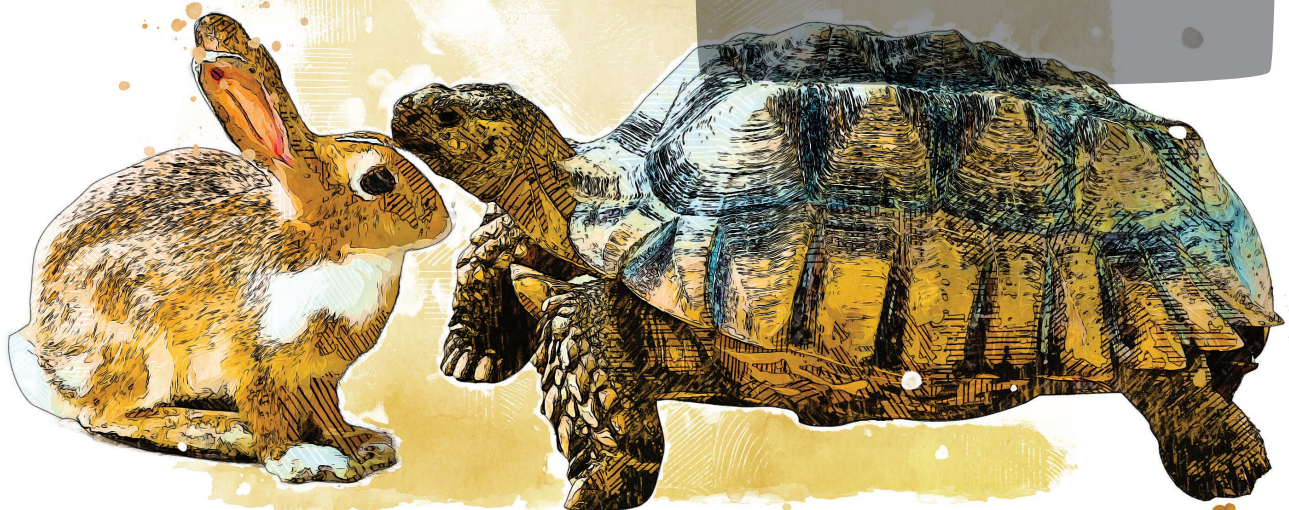
CODING / DESIGN ISSUE

Sometimes, a website will have a code or design problem, and it isn't always your web designer's fault. Software updates could introduce an issue that needs ironing out down the line.

CONTENT ISSUE

Content on your website has unintentionally caused it to slow down, such as videos set to auto-play or uncompressed images. It's an easy mistake to make, but it can significantly impact your website.

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The good news is that all these issues can be resolved, assuming your website isn't **outdated**.

WHAT'S IN IT FOR ME?

You've probably got some version of lead generation set up on your website. Perhaps you also have a newsletter sign-up form. Or, at the very least, you might have a telephone number and an email contact form.

Imagine a new lead generation system for your website, in which the user opts-in with their contact information in exchange for valuable information about your product or service.

This could range from an eBook, video tutorial, a PDF "fact sheet" about your business, and much more. It's usually delivered via email over several days to the interested reader. It's a powerful solution and is a great way to take someone from being a website visitor and lead them towards being a brand-new customer.

No matter what you have in place for lead generation, there is one crucial challenge that you need to overcome.

You need to be able to answer this question: "What's in it for me?"

That's the question visitors will ask before they act on your website.

So how do you make sure that you're offering something valuable in exchange for their contact information? Put yourself in their shoes and identify the problem your product or service provides that helps them to overcome their struggles.

