

Nobody
Wants A
Website.
They
Want
Results!



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Since 2014

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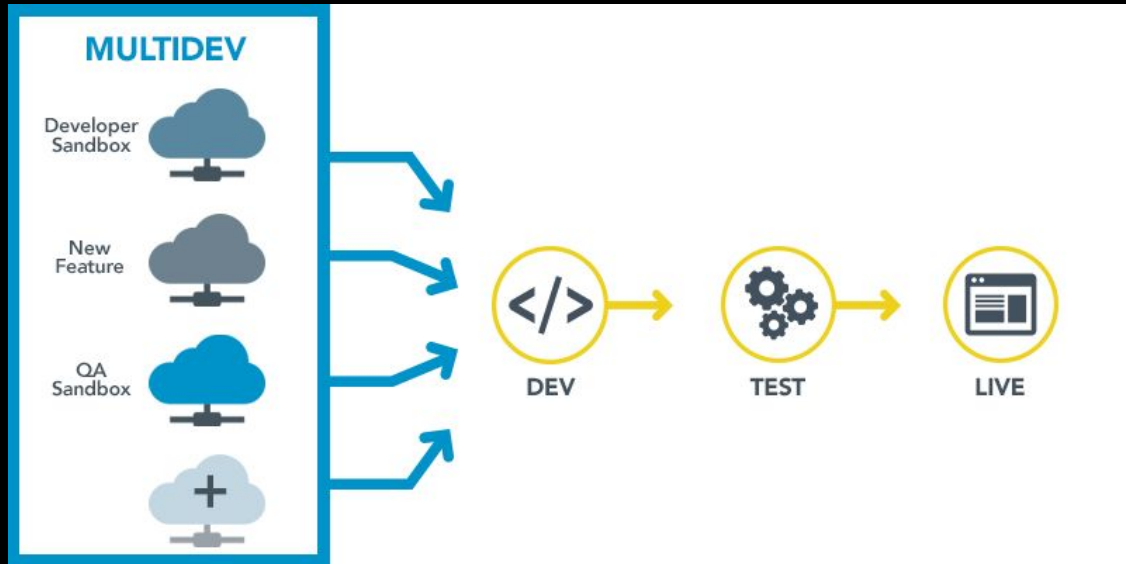


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PANTHEON®

*Marketers and
developers build, host,
and manage their most
important websites on
Pantheon*



Poll time



Why This Topic?

During the Q & A, both times I have given this talk, there indirectly arose the matter of 'what is the goal of a website'. I think I am going to write a talk on that next.



Shelley Magnezi

@shelleymagnezi



Dwayne on Stakeholder Needs [@mcdwayne.com](https://www.mcdwayne.com) @wordcampbalt
#wcbalt

