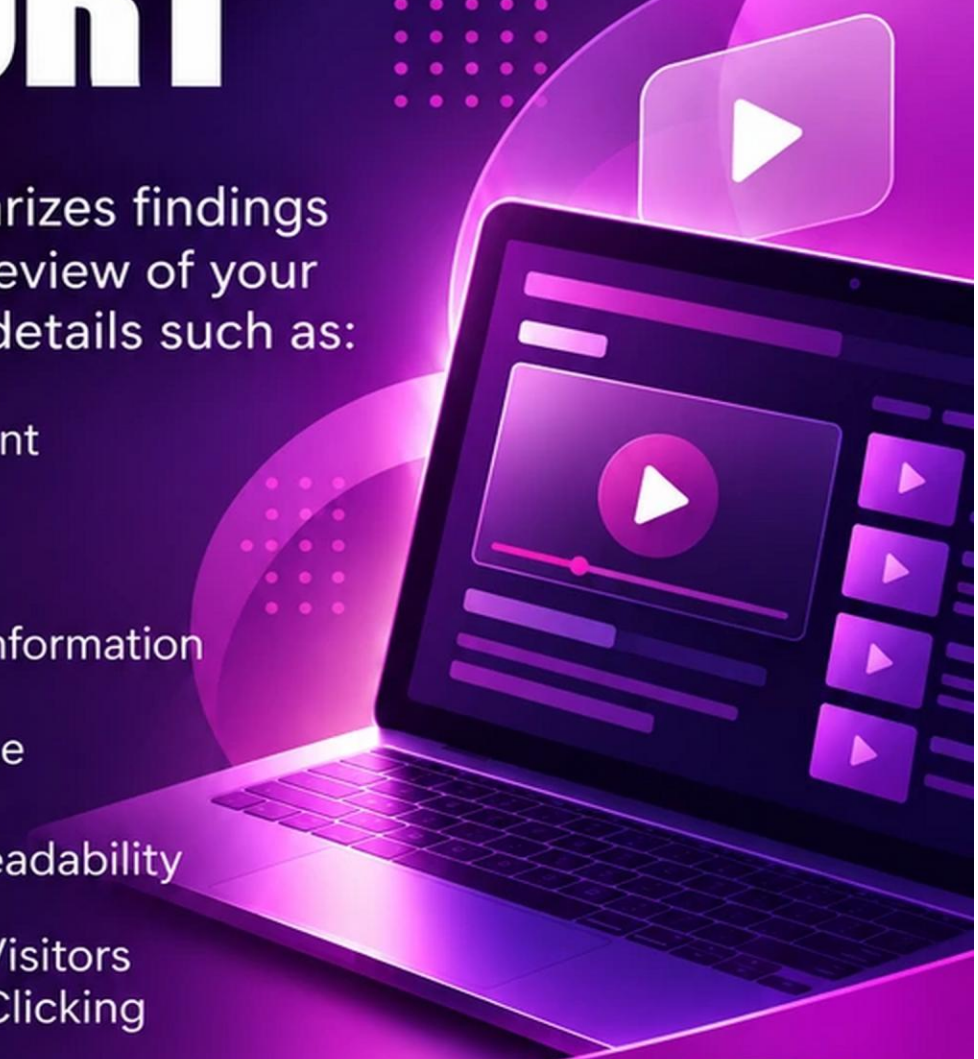
WEBSITE ANALYSIS AND REPORT

This report summarizes findings from an in-depth review of your website. It covers details such as:

- Website Content
- Menu
- Sequence Of Information
- User Experience
- Layout And Readability
- Keeping Site Visitors Reading And Clicking



PREPARED BY
Suzi Elton
WOWFactorWriting.com

WEBSITE REVIEWED:
VIDEO PLATFORM

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General Comments

Details Of Website Review And Analysis

- I reviewed https://www.(Name Anonymized).com a website for a video platform.
- I reviewed every page of the site, including content, navigation, layout, Path To Purchase, focusing on what is effective and what needs to be changed or edited.

Primary Value Proposition

- It seems like your primary value proposition might be something like any of the following:
  - Leveraging video to grow your business.
  - A video platform designed to grow your business.
  - A video platform that solves all your video problems.
- We need to figure out exactly what your primary value proposition is. That's not clear.

No Clear Target Audience

- One main thing missing from the site is who your target audience is and what the problems are that they want to solve. They are doing research to solve specific problems. We need to describe those problems.
- You're aiming at specific types of companies with specific identifying characteristics. Let's make sure that is obvious and that the website is built around THEM, not you.

