



Website performance

Participants:

Pre-requisites:

- Awareness of the issues of online marketing
- Command of electronic tools: web browser, desktop suite, etc.
- Knowledge of the internet environment (general background)

Profile of the participants:

Agency: project manager, webmaster, consultant

Customer: MOE project manager, MOA project manager, communication director, webmanager, marketing director, e-commerce manager

Training:

Description:

How can you determine whether a site is performing well or not? Are all indicators the same for customer objectives and site typologies? Good knowledge of indicators and standards should help and accompany discussion and implementation: from strategic discussion and creation – which must not ignore their principles – to final website creation.

Keywords: KPI, digital performance, performance reading, performance, site typology, design, creation.

Objectives of the training:

- To identify the right indicators for each challenge
- To have a vision of the standards for each site typology
- To design sites according to challenge

Training plan:

- 1. A KPI - Key performance indicator – what is it and what does it do?**
- 2. A few examples of strategic KPI on the site:**
 - 2.1. Visitors,
 - 2.2. Unique visitors,
 - 2.3. Number of people registered
 - 2.4. Rebound rate
 - 2.5. Time spent on the site
 - 2.6. Conversion rate
 - 2.7. Qualitative/quantitative
- 3. Are all KPI right for measuring a site's performance?**
 - 3.1. Which objectives and which strategic KPI should be set up according to customer requirements off site, on site and as part of a launch?**
 - 3.1.1. Off site: awareness banners, offer banners: the differences and a few figures on average performance and the traffic generated
 - ⇒ Rate of average clicks and by format
 - 3.1.2. On the site: the contact zones, the navigation elements, the customer route
 - ⇒ Conversion rate
 - ⇒ Rebound rate
 - ⇒ Time spent on the site
 - 3.1.3. As part of a launch: event mini-site and trailer mini-site, competition game, remote content, etc.
 - ⇒ Number of people registered
 - ⇒ Rebound rate
 - ⇒ Amount of content read and taken by remote
 - 3.2. Resources that play on site structure and must take account of the expected results**
 - 3.2.1. On E-commerce
 - ⇒ diversity of tools: Tree structure/search engine
 - ⇒ Product highlighting
 - ⇒ Shopping basket
 - ⇒ Purchase tunnel

Consequences: short navigation time/search for effectiveness and high conversion rate



3.2.2. On brand sites

- ⇒ Highlighting of the brand universe
- ⇒ Product presentation
- ⇒ Contact and store location

Consequences: time spent on the site, DB contact collection

3.2.3. On event and trailer sites

- ⇒ Registration search for reminders in the future: Registration (data catching)
- ⇒ Competition game
- ⇒ Viral modules
- ⇒ Content sharing

Consequences: search for people registered in the DB for activation in the future

3.2.4. On Corporate sites

- ⇒ Direct access to activities, products, key figures and press
- ⇒ Registration for newsletters, RSS flows

Consequences: search for connection and information, time spent on the site and content read.

Conclusion: for each customer problem there are one or more site typologies, structures and different KPI.

Practical application:

All of the subjects discussed as part of this training will be illustrated by practical cases, cases studies and exercises from your trainer's own field experience.

Duration: 3-hour module

Prices: €400

Trainer(s):

Name of the trainer: Vincent Bouillon