9:32 AM - Oct 15, 2017 · Baltimore, MD

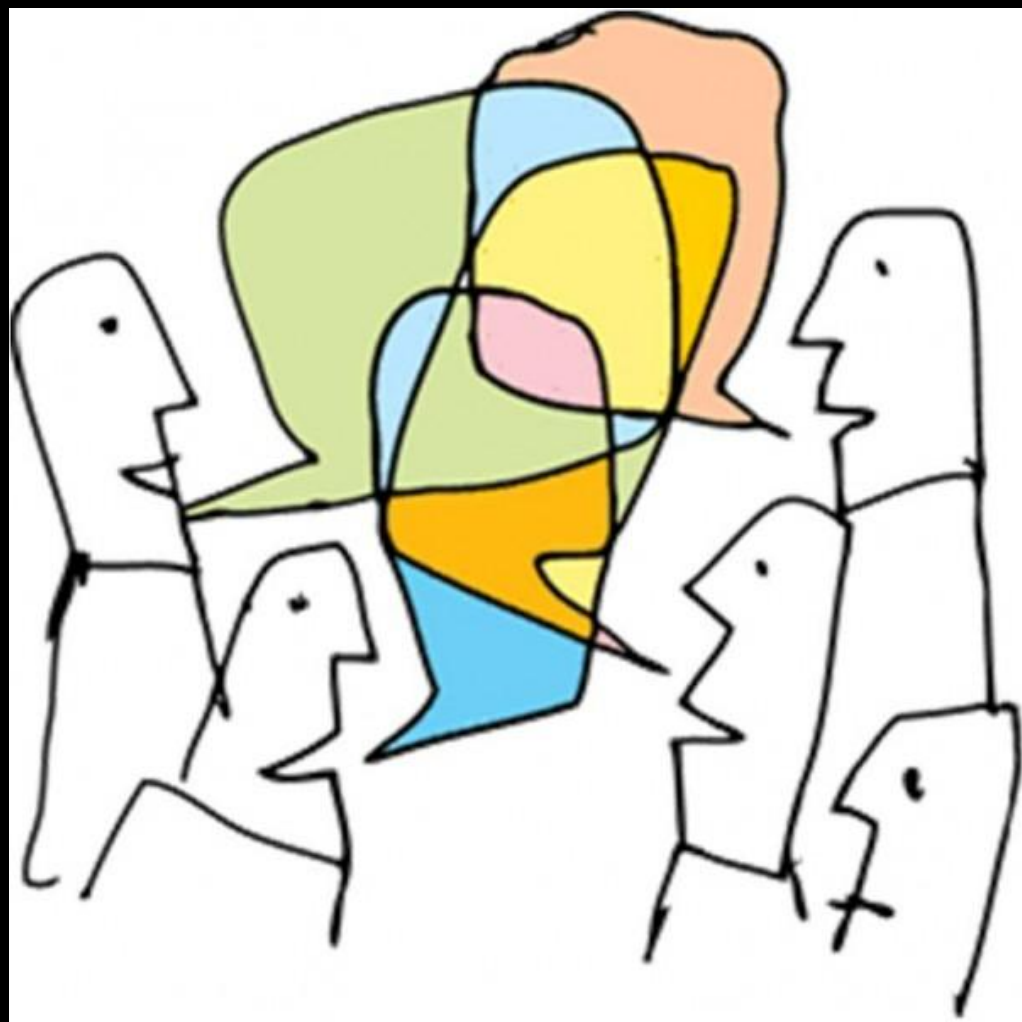




gifbin.com

GIFSec.com





But Before We Get To That

Who Wants A Sandwich?

A **sandwich** is a food *typically* consisting of vegetables, sliced cheese or meat, placed on or between slices of bread, or more generally any dish wherein two or more pieces of bread serve as a container or wrapper for another food type.


-- wikipedia



Peachy A
IMAGES

← EXPECTATIONS

RESULTS →

A hand is shown in the bottom right corner, holding a white marker and drawing the right-pointing arrow for the word 'RESULTS'. The hand is positioned as if it has just finished or is about to finish the stroke.