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Logical Path To A Sale

- You don't have a logical path through the website where you tell them your story in a sequence that leads them to want to contact you and have a conversation.
  - Everything is disjointed with Calls To Action all over every page, but if you click them it takes the user off the path of telling the story we want them to know.
  - I get the feeling that if the website feels this disjointed, that working with you might feel the same. It would feel risky to take a chance on your product. Does this make sense to you?

What Problems Do You Solve

- I think you need more information on how video is such a great tool and the kinds of results companies get with video campaigns. SHOW how it is used and why video would benefit them.
- Help them understand that (Name Anonymized) is the best tool to empower their video campaigns. That's missing.

Product Page Not Specific Enough

- The Product page really misses the mark.
  - It does not do a good job of explaining the product.
  - It does not make me want to buy.
  - I don't understand the product well enough to want it.
  - I don't have enough information on the problems it solves…or how it solves those problems.
  - I can sort of "read between the lines" and imagine I can see how it could help me, but you're making the site visitor do all the work of TRYING to figure it out.
  - I'm left with way more questions than answers.

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What Are Your Differentiators

- One really important thing that is missing is presenting clear differentiators between you and your competitors.
  - I see that you have a number of comparison articles on your blog page. I think those differentiators should become headlines.
  - I'm thinking also that your differentiators are solutions to problems that your audience experiences, but they don't know or believe there's a solution for it.
  - You have created that solution, but are not making it obvious.

Specific Recommendations

Create A Path To A Sale

- Create a clear path through the website that you want site visitors to take. Make sure the path is a Buyer's Journey.

Make Your Site Client-Centric Rather Than "Me Me Me"

- Make your site client-centric rather than (Name Anonymized)-centric.
  - Make sure prospects know you understand the problems they want to solve.
  - Feed them the details of how your product solves those problems—in an integrated way.

Don't Make Potential Customers Work To Figure Out The Product

- Clarify your differentiators.
- Provide more information so that the website does the majority of the sales cycle for you.

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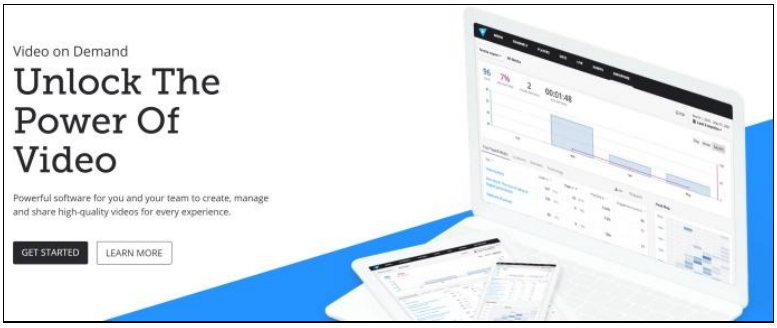
- Answer all questions at the point of reading the site when the visitor has that question in their mind.
- Don't make site visitors do all the work of figuring out how (Name Anonymized) works and whether or not it could solve their problems. Hand feed this to them…exactly when they want to know it.

Use Video On The Site To Demonstrate The Value Of Video

- Use video on your site to illustrate your points.
  - Tiny clips of probably 30 seconds or less.
  - Make them go "WOW! I see how it works!"
- I think I'd relocate Pricing on the menu so it follows Solutions. I think that's a more logical location.

Top Of Home Page

Top Of Home Page Is A Lost Opportunity



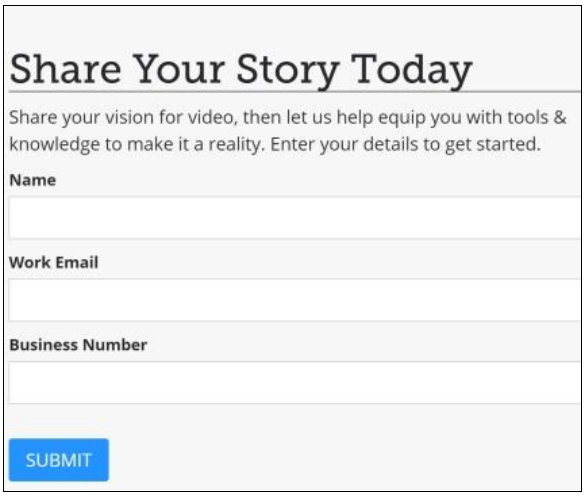
- This is what I see when I land on the page. It doesn't make me go "WOW!"
- Your graphic overpowers your messaging. I can't see what the data is on the screen, so I think this is a lost opportunity.