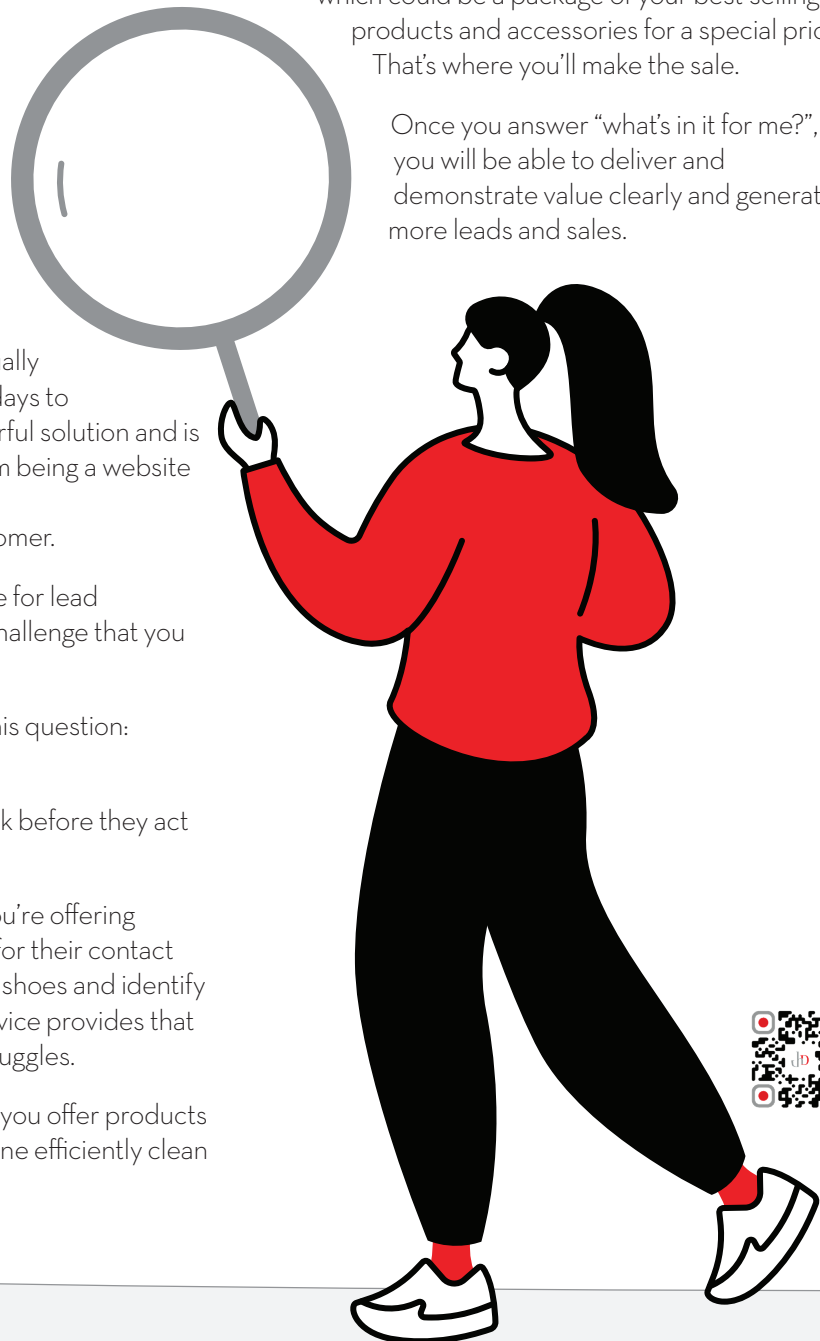
Here is an example. Imagine that you offer products and accessories that help someone efficiently clean their cars.

One pain point for someone when cleaning their vehicle would be the amount of time it takes. Another could be that they never get a great result, and the car isn't as clean as they expected.

This is a perfect opportunity for you to produce a guide or a video tutorial that shows your potential customers how to give their car an ideal clean. When they finish, it'll look and smell as fresh as it first did in the showroom.

At the end of your tutorial, you can present an offer which could be a package of your best-selling products and accessories for a special price. That's where you'll make the sale.

Once you answer "what's in it for me?", you will be able to deliver and demonstrate value clearly and generate more leads and sales.



AVOID THE HORROR OF AN EXPIRED DOMAIN.



You know that ‘annoying’ email you get once a year, reminding you to renew your domain name? It’s one of the most critical reminder emails you’ll ever receive.

The domain name you use for your website is a crucial asset for your business. It helps customers find you, remember you and tell others about your business.

But what happens if you ignore the renewal reminders for your domain name?

The process will vary between domain providers and domain extension (.com, .net, .io, etc.). However, the basic principles remain the same.

If you don’t renew your domain name, the most obvious issue is that your website and emails will stop working. Customers won’t be able to visit your website, and you’ll no longer be able to send or receive emails.

If you don’t renew a domain name, it will enter a ‘pending delete’ stage. This is where the domain will be put up for auction or deleted and become available to anyone else to register.

The aftermarket for domain names is enormous, and there are a lot of investors who look for domain names that expire. Losing out to speculators and investors will often mean that prized domain names will be sold for thousands of dollars.

Thankfully you can avoid having to face any of these struggles.