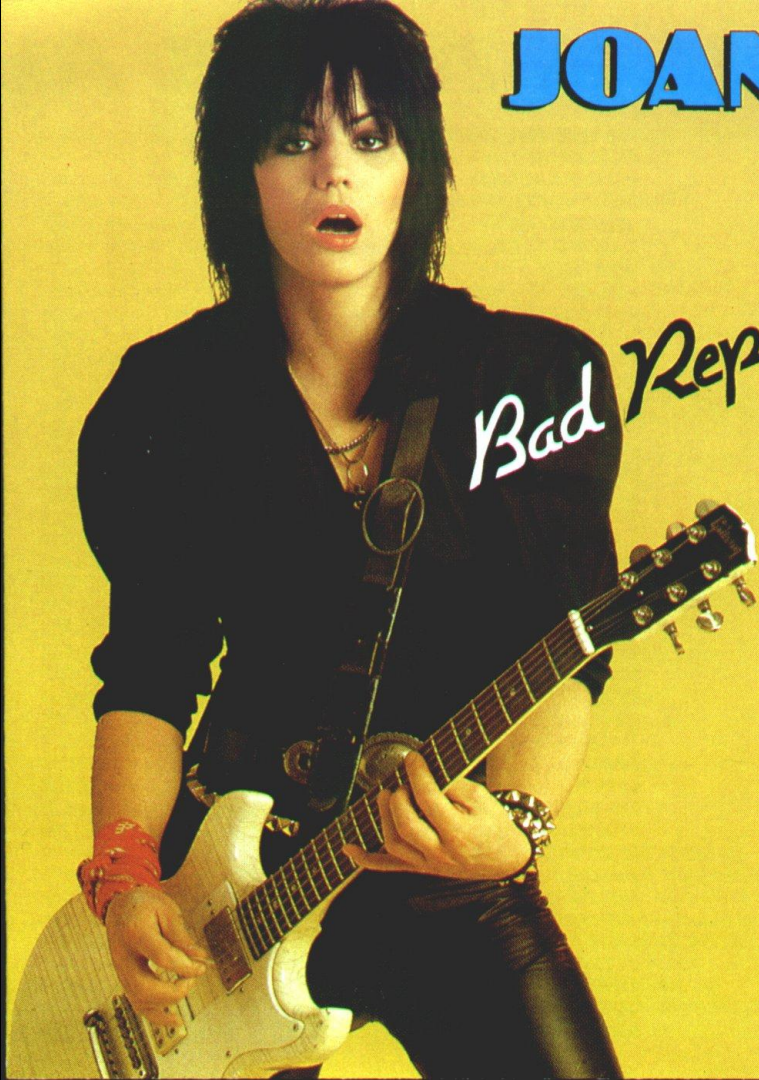


#PINTERESTFAIL



JOAN JETT

Bad Reputation



Developers do not take their fiduciary responsibilities seriously. We pay them good money to figure out how to make the best website to meet our needs. It is up to them to figure out those goals.

-- Actual CMO (name withheld)



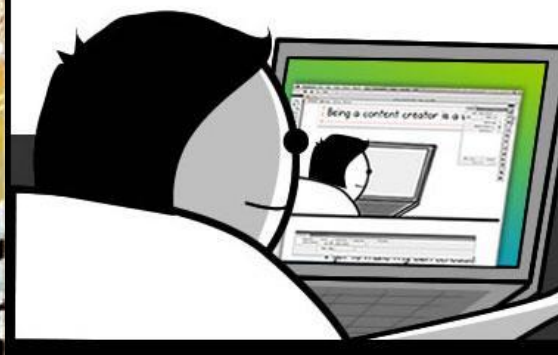


designer

User Interface Designer with a passion for designing beautiful and functional user experiences. Minimalist who believes that less is more.

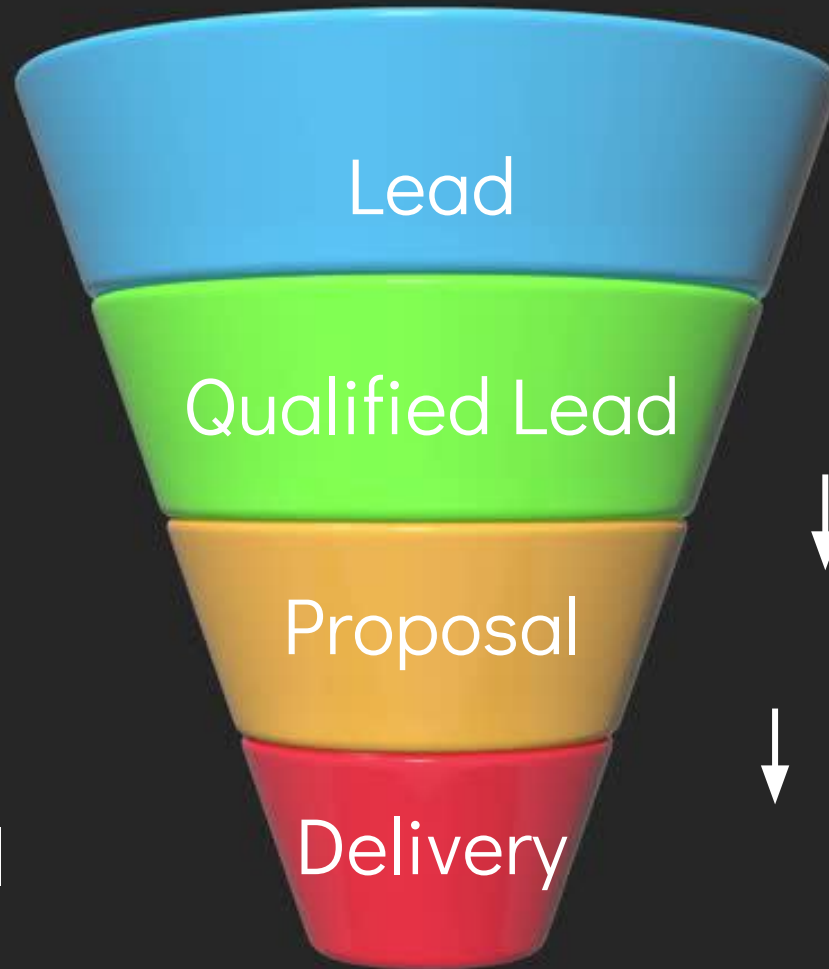


Being a content creator



We are not designing a chair, but a human suspension system

-- Kandace Bringleb, WooConf 2017



Lead



Qualify

Qualified Lead



Discovery

Proposal



Procurement

Delivery

Maintenance

Project Funnel

$$\nabla^2\phi = -\omega$$

$$=im_c^0\mathcal{R}_c^0\langle\frac{\bar{\phi}_{b0}^*}{r}[\partial_r\Psi^{(0)}\bar{q}_0-\partial_rq^{(0)}\bar{\Psi}_0]$$