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Make Them Understand The Value Within Six Seconds

- In the first few seconds on a site, someone decides whether or not you can solve their problem.
  - This does not answer that question.
  - I don't get excited and want to know more.
  - I don't feel hopeful that your solution might be what I'm looking for.
- We need to clarify your message immediately at this point on the page. What's going to make they go "WOW!"

Use Subscription Popup More Strategically



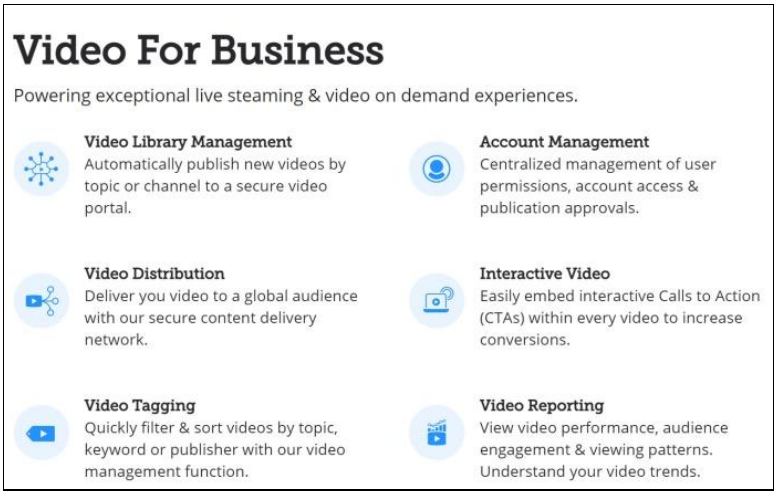
- At the bottom of the page, if I click the Get Started button, I get this.
  - At this point on the page, I still don't have a clue what you do or (more importantly) how it would help me.
  - There's absolutely no motivation to fill in this form.
- That Call To Action "Share your vision for video, then let us help equip you with tools & knowledge to make it a reality. Enter your details to get started." would not make me want to fill in this form.
- Use "comfort language" telling me what happens when I fill out this form. These are the questions in their minds you want to answer:
  - Will I start being bombarded by calls and emails?

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- Will it cost me money?
- I don't even know WIIFM (What's In It For Me). Tell me that.



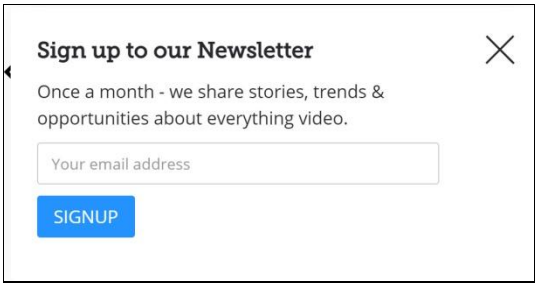
- If I click on the Learn More button, I get this.
- This still doesn't answer my question, "What is this or how does it help me?"
- I get started going "down the rabbit hole" of this page, trying to figure out what your company does. You're losing your audience in all this convoluted behavior.



- If I keep going down the Product page, I stumble upon this and this starts to give me some idea of what the company does. But at this point, I've gotten entirely distracted from the Home page content.
- I go back to the Home page after skimming this whole page. Or I bounce off the site. Most likely bounce. It feels like wasting time.

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Rest Of Home Page



- At this point, the Newsletter signup dialog box becomes annoyingly persistent.
  - At this point, I would have no inclination to sign up for it.
  - I still don't know what you do or how you could help me.
  - This has no attraction for me at this point.
- Is this newsletter signup going to send them blog posts, or something else?
- By this time, I've likely bounced off the site because I can't figure out whether or not you could solve my problems. I'm thinking, "I don't have time to waste!"

