**Name**

## Why we need a more user-friendly website

Common feedback is that it’s difficult to find information on our website. Work can be done on our website to make it easier to use for our customers. Just some benefits of usability improvements include:

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 your customers to make contact with, 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. **A better mobile website**. A website refresh is a good opportunity to review and improve the experience for our visitors who visit your 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 your 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.

## Why we need our website to be rebuilt

General feedback from both our internal stakeholders, and our customers, is that our website is difficult to navigate, slow to load and hard to find in the results of Google searches. Our current website is hosted on old technology, and the mobile experience of our website can be improved. Just some benefits of a new website include:

1. **Increases in revenue.** The way people perceive our business will be effected by our website. The better the perception the more likely people are to engage with your 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. **A better mobile experience**. 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 our brand and make us more credible in the eyes of our visitors and customers.
6. **Opportunity for us to showcase**. Our website is the perfect place to showcase our achievements, profile our leading people, and give potential customers reasons to do business with you.

Date : 14 March, 2017

To improve our business, our brand and our reputation – I’m recommending that we improve our website.

Position

**Subject**: improvements to the website

To

**Addressee**

## Who could improve our website?

Polished Pixels are Sydney based website experts that specialise in:

1. **CMS set up.** Polished Pixels are experts in building website using Squiz Matrix CMS, and Adobe Business Catalyst
2. **Usability**. Polished Pixels are experts in making it easier to find information on websites, and making websites easier to use.

More on Polished Pixels: www.PolishedPixels.com.au