$$q=-2\epsilon_0\partial_z\psi\qquad\phi_1^\epsilon=i\sum_pE_pC_{2m_c^0;p}$$

$$F_2=im_c^0\mathcal{R}_c^0\langle\frac{\bar{\phi}_{b0}^*}{r}[\partial_r\Psi^{(0)}\bar{q}_0-\partial_rq^{(0)}\bar{\Psi}_0]$$

s c i e n c e

wonder

a r t

$$\Psi^{(0)}\bar{q}_0-\partial_rq^{(0)}\bar{\Psi}_0]\rangle\,,\qquad Nu=\frac{\int_0^1(uq\cdot\hat{e}_z)}{2\pi\sigma V}$$

$$F_2=im_c^0\mathcal{R}_c^0\langle\frac{\bar{\phi}_{b0}^*}{r}[\partial_r\Psi^{(0)}\bar{q}_0-\partial_rq^{(0)}\bar{\Psi}_0]$$

$$\mathcal{P}\equiv\frac{\epsilon_0\eta}{\rho\sigma d}\qquad\phi_1^\epsilon=i\sum_pE_pC_{2m_c^0;p}\qquad\nabla^2\phi$$

$$im_c^0\mathcal{R}_c^0\langle\frac{\bar{\phi}_{b0}^*}{r}[\partial_r\Psi^{(0)}\bar{q}_0-\partial_rq^{(0)}\bar{\Psi}_0]$$