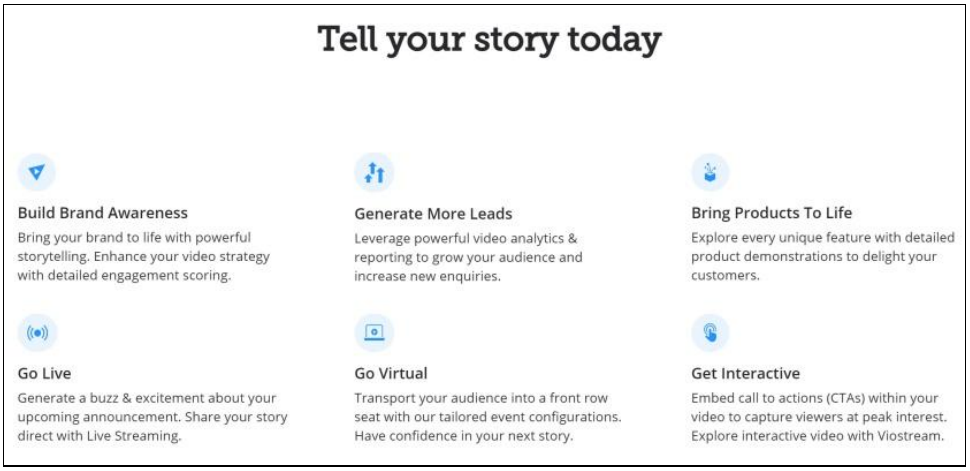


- This slider located here on the Home page doesn't really do anything for me.
  - At this point on the page, I don't know yet what you do or if you can help me.
  - Showing "proof" doesn't help me decide anything until I understand what you do and how you could help me.
  - I'm still confused about what you do.

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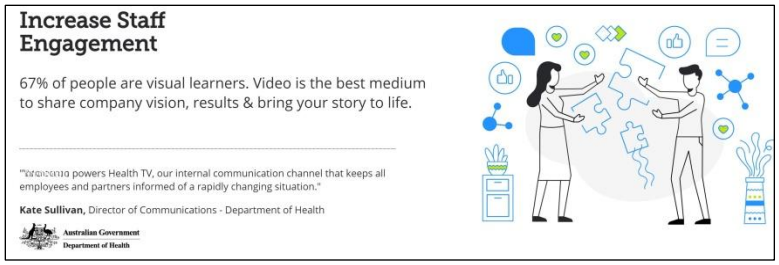


- This is my first inkling on the Home page about what you do or how it might help me.
  - It doesn't give me that, "WOW! I have to have this!" feeling or make me think, "I have to know more!"
  - The page is just humdrum. It's definitely a lost opportunity.
- When I click the Learn More button under Marketing & Sales I get the following:



- Now this is the first thing I've encountered on the website that feels like clear benefits to me…and desirable ones that I can relate to.
  - I get a little excited…but also I'm down a rabbit hole rather than being on a clear path to getting where I want to go (have a solution to my problems).
- I go back to the Home page to finish it.

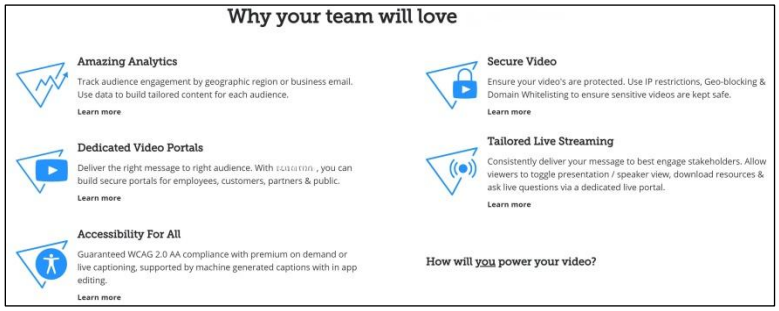
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- This is the next thing on the page. It doesn't feel like a hugely exciting benefit, and is a weak argument that does not convince me.



- This is excellent and definitely gets me excited.
  - I can see the benefit for me and it's a benefit that I'd LOVE to have.
  - I definitely want to know more about this.



- These are good and seem like benefits to me.
- They whet my appetite and I want to know more.
  - When I click any of the Learn More links, I get taken to a page that has a writeup of ALL of these rather than the specifics of the item I'm curious to know more details about (the link I'm clicking).

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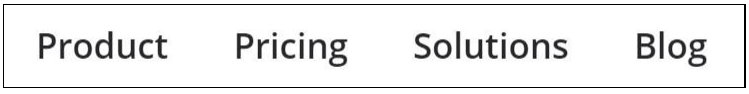
- When I get to the Products page, you make me work to figure out which of the details relates to the link I had clicked. That's confusing.



