Making Your Website Meet Your Market

RjM has finished the second in our series of surveys about our client’s websites. This survey, conducted over our current client base, examines how companies are using their websites in a grander marketing sense. As we consider how the website functions in a yearly marketing budget, knowing how you’re utilizing your website as a marketing piece allows us increase our value to you.

The following questions and answers hopefully help you gauge how well your business and website are performing based against a group of your peers. Some of the answers are unsurprising, but others show where great opportunities exist for marketing your business both cost effectively and easily.

For example, 65% of the people we talked to are not using email marketing. Reaching a customer base of 500 people through email marketing would only cost $20. Try printing and mailing a direct mail postcard for that! Plus, email marketing comes with a full suite of analytics on open and click through rates on links back to your website.

We weren’t as concerned about the large percentage of people that said they were unfamiliar with search engine optimization. It isn’t, after all, your primary concern. Search engine optimization can be at times both a time consuming and ever-changing study. That’s also why RjM is just a phone call away - sometimes it’s better to let someone else stay up at night worrying about things like SEO.

One of the foundations of effective SEO is the constant monitoring and updating of your website based upon what your website analytics are telling you. 60% of our survey base said that they’re not making changes based upon these reports however. Many weren’t sure how to access the reports, others said that they didn’t have the time to review or understand what the reports were telling them. These reports, and making incremental changes to your website based upon the data, can prove to be some of the best return on investment that you can find. For as little as a few hundred dollars, we can make changes to your site that make bold improvements to your website and its performance.

We’re encouraged by how many companies are choosing to install a content management system in their website. Over half of the people we talked to had installed this option in their site. Not only does this mean that you can save money by doing many simple changes to your site in-house, it often times means that much more complicated updates or features can be achieved at a lower cost than without a CMS. If you’re not taking advantage of a CMS system, give RjM a call as we have new systems that have a broad variety of features and options.

Since RjM started developing websites in the late 1990s, we’ve seen the importance of the website grow in a company’s annual marketing budget. This latest survey results not only show how this continues to be the case, but also illustrate the further advantages that are available. If you have any questions about this survey, or if you’d like to explore some of the options we talk about in this report, give us a call at 517.783.2637
1. Do you have a **content management system**?

- **YES**: 52%
- **NO**: 48%
Do you have **eCommerce** on your website?

- **YES**
  - 17%
- **NO**
  - 82.5%
- **UNKNOWN**
  - 0.5%
Do you use email marketing?

- Yes: 35%
- No: 65%
4. Have you had a **usability test** done on your website?

- **NO**: 87%
- **YES**: 4.3%
- **UNKNOWN**: 8.7%
a. Do you promote your business through online advertising?

- Yes: 36%
- No: 61%
- Unknown: 4%
b. On a scale of 1 to 10, how familiar are you with pay per click advertising or auction based advertising in general?

26% Unknown
On a scale of 1 to 10, how familiar are you with search engine optimization?

- 1: 40%
- 2: 35%
- 3: 30%
- 4: 25%
- 5: 20%
- 6: 15%
- 7: 10%
- 8: 5%
- 9: 5%
- 10: 4% (Unknown)

search engine optimization

CUSTOMER SURVEY RESPONSE 2
On a scale of 1 to 10, how important do you believe ranking high in the search engines is for your business?
When was the last time you checked your search engine rankings?

1. Rarely or more than a year ago: 39%
2. Never: 35%
3. Within the last couple of weeks: 13%
4. Within the last couple of months: 13%
Are you optimizing for **general** or **specific** keywords?

- **NO**: 48%
- **YES**: 17%
- **UNKNOWN**: 35%
What search engines do you believe are most important?

1. Google
2. Bing
3. Yahoo
4. Social Networks (Facebook, LinkedIn, Twitter)
Search Engine Optimization

6. Do you have **individual landing pages** for each of your key products or services?

- **30%** Yes
- **35%** No
- **35%** Unknown
Are you viewing the traffic reports for your website?

- Yes: 43%
- No: 57%
Top reasons why people say they are NOT viewing their traffic reports:

1. NOT SURE HOW TO ACCESS THEM 68%
2. TIME COMMITMENT 16%
3. LACK OF RESOURCES TO REVIEW 8%
4. NO REASON TO 8%
When is the last time you viewed **analytics** on your website?

1. **Within the last couple of months**
   - 50%

2. **Unknown**
   - 30%

3. **Within the last couple of weeks**
   - 20%

4. **More than a year ago**
   - 0%
Would you say that your traffic is increasing, decreasing or stagnant?

1. Unknown: 70%
2. Stagnant: 20%
3. Increasing: 10%
4. Decreasing: 0%
On a scale of 1 to 10, how well do you understand the reports you are viewing?

40% of respondents answered "unknown".
What statistics are most important to you in the traffic reports?

1. Where customers are coming from: 50%
2. Unknown/unsure: 30%
3. How many hits: 10%
4. Pages viewed/time spent on them: 10%
7 Do you make changes to your website based upon the results of your reports?

- Yes: 20%
- No: 60%
- Unknown: 20%