FIRST

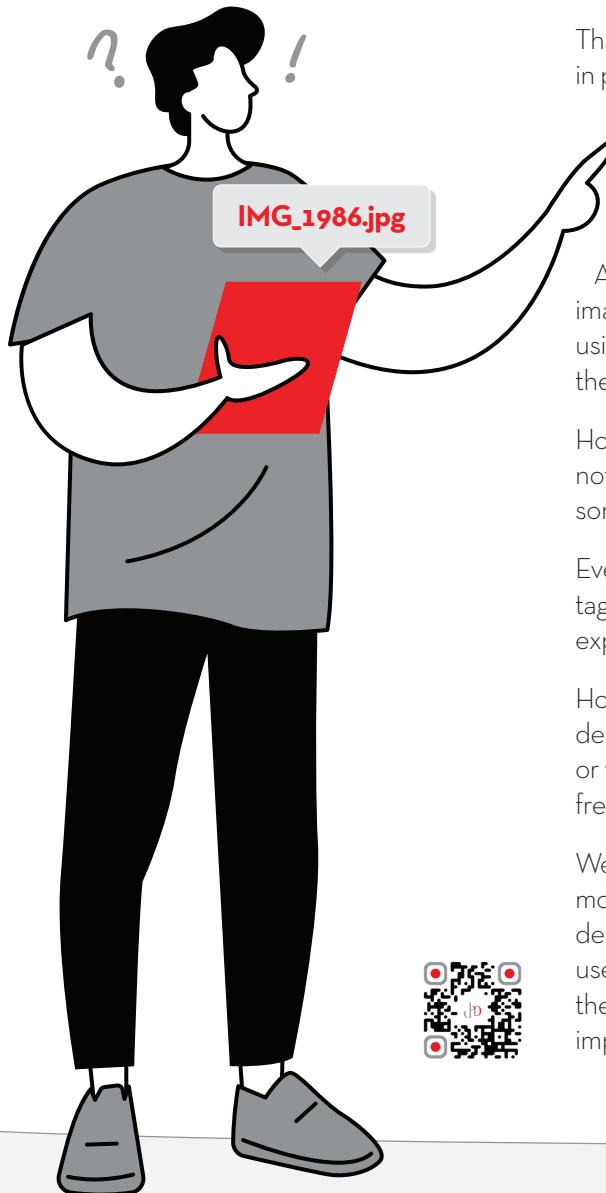
First, never ignore the renewal notices from your domain registrar.

Instead, log in to your domain registrar as soon as possible and complete your renewal purchase.

SECOND

Second, don’t forget that you can purchase multiple years at a time with most domain names. So take the opportunity to renew your domain name for multiple years and ensure that you never face the horror of an expired domain.

WEB SITE ALT TAGS ARE WORTH A THOUSAND WORDS TO THE VISUALLY IMPAIRED.



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Images are used to convey purpose or emotions.

But what if you can't see? This is the reality that faces visually impaired, blind, or partially sighted users.

Many of these users will require the assistance of screen reader software, which through a computer-generated voice, helps them hear the content on a webpage. It cannot, however, decipher images on a page, and at best, the screen reader will attempt to read out loud the image's file name, which gives no context to the recipient.

Search engines also struggle to read images. While there have been substantial technological gains, search engines are not smart enough to immediately identify every image correctly.

Thankfully, there is something that you can put in place on your website that will give both your visually impaired users and the search engines a better experience. It's called **"alternative attributes,"** more commonly referred to as **"alt tags."**

Alt tags allow a description to be assigned to an image and convey its purpose and will help those using assistive technology to be able to understand the context of an image on a website.

However, it's important to remember that it's not enough to write a very basic description of something.

Every image on your website should have proper alt tags applied. Add a clear and helpful description to explain the image and convey the purpose.

How you use and add alt tags on your website will depend on your platform. If you have any questions or would like to talk more about alt tags, please feel free to schedule a call with us.

We're at a time where website accessibility is more important than ever. Correctly using alt tags delivers a better experience to visually impaired users. It also helps search engines understand the context of your content, which can provide improvements in your rankings.



PUT SLIDERS IN THE PAST.



We need to talk about image sliders or carousels on websites.

Although they're slowly disappearing from the website landscape, sliders still pop up fairly frequently. They're widespread on E-Commerce websites and sites that try to share a lot of (or too much) information.

Thankfully we don't get too many requests from our clients to add image sliders to their websites, and we politely explain why they're not a great idea when we do.

Image sliders are a poor delivery mechanism for content. When looking at how visitors interact with content on a typical website, only around 1% will click on a slider. And, a web slider provides an inferior user experience for someone browsing on a mobile device, such as a smartphone.

A typical web slider features a series of images with a headline and a sentence or two of text. They're designed to encourage people to click on the image and learn more.

The problem with this technique is that it excludes any visually impaired users. Partially sighted users may struggle to see the content, whereas blind users use screen reader technology which cannot decipher the text or image inside the slider. You can read about this in detail on my blog post.

In addition, web sliders are bad for SEO and conversions. They slow down website loading speeds and offer a lackluster user experience. If you're looking to get more leads or sales through your website, adding an image slider is counterproductive to your goal.



Instead of using a web slider, focus on having one clear message per page or one call to action (**CTA**), giving the user a reason to contact you, sign-up for your service, or purchase your products.

Get better results by giving users a more straightforward message and ensuring that your website is accessible to everyone.



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