

UPSPARK
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Turning more website visitors into buyers

THE FIREPLACE SHOWROOM

WEBSITE REPORT 2020

We analysed over 300 websites belonging to fireplace businesses who sell to the public via a showroom. We looked at areas where their website is most likely to cost the business sales and split these results into the following 3 criteria:



ENQUIRIES



TRAFFIC



CREDIBILITY

HOW DOES YOUR WEBSITE COMPARE TO THE INDUSTRY AVERAGE?

READ ON TO FIND OUT



ABOVE THE FOLD HOOK ONLY 30% OF SHOWROOMS PASSED

The expression 'above the fold' comes from the publishing industry and was coined to describe the section of the publication a customer would see when it was on stand. On a website it refers to the part of the website a customer sees when they land on the site. You must make sure that above the fold you describe what you do and why people should care in order to hook their attention and stop them from leaving. Imagine a newspaper without a headline, the reader would buy a different newspaper.

ABOVE THE FOLD CALL TO ACTION

50% OF SHOWROOMS HAD A CTA BUTTON

When a customer lands on your website it is important that they understand what you want them to do next or how they buy your products/services. 50% of showroom websites are leaving it up to the customer to figure this out. You might think it is obvious what they should do but various research papers show by not having a CTA button above the fold you will be losing sales.



LEAD MAGNET

4% OF SHOWROOMS HAVE A LEAD MAGNET

Just like you need a call to action button for when people are ready for a sales conversation, you also need a call to action for when people are simply looking for information or need to understand more about you and your business. Creating a downloadable resource such as your own guide or brochure not only positions you as an authority in your industry, it also allows you to capture email addresses of those you would otherwise miss out on and start nurturing those leads towards a sale.

CALL TO ACTION IN FOOTER

7% PASS RATE

Most businesses are scared to over sell to customers so they end up under selling. Make sure your site has one overarching call to action on your footer. This CTA button should be used to demonstrate what the core purpose of your website is e.g. Enquire Now, Book an Appointment, Get Free Survey. The point of this CTA is to make it crystal clear to your website visitors what action you want them to take.



CONCISE PARAGRAPHS 40% PASS RATE

Visitors don't read websites, they scan them. Our brains are designed to conserve calories so when we visit a site we quickly scan the page looking for clues that this website is going to help solve our problem. If your site, especially your home page, has lots of paragraphs of text talking about your business then you are most likely losing out on sales to websites that cut out the noise and go straight to talking about solving their customers problems in a clear, concise and obvious way.

7 OR LESS MENU ITEMS

40% OF SHOWROOMS HAVE 7 OR LESS

Menus should contain familiar titles that customers recognise and where they easily understand where to find the information they are looking for. Menus should also be spaced out correctly as to aid readability and shouldn't contain over 7 headings. A menu with over 7 headings begins to make the visitor burn too many calories to find the right page and you risk losing them to another website. Stick with simple menu headings like Home, About, Services, Products and Contact.





(A client logo we recently designed)

GOOD QUALITY LOGO

ONLY 30% OF SHOWROOMS PASSED

Along with an eye catching design, a logo should also communicate to a customer that you are a credible business that is going to be competent at solving their problem. Therefore a logo along with its strapline should demonstrate what you do and why the customer should care.

TESTIMONIALS

40% OF RETAILERS ANALYSED HAD TESTIMONIALS

A testimonial is one of the best ways to convince people you are a trustworthy business. People trust the opinion of other people far more than the business they are buying from. Testimonials should be spread throughout the website - homepage, about and service pages. They should not have their own separate page as very little people read them.



ABOUT OR ABOUT US PAGE

60% OF SHOWROOMS HAVE AN ABOUT PAGE

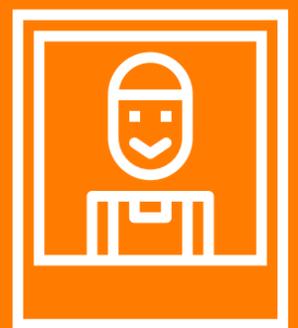


An about page is one of the best ways you can use words to convince potential customers that you are a trustworthy business. However, an about us page should be used to talk about how you can solve your customers problems. It should not be used to talk about you and your business.

TEAM PICTURE ON HOMEPAGE

3% PASS RATE

Only 3% of all surveyed websites had a picture of the business owner(s) or team on their homepage. People buy from people, a great way to instantly communicate credibility is to put a face to the business. It is also a chance to add a few sentences directly from the owner that communiante empathy and authority to the potetial customer.



SSL PADLOCK ON BROWSER

80% OF SHOWROOM WEBSITES ARE SECURE



Having the little padlock displayed to the left of the address bar on your browser instantly communicates trust to the website visitor. Not having a SSL certificate installed means a 'Non Secure' message is displayed which is a great way to frighten off potential customers.



UNDER 3 SECOND LOAD TIME

ONLY 30% OF SHOWROOMS PASSED



A website should load in under 3 seconds. If it takes longer than this, some people will get frustrated and cancel the loading process and go to another website, they may never return. Google also rewards fast loading websites with better search ranking. So if you're interested in ranking better and converting more website visitors into buyers then you should look at improving your site load speed.

RESPONSIVE WEB DESIGN

78% OF SHOWROOMS HAD A RESPONSIVE WEBSITE

Responsive design allows a website to display properly on mobile, tablet and desktop. A responsive design may even have completely different versions of the website depending on the device used to access the site. This results in a user friendly interface that is easy to navigate. Google particularly loves websites that look great on mobile and rewards the business with better search ranking.



GOOGLE ANALYTICS

70% HAVE GA INSTALLED



Google Analytics is a free tool that allows you to track how users interact with your site. You can see your overall traffic by day, week or month and investigate which devices your customers use, where your traffic is coming from, which village, town or city you are popular in, as well as whole host of other things. For website optimisation it is important as you can see which pages are doing best and which are underperforming, allowing you to make changes to improve page performance in order to make more website visitors happy and in turn, create more buyers.

WHAT NEXT?

IT'S AS EASY AS ONE, TWO THREE



**BOOK A CALL
WITH CHRIS**



**WE FIND WHERE
WE CAN HELP
YOU**



**ISSUES WITH
YOUR WEBSITE
ARE A THING OF
THE PAST**

Turn your website into an asset for your business.

[**BOOK CALL ONLINE HERE**](#)

CONTACT US

UPSPARK DIGITAL

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into buyers.**

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CONTACT US:

**UPSPARK DIGITAL LIMITED
272 BATH STREET, GLASGOW
G2 4JR**

0141 2660285

HI@UPSPARKDIGITAL.COM