Project Funnel



Qualify

BANT



Budget



Authority



Need



Timeline

Some well known checklists

SCOTSMAN

Solution / Situation

Competition

Only Me

Time

Size

Money

Authority

Need



MEAN ACTS

Money

Emotion

Authority

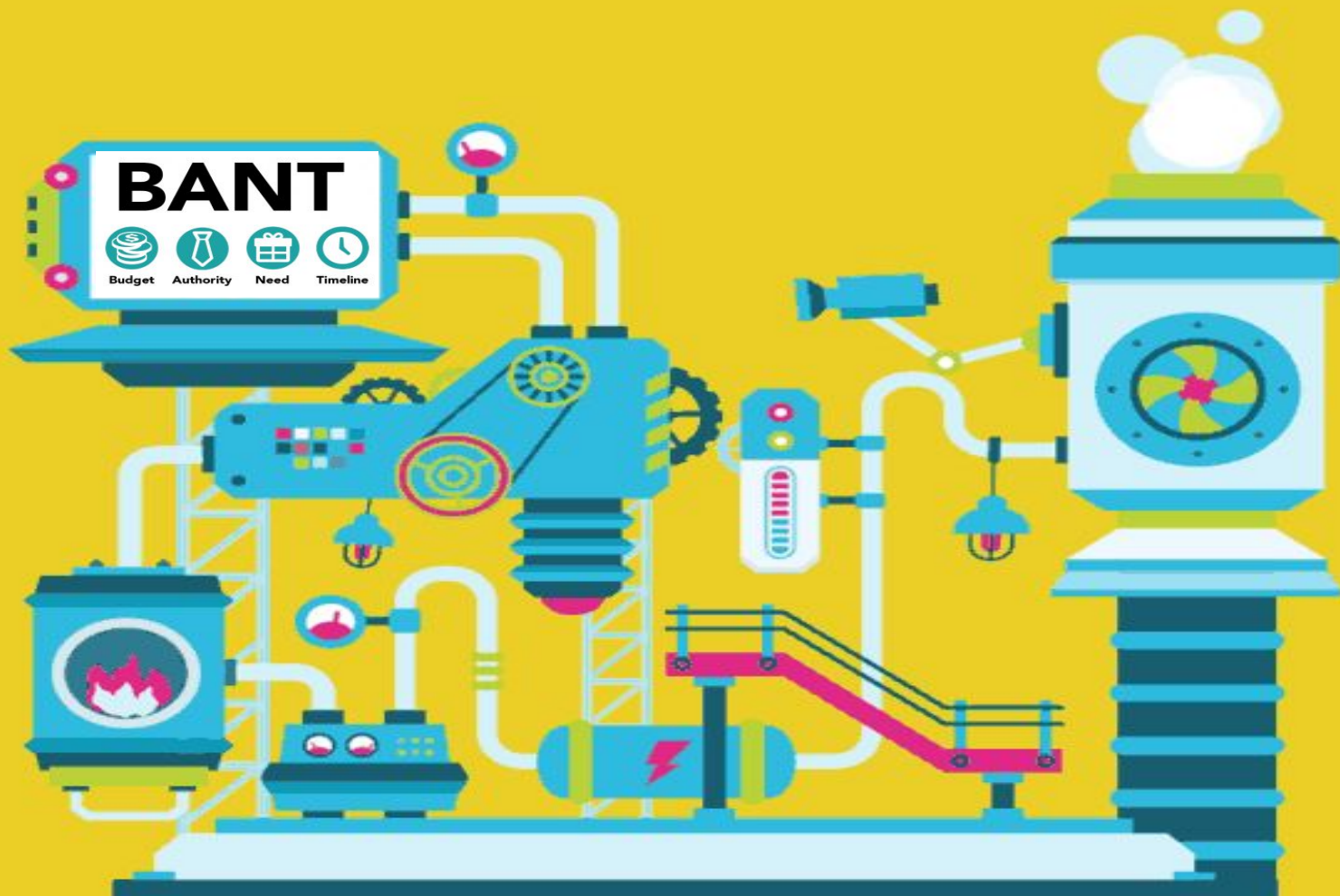
Need

Ability

Competition

