

The Importance of Website Optimisation

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About Identity Creative

Identity Creative is a successful design agency working with a wide range of national and regional clients on a variety of projects across many sectors for over ten years.

We have vast experience in producing the highest quality printed and digital marketing collateral and **websites**.

Things to discuss today

- Comparing 2 sample websites
- How important is website optimisation?
- Why optimise? Will visitors notice the difference?
- What to optimise and how?
- Design vs page speed
- What is SEO and how the website optimisation will benefit your SEO



DID YOU KNOW?

70% of Website User
are on Mobile Devices



Things to ask yourself

LET'S LOOK AT SOME EXAMPLES & COMPARE

Have you got a website?

Is this important to your and your business?



Is your website mobile friendly?

When you Google your business do you come up?





Comparing 2 sample websites

HERE IS ONE WE MADE EARLIER



OPTIMISED VERSION



NON OPTIMISED VERSION



Let's look at these on phone

PLEASE PULL OUT YOUR PHONES AND SCAN
THE QR CODES IN FRONT OF YOU



OPTIMISED VERSION

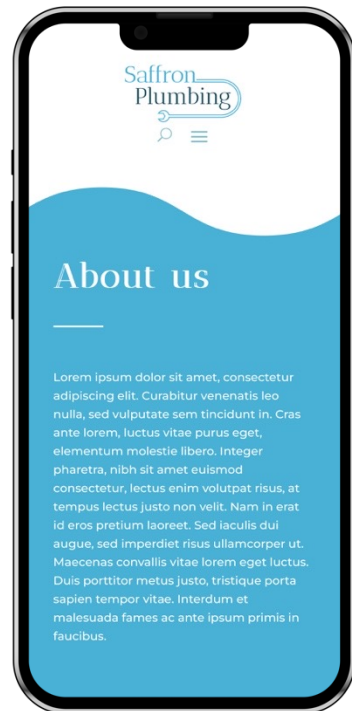


NON OPTIMISED VERSION

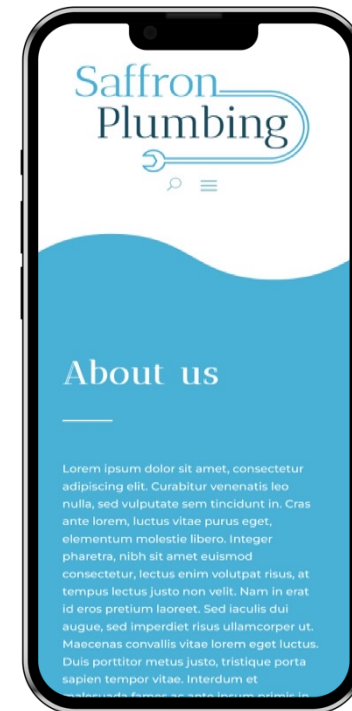


Comparing 2 sample websites

HERE IS ONE WE MADE EARLIER



OPTIMISED VERSION



NON OPTIMISED VERSION





How important is website optimisation?

- How does an optimized website help you get more traffic/sales?
- Why invest money on a good server?
- Website theme and elements, do they affect my website?
- I don't like using my phone to browse on the website, do I still need to optimize it?
- It looks great on my phone, that means I don't need mobile optimization, right?



Why optimise?

WILL VISITORS KNOW THE DIFFERENCE?



Speed



User Experience



Response Time



Readability



Accessibility

What to optimise and how?

WHAT YOU CAN OPTIMISE YOURSELF

Images

Videos

Content

WHAT YOUR WEBSITE PROFESSIONAL CAN OPTIMISE FOR YOU

Theme Files

PHP & CSS Files

Server



What to optimise and how?

