Website Business case

Business case for improving

our website

A better website will improve our branding and our bottom line.

This document highlights some benefits we'd receive from a website refresh, and the steps needed to be taken to improve our website.

Benefits of a new website

1 **Potential increases in profits.** The way people perceive our business will be effected by our website. The better the perception the more likely people are to engage with our business.

2 **More people visiting our website**. Google is more likely to send visitors, or potential customers, to websites that are easy to use and contain quality information.

3 **Cost savings**. People want to find information themselves at a time that suits them. Enabling this is cheaper than paying people to answer questions about information that should be easy to find on your website.

4 **Mobile friendly website.** A website refresh is a good opportunity to improve experience for your visitors who use their mobile devices to see your website.

5 **Branding and credibility**. A polished website will improve your brand and make you more credible in the eyes of our visitors.

6 **Opportunity to showcase**. If you're not already doing it, your website is the perfect place to showcase your achievements, profile our people, and give potential customers reasons to do business with us.

Benefits of a user-friendly website

1

Cost saving. It's cheaper and quicker to test and fix a website's navigation and pages - before time and effort and invested in building them.

2

Less frustration for your potential customers. It should be low effort for our customers to make contact with you, or buy from us.

3

Higher ROI. Evidence based decisions are more likely to result in better revenue. This in-turn means a better return on investment.

4

Mobile friendly website. A website refresh is a good opportunity to review and improve the experience for our visitors who visit our website using their mobile devices.

5

Branding and credibility. A user-friendly website is a successful website. The perception of our business will be affected by our website – for better or worse.

6

Internal buy-in. It will be easier for our team to promote our business if they are proud to point people to a website they like.

Who could improve our website?

Polished Pixels are Sydney based website experts that specialise in three main areas:

Web design

Polished Pixels works with Sydney's best digital designers to create beautiful website designs.

CMS set up

Polished Pixels specialises in building website using Squiz Matrix CMS, and Adobe Business Catalyst.

Usability

Polished Pixels are experts in website easier to use and information easier to find.

PolishedPixels

More on Polished Pixels:

Contact Polished Pixels: www.PolishedPixels.com.au

Usability prices and packages

Pack 1

- Card sorting

$500

Pack 2

- Card sorting
- Tree testing

$1000

Pack 3

- Card sorting
- Tree testing
- Review of stats

$1500

Pack 4

- Card sorting
- Tree testing
- Review of stats
- AB testing

$2000

Pack 5

- Card sorting
- Tree testing
- Review of stats
- AB testing
- User testing

$5000

Please note:

These prices are indicative only. For a more detailed quote, please use our online pricing calculator or contact us for an estimate.

New website packages

Pack 1

- Template design
- Business Catalyst
- Training
- Hosting (1 year)

$1000

Pack 2

- Template design
- Business Catalyst
- Training
- eCommerce
- Hosting (1 year)

$3000

Pack 3

- Unique design
- Matrix CMS
- Training

$8000

Pack 4

- Unique design
- Matrix CMS
- Training
- Hosting (1 year)

$10,000

Pack 5

- Unique design
- Matrix CMS
- Training
- eCommerce
- Hosting (1 year)

$12,000

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Questions?

Thanks

Name and position

Name of organisation