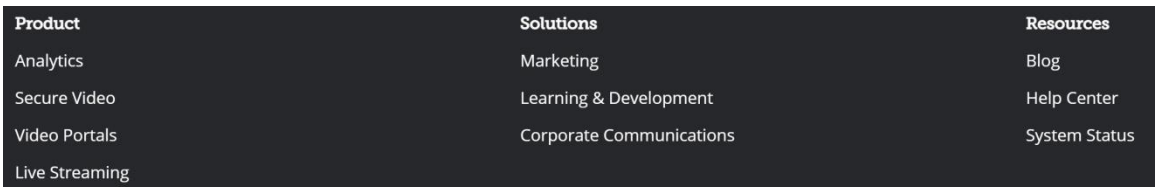
- The page ends with this, but I still don't understand what this is or why I should care.
  - Most importantly, I have only a tiny bit of an idea how it could help me.
  - I can't imagine signing up for a free trial at this point of my understanding of the project.
- The newsletter CTA dialog box is beyond intrusive.
  - It gets in the way of your taking me on a Buyer's Journey. I have to constantly click it to get it out of the way of reading what the site says.

Top Menu And Bottom Menu Say Different Things

Top Menu



Bottom Menu



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- I'm not sure why the top menu and bottom menu are different. Feels confusing and disorienting to me.

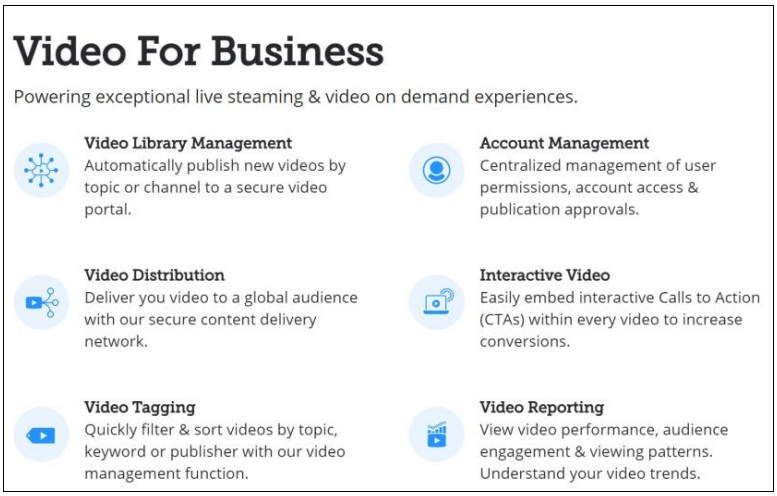
Product Page

Product Page Does Not Grab Attention At The Top



- This is the top of the product page. It doesn't excite me or make me want to keep reading.

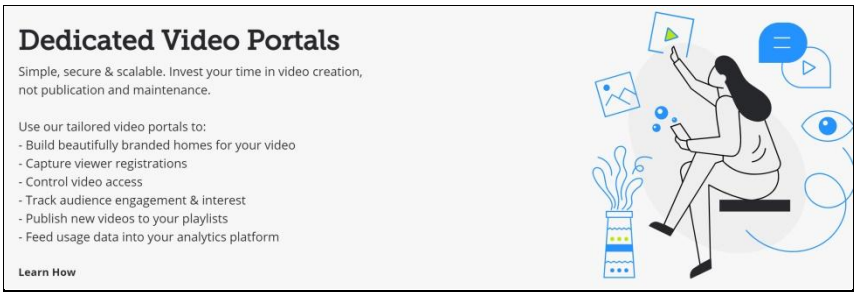
There Is Not Enough Information So A Customer Can Make A Buying Decision



- I like this, but I want more information.
  - This isn't enough information for me to make an informed decision about contacting you.
  - It sounds like it could be really great, but it's not obvious enough.

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The Benefits To A Customer Are Not Clear



- This could definitely be rewritten to show the benefits to clients more clearly.
- When I click Learn How button, it doesn't seem to be linked to anything. It looks like the link leads to https://www.(Name Anonymized).com/product# but does not take me to anything. I don't get more information on how this works. I'm left frustrated.



- This feels weak. It's not convincing. It could be a lot better.
- When I click See Examples, it doesn't seem to be linked to anything. It looks like the link leads to https://www.(Name Anonymized).com/product# but does not take me to examples.



- This could be so much better. I want and need more information.