WHAT YOU CAN OPTIMISE YOURSELF

Images

Videos

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WHAT YOUR WEBSITE PROFESSIONAL CAN OPTIMISE FOR YOU

Theme Files

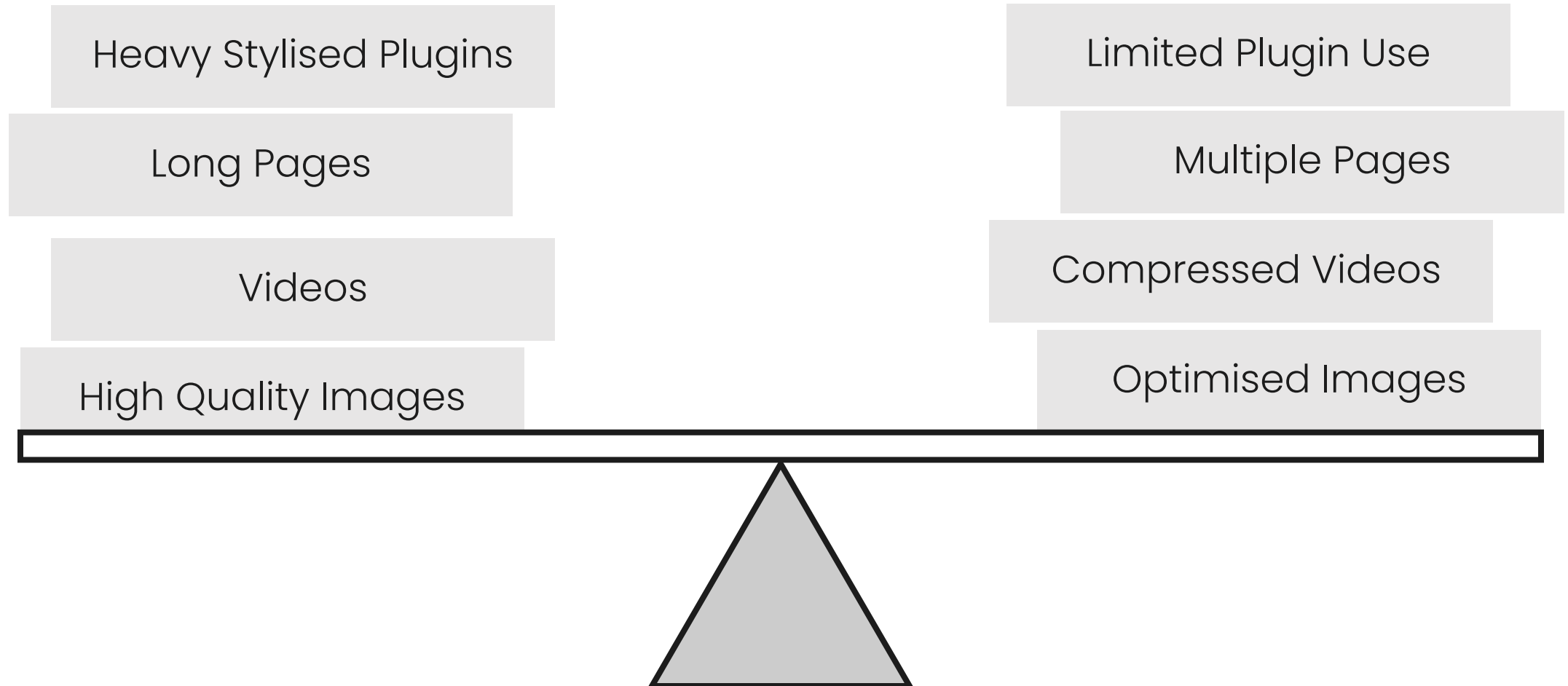
PHP & CSS Files

Server



Design vs Page Speed

IT'S ALL ABOUT BALANCE



What is SEO?

HOW THE WEBSITE OPTIMISATION WILL BENEFIT YOUR SEO?

What SEO stands for?

Is it expensive?

How does it work?

Do I need it?

What happens if my website is not SEO ready? Can I
do this later?



Any Questions?

THANK YOU FOR LISTENING



Need Advice?

I'M STICKING AROUND FOR A WHILE, IF YOU
WOULD LIKE TO DISCUSS YOUR WEBSITE OR
SEEK ADVICE.

OR FEEL FREE TO GRAB A BUSINESS CARD
FROM ME AND I HOPE TO HEAR FROM YOU IN
THE FUTURE.

