The professionals of RSM’s digital marketing practice help clients optimize their investments in technology by providing end-to-end capabilities from assessment and strategy to improvement and transformation. This includes enhancing the sales impact of clients’ websites by using creative solutions to common challenges through our website reviews and recommendations. These reviews are aligned with your important business goals: get more qualified visitors to your site, then persuade them to complete your highest-value business action (such as make a purchase, request a quote or fill out a web form).

The process starts with a kickoff phone call and a review of your site. The review focuses 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 specific needs and business goals.

**Site health and fundamentals**

When we look at site health, we are probing for any problems or issues that prevent site 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 for review. To discover fundamental technical issues, we use tools that include those provided by Google and Bing.

Our web analytics tool focuses on tracking and reporting visitor sources, actions and exits from your website. We review the install and advanced configuration of Google Analytics, or other web analytics tools of your choosing, so that we can help you gain actionable insights. A fully configured web analytics tool can answer fundamental questions about your visitors. If you can’t answer these questions, then you could be missing out on the opportunity to fully optimize your website:

- 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 return on investment (ROI)?

**Driving traffic**

Before your website can meet its strategic goals, you need to get people to visit it, and that is what driving traffic is all about. But not all traffic is equal—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. Many options will work for most websites from an e-commerce web store to a 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 and newsletters

**Conversion optimization**

Once relevant visitors find your website, how many are becoming customers? The goal of conversion optimization is to improve the visitor-to-customer ratio and to bolster the lifetime value of a customer. Core areas we focus on for optimizing the buying funnel include:

- Promotions (free shipping, white papers, discounts, etc.)
- Trust elements (e.g., high-quality professional web design, product and service reviews, trust badges)
- Clear purpose for each page
- Minimal distractions
- Strong calls to action
- Layout optimization
- A/B split testing
- Abandoned cart remarketing
**Recommendations and action plans**

Once the site audit is done, we create a summary report that details the positive aspects and areas that need improvement. We will talk through the results to explain our recommendations and why they matter, and how to create a multistage plan to tackle the most important tasks first. We will work with you to set priorities and 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.

**Client testimonial**

“Transitioning our business and integrating our e-commerce platform onto NetSuite has streamlined our business processes, creating efficiency for our internal team and a better user experience for our B2B and B2C customers. RSM has been instrumental in this process and has effectively developed solutions to fit our business needs.”

—Chris Frank, Chairman and Co-CEO, Bonk Breaker, LLC