Time

Size



N



Need





GOAL SETTING

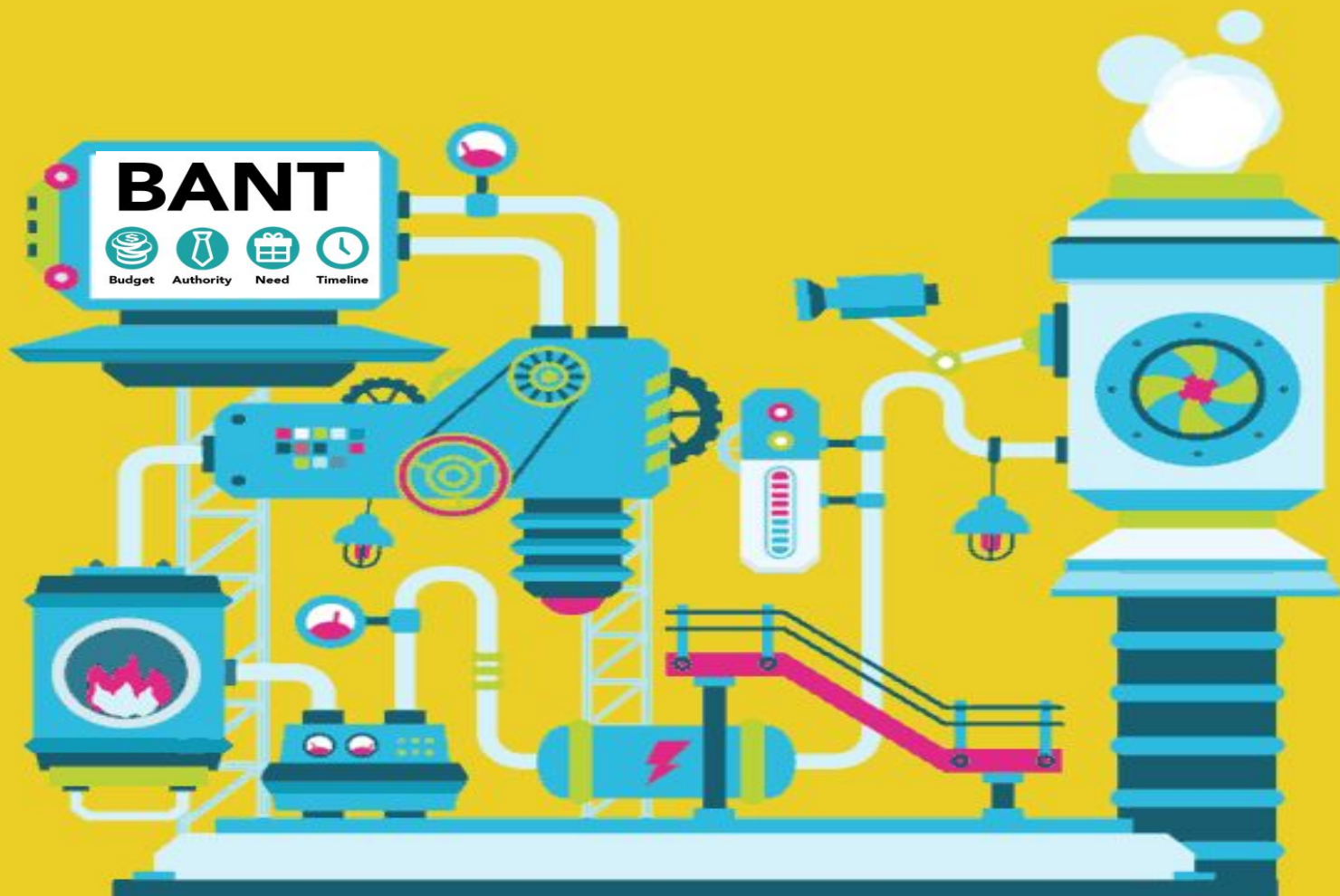


If You Can't
Measure It,
You Can't
Improve It

(William Thomson, Lord Kelvin)

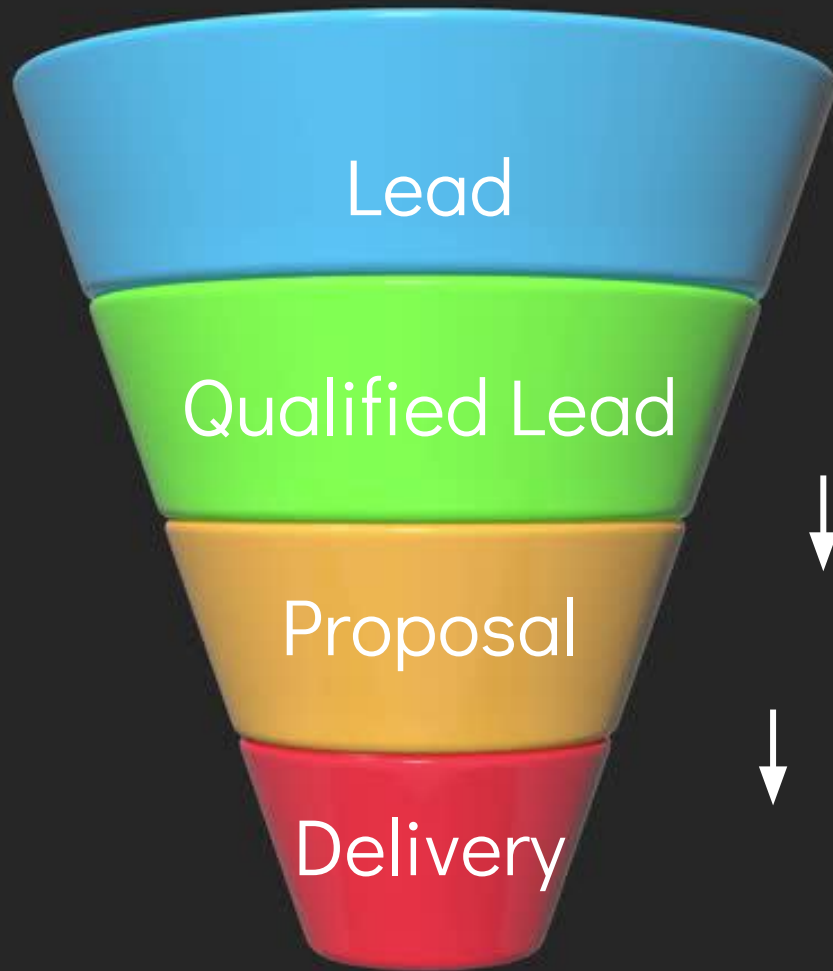


KEY
PERFORMANCE
INDICATOR



Qualification Question:

Do you have your KPIs
defined?



