

Web clinic

THREE WAYS TO SPEND £1,500 MAKING A WEBSITE MORE COMPELLING AND CLEAR

THE BRIEF

BUDGET: £1,500

WWW.MGKCONSULTING.CO.UK



THE SITE

Mindy Gibbins-Klein has been a success coach for over 15 years. In that time she's helped over 5,000 individuals to achieve their goals, be they financial, spiritual or in the areas of career or relationships.

In 2002 Gibbins-Klein set up MGK Consulting, which runs corporate workshops and personal coaching. Her clients include authors who want to publish books, entrepreneurs with more ideas than they can cope with and people who are hoping to make big changes to their lives.

The small MGKConsulting.co.uk brochure website contains an About Us page, a Contact Us page and a more extensive section outlining the consultancy's services.

THE PROJECT

Gibbins-Klein wants the website to work harder. The challenge for the site is significant: to promote the services of MGK Consulting in such a way that visitors will be persuaded to take the next step and contact her.

This will mean changes to the tone of the site and how the content is presented. The site was built to convey the feelings of motivation and energy, but it needs to be tweaked so that the MGK Consulting offering is more clearly outlined to potential clients.

PITCH 1

WEBCREDIBLE

TRENTON MOSS, MANAGING DIRECTOR, WWW.WEBCREDIBLE.CO.UK

THE AIMS FOR THE MGKConsulting.co.uk site are for its visitors to find out more about personal coaching and Mindy's expertise, and ultimately for those visitors to contact Mindy. Currently the website is failing in these aims.

■ The homepage doesn't adequately explain what MGK Consulting does – my first impression was that it was a hang-glider website!

■ Mindy's credibility and her years of expertise are not sufficiently put across.

■ There is nothing to get visitors excited about, or interested in, personal coaching.

■ The site is quite clearly not optimised for search engines.

We would develop a CSS [cascading style sheets]-driven template to use on the site, using a design that would exude inspiration in line with MGK's service offering.

The advantages of using CSS (as opposed to tables) are that the page download time is dramatically decreased, the website is much easier to update and it is compatible across all browsers (including handheld devices, WebTV and screen readers). As with all our



■ Pay attention to the accessibility of your site. Webcredible ensures all of its sites, such as the one above, comply for disabled users



"By using a cascading style sheets layout the website would have search engine benefits" TRENTON MOSS

websites, we would ensure that the website fulfils its legal and moral requirements under the Disability Discrimination Act.

Our design would focus on the tangible results that clients of MGK Consulting have reaped, with a whole area of the site dedicated to a client list and a testimonial on each page.

To further enhance Mindy's reputation as an expert in her field we strongly suggest there be an area for expert articles and/or a weblog. Some kind of self-assessment that users could complete and receive instant results from would be a great addition too, as it would encourage users to interact with the site.

We would also optimise the website for search engines. Initially we'd research which keywords people are using to find services such as MGK Consulting and what kind of competition there is for these keywords from other websites.

We would then optimise pages on the website for specific keywords by placing these phrases in the important places (page title, heading tags, in bold, and so on).

Additionally, by using a CSS layout rather than a tabular layout, the website will have search engine benefits. With CSS the code is cleaner and therefore more accessible to search engines, while important content can be placed at the top of the HTML document.

There's no point in optimising a website for search engines if their spiders can't find it. As such, we'd undertake an aggressive link-building campaign for MGK Consulting to improve the site's ranking. If we did create a useful articles area or a weblog for Mindy, other sites will want to link to these pages as doing so will add value to their own. ■

SUMMARY

- Design work: £300
 - CSS template (compliant with the Disability Discrimination Act): £300
 - Keyword research: £200
 - Search engine optimisation: Free
 - Improving usability and search engine optimisation-based copywriting: £200
 - Link-building: £500
- TOTAL £1,500**