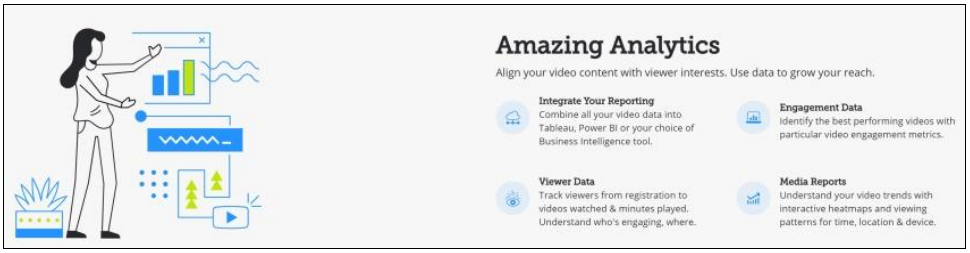
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- When I click Start Now, it doesn't seem to be linked to anything. It looks like the link leads to https://www.(Name Anonymized).com/product# but does not take me to anything.



- These are good but could be better.
  - I feel like they are answering problems, but don't have clarity on what those problems are or what your audience's experience of those problems is.
  - So it's lacking relevance to those you want to attract.
  - It's all about you and not about me the customer.

You Force The Customer To Do All The Work Of Figuring Out Why Your Product Is Great



- This is good, but could be so much better.
  - It leaves me wanting to know more.
  - But also feels like it would be too much work to figure it out.

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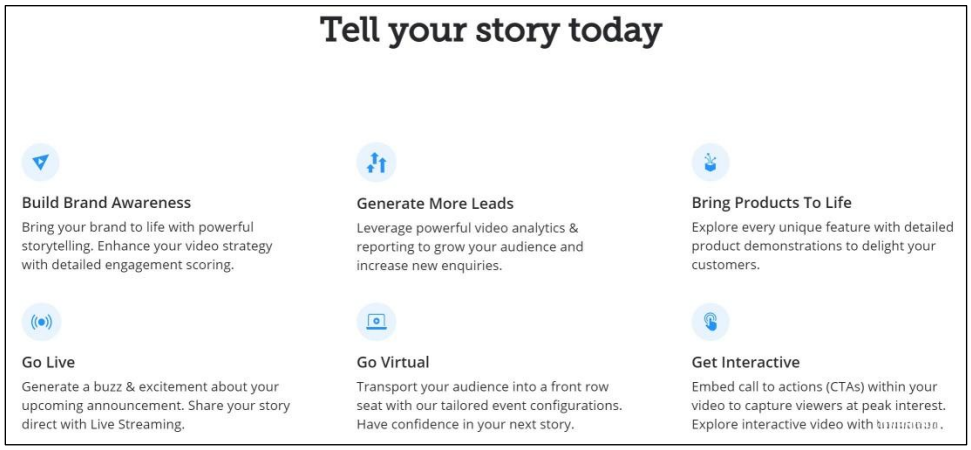
Solutions—Marketing Page

Grab Attention At The Top Of The Page



- This is a great start to the page. However, it's presented in such a bland way. This is all that I can see at the top of my screen. It needs something graphic to liven up the top of the page.
- This will grab attention and compel the reader to read the rest of the page.

This Messaging Should Be The Theme Of The Site



- This is probably the best part of the site.
  - These are the benefits every company wants.
  - These bullets present the best high-level information on the site.

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- I want to know more—from the website—before I'd decide to contact you.
- I want to understand how you deliver on these "promises". That's a big missing piece.

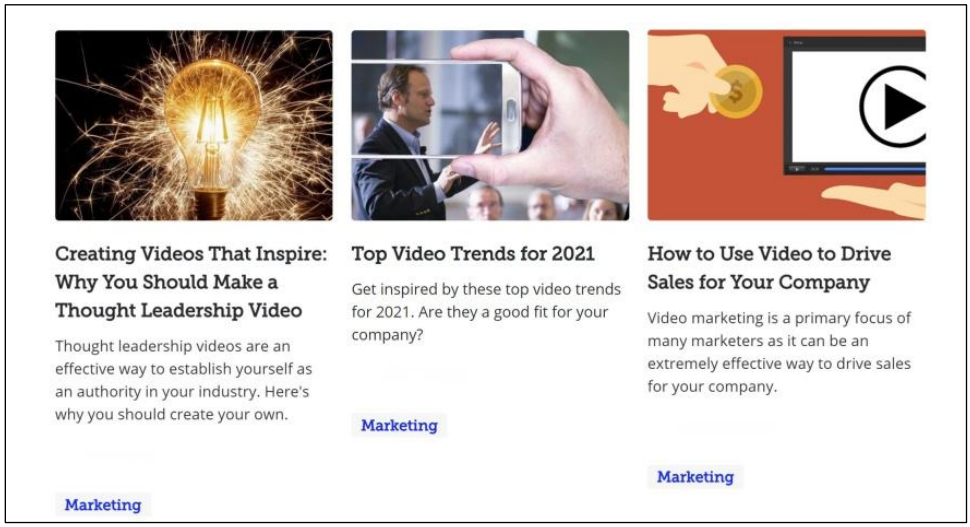
You Could Improve The Presentation Of Your Testimonials On The Site