Lead

↓ Qualify

Qualified Lead

↓ Discovery

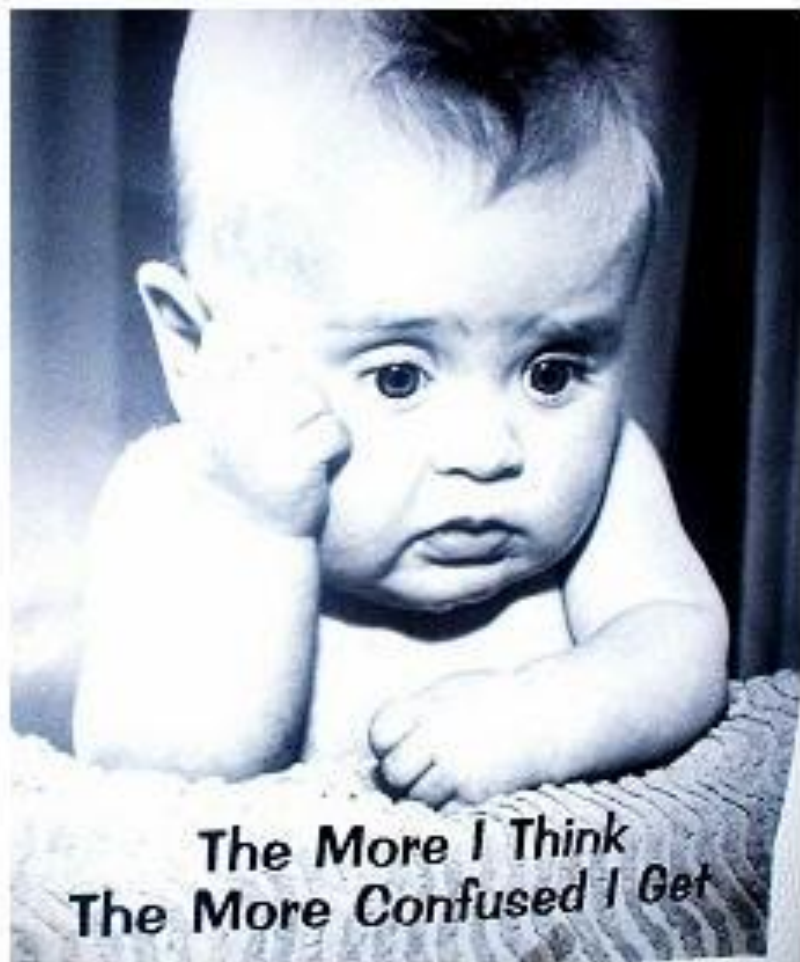
Proposal

↓ Procurement

Delivery

Maintenance

Project Funnel



The More I Think
The More Confused I Get



Qualification Question:

What Are We
Measuring?

What Are We Going To Measure?

Web team:

- Performance
- Google Analytics
 - i. Pageview Data
 - ii. User Metrics
 - iii. And so on
- Uptime
- SERP
- Alexa

What Are We Going To Measure?

Marketing:

- Cost Per Lead
- Inbound Marketing ROI
- Traffic-to-Lead Ratio (New Contact Rate)
- Landing Page Conversion Rates
- Social Media Reach and Engagement
- Mobile Traffic, Leads, and Conversion Rates

What Are We Going To Measure?

Sales:

- Sales Revenue
- CAC (cost to acquire a customer)
- Sales by month/week/year
- Customer attrition rate (how often are customers leaving?)
- Average order/purchase value
- Average monthly sales per customer

What Are We Going To Measure?

Business Owner:

- Sales Funnel Drop-Off Rate
- Revenue Growth Rate
- Inventory Turnover
- Relative Market Share
- Customer Retention Rate
- Customer Lifetime Value

$$f(\bar{x}) = \ln(f(\bar{x})) = \frac{D}{2} (\ln(S^2) - \ln(S^2 + (\bar{x} - \mu_0)^2)) = \frac{D}{2} \ln(S^2) - \frac{D}{2} \ln(S^2 + (\bar{x} - \mu_0)^2)$$

Web Team Metric A + Web Team Metric B
Web Team Metric C

≈

Marketing KPI

Web Team Metric A + Marketing Metric B +
Sales Metric C + (Other Metrics)

≈

Business Owner Goals

Do You
Want To
Change
Hats?





