



Are You Ready to Super Charge Your Website?

“With Explore Consulting’s SEO expertise, we’ve seen tremendous improvement with both our click-through-rate, as well as our conversion rate for online campaigns. Explore’s consultants listened to our needs, understood our requirements, consulted us on options and helped us achieve a result that far exceeded our expectations.”

- York Baur, EVP & CMO, The TAS Group



A great way to start the process of super charging your website is to work with one of our online marketing & eCommerce experts to review your site and generate a list of recommendations. With literally hundreds of websites that we have worked on, we have learned a thing or two about real world best practices. There are some common elements that the best sites all seem to have and we have developed some creative solutions to common challenges that we would like to share.

Our expert website review and recommendations are aligned with your important business goals; get more

qualified visitors to your site, and get them to complete your highest value business action (make a purchase, request a quote, fill out web form, etc.).

How do we go about this? It all starts with a kick off phone call and an expert review of your site. The expert review will focus on these primary areas;

- Site health and fundamentals
- Driving Traffic
- Conversion Optimization

The review will conclude with recommendations and an action plan tailored to your needs and business goals.

Site Health & Fundamentals



When we look at site health, we are looking for any problems or issues that prevent your visitors or the search engines from finding and understanding your website’s pages. Navigation, information architecture, ease of use, and task completion are all critical elements that we review. For discovering fundamental technical issues we use a variety of tools including the web master tools provided directly by Google and Bing.

Tracking and reporting visitor sources, actions and exits from your website is the primary purpose of your web analytics tool. We review the install and advanced configuration of [Google Analytics](#), or other web analytics tools of your choosing, to make sure we can get everything out of system that you need to gain

actionable insights. A fully configured web analytics tool can answer a ton of fundamental questions about your visitors that you should be asking on a regular basis. If you can’t answer these questions, then you are missing out on the opportunity to fully optimize your web site:

- Who are your best visitors?
- Where are they coming from?
- What are your visitors looking for when they are on your site?
- Which pages are your best converting landing pages?
- How are each of your marketing campaigns performing? Are they providing a good ROI?

Driving Traffic



Before your website can do its magic you need to get people to visit your website, and that is what driving traffic is all about. But not all traffic is equal because some visitors are much more likely to convert into customers than others. Knowing which visitors are most likely to convert is the key to driving the most relevant traffic. There are many options that will work for just about any kind of website from ecommerce webstore to professional services site where lead

generation is the primary goal. The most common traffic generating methods include:

- Organic or Natural Search Engine Traffic
- Paid Traffic through Pay Per Click Text Ads or Image Ads
- Shopping Feeds for Shopping Comparison Sites
- Social Media Marketing
- Email Marketing & Newsletters

Conversion Optimization



Now that you are getting relevant visitors to your website, how many of them are becoming customers? The goal of conversion optimization is to improve the visitor to customer ratio AND to improve the life time value of a customer. There are many factors that go into optimizing the buying funnel for your visitors but some of the core areas we focus on are:

- Promotions (Free shipping, white papers, discounts, etc.)

- Trust elements (High quality professional web design, product & service reviews, trust badges, etc.)
- Clear purpose for each page
- Minimize distractions
- Strong calls to action
- Layout optimization
- A/B split testing
- Abandoned cart remarketing

Recommendations & Action Plan



Once we have completed an expert site audit, we create a summary report that details the good and the bad areas for improvement. We will talk through the results to explain what we are recommending, why it is important and how to create a multi-stage plan to tackle the most important tasks first. We will work

with you to set priorities and to make sure we create an action plan that matches your business goals and your budget. We can scale the action plan to meet any budget including starting with a single page at a time to make the recommended improvements.

“Compliance 11 came to Explore Consulting for SEO assistance. Prior to Explore, the Compliance 11 website was generic and focused solely on keyword searches versus our core business offering. Explore quickly designed and implemented a new website that focuses more on the user-experience and drives more relevant traffic to our site. Additionally, Explore worked with us to improve our keyword search, site relevancy, and we are happy with the improvements we’ve seen in conversion and bounce rates.”

- Larry Goldfarb, Co-Founder and Chief Strategy and Marketing Officer, Compliance 11

Visit the [Explore Consulting Web Portfolio](#) to see current customers super charging their websites.

About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems needs. Having specialized in SaaS solutions for more than 15 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States, and is one of the original Amazon Webstore partners. Well-known as a leader in Amazon Webstore and NetSuite customization, integration and extensibility,

Explore Consulting is included on the Inc. 5000 list of fastest growing privately owned companies in the U.S. for the sixth year in a row as well as the Puget Sound Business Journal's 100 Fastest Growing Private Companies. Explore Consulting is well-known as a leader in NetSuite implementation, customization, integration and Ecommerce, and has also been a 12-time NetSuite Star Performer, won 27 NetSuite awards, has twice been named NetSuite Partner of the Year, Americas, and in 2016 was named NetSuite SuiteCommerce Partner of the Year.

For more information, visit <http://www.exploreconsulting.com>.