- This should have been edited before it was put on the site. Two typos in it.
- I'd enlarge the font on "New viewers over 9 months with (Name Anonymized)."
  - Visually my mind does not connect this statement with the large number above. Need to make it a bit more obvious. Not the same size as 24,000, but larger. That would really make it pop.
- When I click Read Customer Stories, I get this message in the lower left: https://www.(Name Anonymized).com/solutions/marketing. It is not a live link. Nor is there a menu item for Customer Stories (in either the top menu or the bottom menu).

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Blog Post Highlights—Marketing Page



- Then at the bottom of the page, you have the blog posts related to Marketing.
- If I click one of the links, it takes me to https://www.(Name Anonymized).com/blog-categories/marketing.
- Altogether, this Products page is a very weak page to sell the benefits of using video (and your software) in marketing. It doesn't do the job for you.

Solutions—Corporate Communications Page

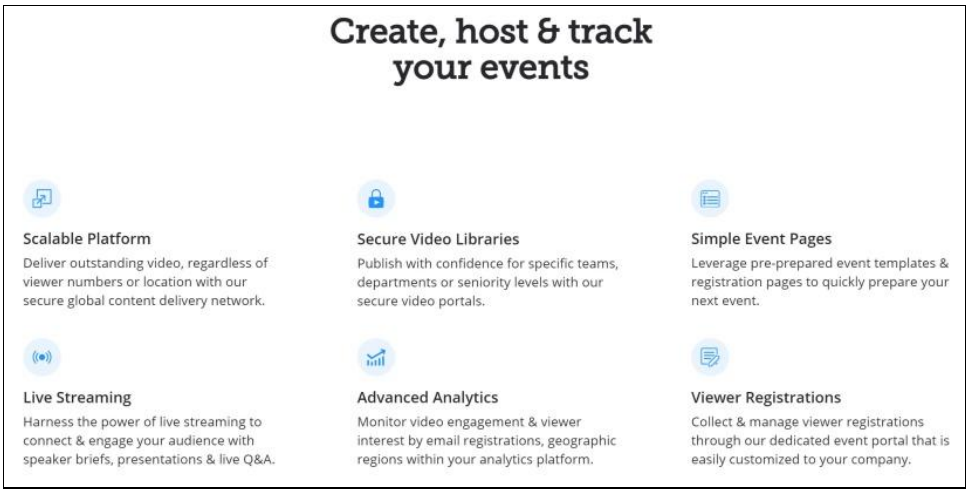
You Could Improve The Visual At The Top Of The Page



- I think this could have more punch. It seems weak.

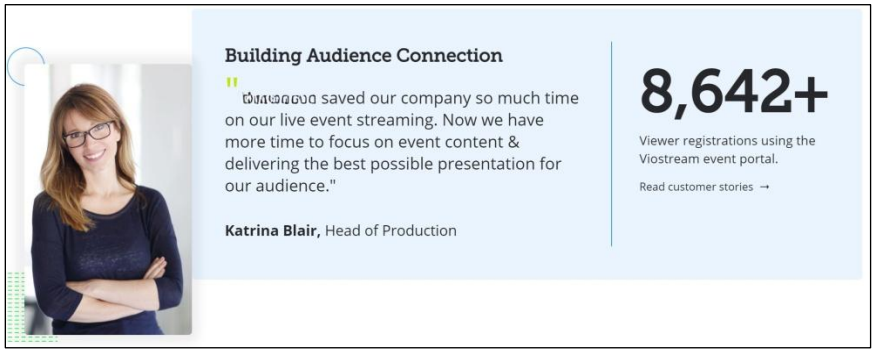
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Benefits—Corporate Communications



- These are good, but they don't make me (as a site visitor) feel SURE that you understand my problems and have the solutions to those problems.
- It's just skimming the surface and wouldn't make me want to contact you.