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Being a content creator



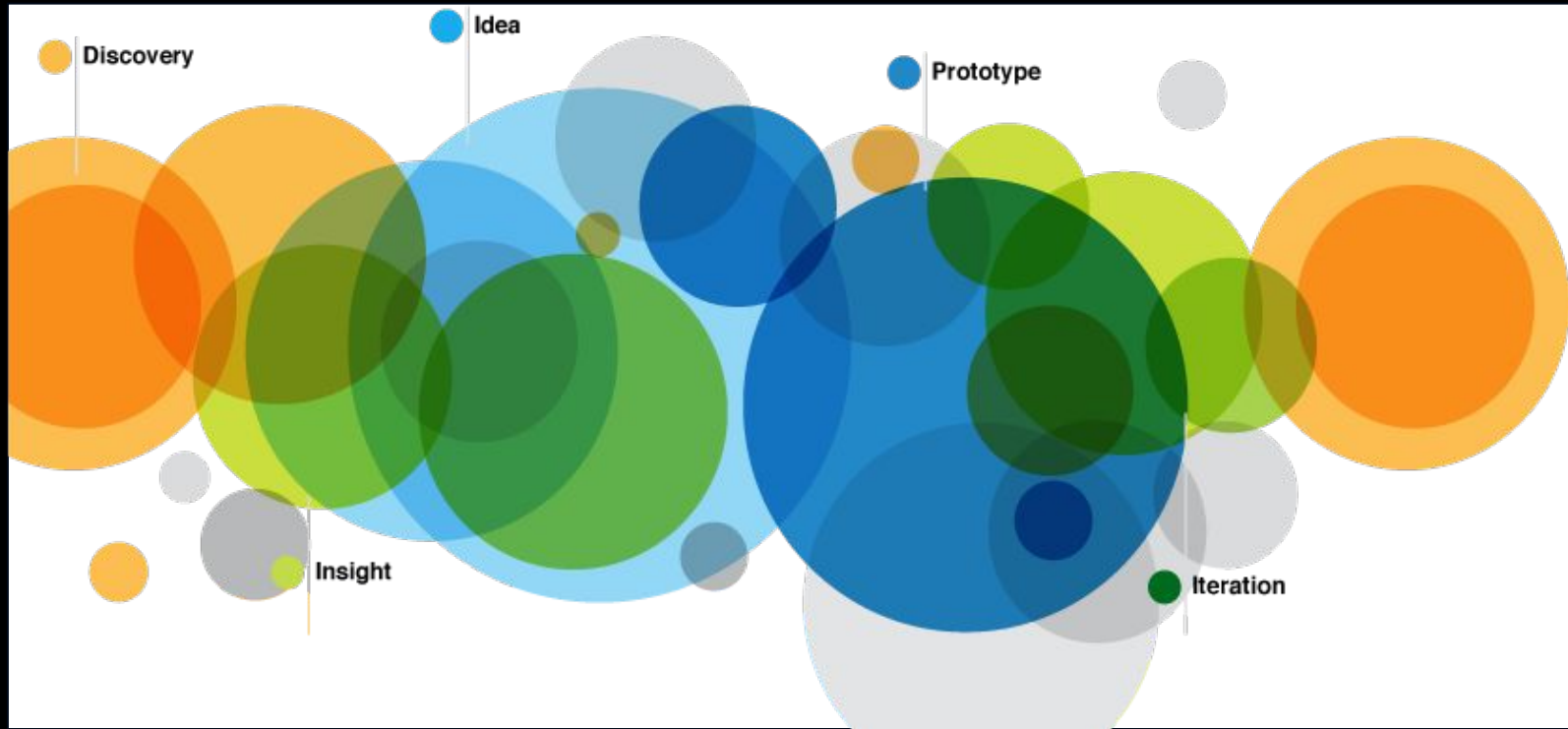
Qualification Question:

What Is Your Plan
Around _____?

Content Strategy



Design Services



Project Management?

Strategy

- Ensure strategic integration & alignment

Scope

- Effectively scope the project & prepare scoping document

Plan

- Develop a visible, formal written project plan

Team

- Constitute a cross-functional project team of relevant stakeholders

Manage

- Manage both stakeholders and project delivery

Evaluate

- Evaluate the project in formal report

**IT'S UP
TO YOU**





```
0String filename = openFileDialog.GetFileName();  
this.  
tr("Open Document"),  
00ir:currentPath(),  
tr("Document files (*.doc *.rtf); All files (*.*)");  
if (filename.IsNullOrEmpty())  
00debug (filename.ToString());  
}  
  
void OpenFiles()  
{  
0String[] filenames = openFileDialog.GetOpenFilenames();  
this.  
tr("Open Document"),  
00ir:currentPath(),  
tr("Document files (*.doc *.rtf); All files (*.*)");  
if (filenames.IsNullOrEmpty())  
00debug (filenames.ToString());  
}
```



Nobody Wants A Website

They Want Results*!

*KPI targets hit



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Thanks



Conversation Time

Qualification questions:

Have you already defined KPIs?

What are we going to measure?

What is your plan around....

Content Strategy?

Design?

Project management?

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