

Every consultancy is different.

Mature Irish e-commerce business

Sinéad Kilroy runs [Abc-company.ie](#), an e-commerce business which supplies products and services that are natural and environmentally friendly to the Irish consumer. [Abc-company.ie](#) was setup in 2003 and the website has been unchanged since then.

“Dear Alastair,

Since our recent meeting, we have implemented many of your suggestions and already we are seeing the benefits. Our website looks better and functions more efficiently. Visits to our site have steadily increased, resulting in greater sales. And we are using Analytics much more to our advantage. Still more work to do on our part, but so far so good!

Thanks again for your valuable input. We will certainly use your services again in the future.”

Sinéad Kilroy

Goal of the meeting

Since Sinéad’s business was quite mature and her e-commerce website had been live for years, the focus of our meeting was to discuss a range of methods she could implement to improve the site in search engines and in conversions (sales). We decided the best outcome was to create an action plan to follow.

Analytics: measuring site visitors

Our first topic was measurability and Google Analytics, i.e. using visitor statistics to improve the site aka “counters”. We discussed how the site was tracking visitor numbers, behaviour on-site (what pages they visited, in what order) and the idea of setting up goals (one goal was to have visitors make a purchase, another was to have them sign up to the newsletter). We agreed on several actions that were easy to implement and that would have great value for the business.

Search Engine Optimisation

The next item we discussed was search engine optimisation. The site was poorly optimised to appear at the top of the search engines and we had several suggestions in this area.

Website Design

Finally we discussed the site’s design. The real question was Evolution or Revolution, i.e. should Sinéad make incremental improvements to the existing site, or do a complete and costly redesign from the ground up. The current site was making sales; albeit not at the desired rate. Changing to a 100% new design is an expensive risk and needs to be evaluated in terms of 1) cost of the redesign, 2) risk of the new version not being as effective as the previous version.

We discussed both options at length, including estimated costs. Keeping the existing site but making the suggested incremental changes would cost approximately €2,000. Going for a complete site redevelopment would cost in the region of €6,000-10,000 (not uncommon pricing for a quality e-commerce site). The conclusion was to stick with the existing site but make some low cost changes, with the intention of moving to a new design in the next year or two.

Outcomes

The outcome of the meeting was a list of specific action items which will move Sinéad's site towards the top of the search engine results and increase sales from the site.

Who does it	What to do	How long	Importance	Why do it
Web design company	Add Analytics code should be present on every page of the site (just before the </body> tag)	5 mins to 8 hours	Vital	Measuring visitor behaviour
Adwords manager	Adwords should link directly to individual item pages instead of to category pages	60-90 mins	Vital	Increase sales
Web design company	Ensure <title> tags include category or item keywords (SEO basics)	30 mins to 8 hours	Vital	Increase page position in Google
Web design company	Ensure page headline (H1, H2, H3) tags include category or item keywords (SEO basics)	30 mins to 8 hours	Vital	Increase page position in Google
Website owner	Assemble and safely store all username, passwords & server information related to website	15-30 mins	Vital	Business information
Website owner	Find out if e-commerce database is backed-up regularly both on the server and offsite (e.g. on business owners PC)	15-90 mins	Vital	Business information
Web design company	Setup a permanent redirect (HTTP code 301) from www.abc-company.com to www.abc-company.ie	10 mins	Important	Increase search engine position
Web design company	Setup a permanent redirect (HTTP code 301) from abc-company.com to www.abc-company.ie	10 mins	Important	Increase search engine position
Web design company	Setup a permanent redirect (HTTP code 301) from abc-company.ie to www.abc-company.ie	10 mins	Important	Increase search engine position
Web design company	Add Analytics code to the 3 rd party payment processing pages	30-60 mins	Important	Measuring visitor behaviour
Web design company	Purchases goal ("Thank You for buying" page) should be added to Analytics as a goal	5 mins	Important	Measuring visitor behaviour
Web design company	Sign-ups goal: ("Thank You for signing up to our newsletter" page) should be added to Analytics as a goal	5 mins	Important	Measuring visitor behaviour
Web design company	Make logo in banner a clickable link to homepage	20 mins	Low	Standard website design
Web design company	Add notification of "Item added to basket" and "Checkout now" button in main column as well as right sidebar	60-120 mins	Low	Reassures visitor

This Website Doctor consultation lasted 1.5 hours