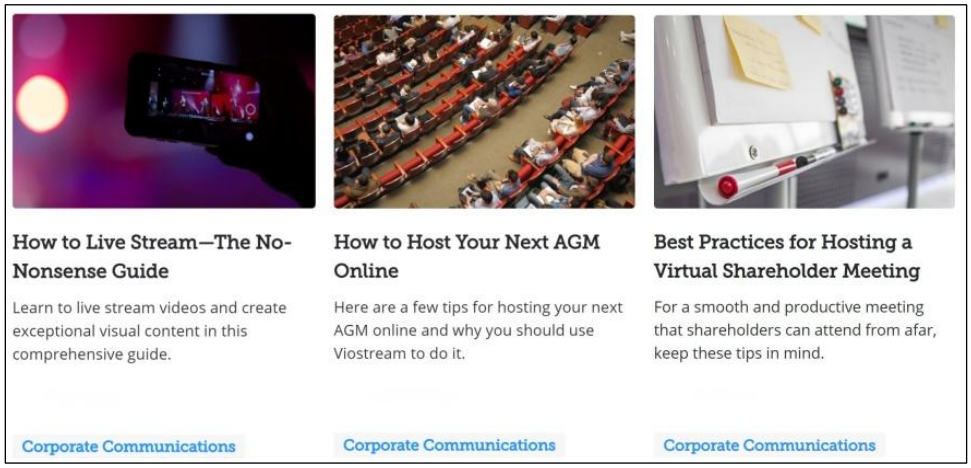
Improve Presentation Of Testimonial



- This is an excellent testimonial.
- I'd suggest enlarging the font for "Viewer registrations using the (Name Anonymized) event portal." Visually I see the big number but don't connect the two concepts. That would make it pop.
- Read Customer Reviews link doesn't seem to work.

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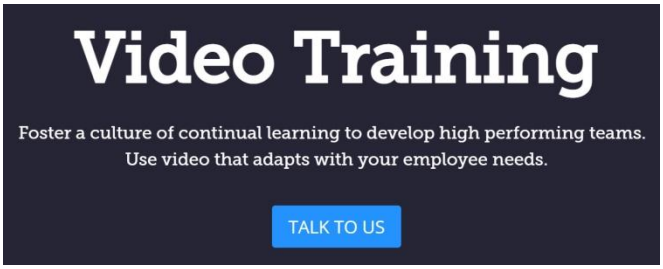
Blog Post Highlights—Corporate Communications



- These are excellent and relevant titles. I haven't read anything on the blog, but the topics are great.

Video Training Page

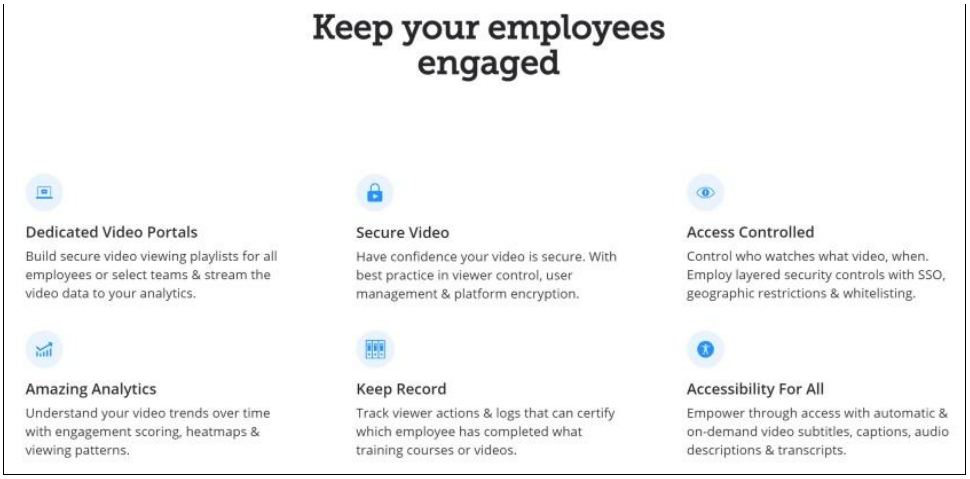
Top Of Video Training Page



- This is effective. It's about a benefit to the customer.
- Visually, it could be improved.

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Not Enough Information For Me To Make A Buying Decision



- This is good, but again I want to know more. It just skims the surface and I feel frustrated. Not enough information to make a decision to call you.

Great Testimonial



- This is an outstanding testimonial. It's very effective.
- Again, I'd increase the font size of "Of training video watched by company employees." to better tie the concept to the big number above.
- Quantifying these testimonials is awesome.

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Blog Post Highlights—Video Training Page



- Great relevant blog topics.

Blog

- This blog is exceptional. I have not read any of the articles, but the topics and titles seem to be extremely relevant and effective.
  - I recommend sharing on LinkedIn and other social platforms.
  - We could talk about the strategy of the blog.

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