

IF YOUR WEBSITE WAS AN EMPLOYEE WOULD YOU FIRE IT?

Presented by
John Bykowski, CEO





Tasks get assigned to Roles



Roles can be filled by:



Systems



People



Services

Role:

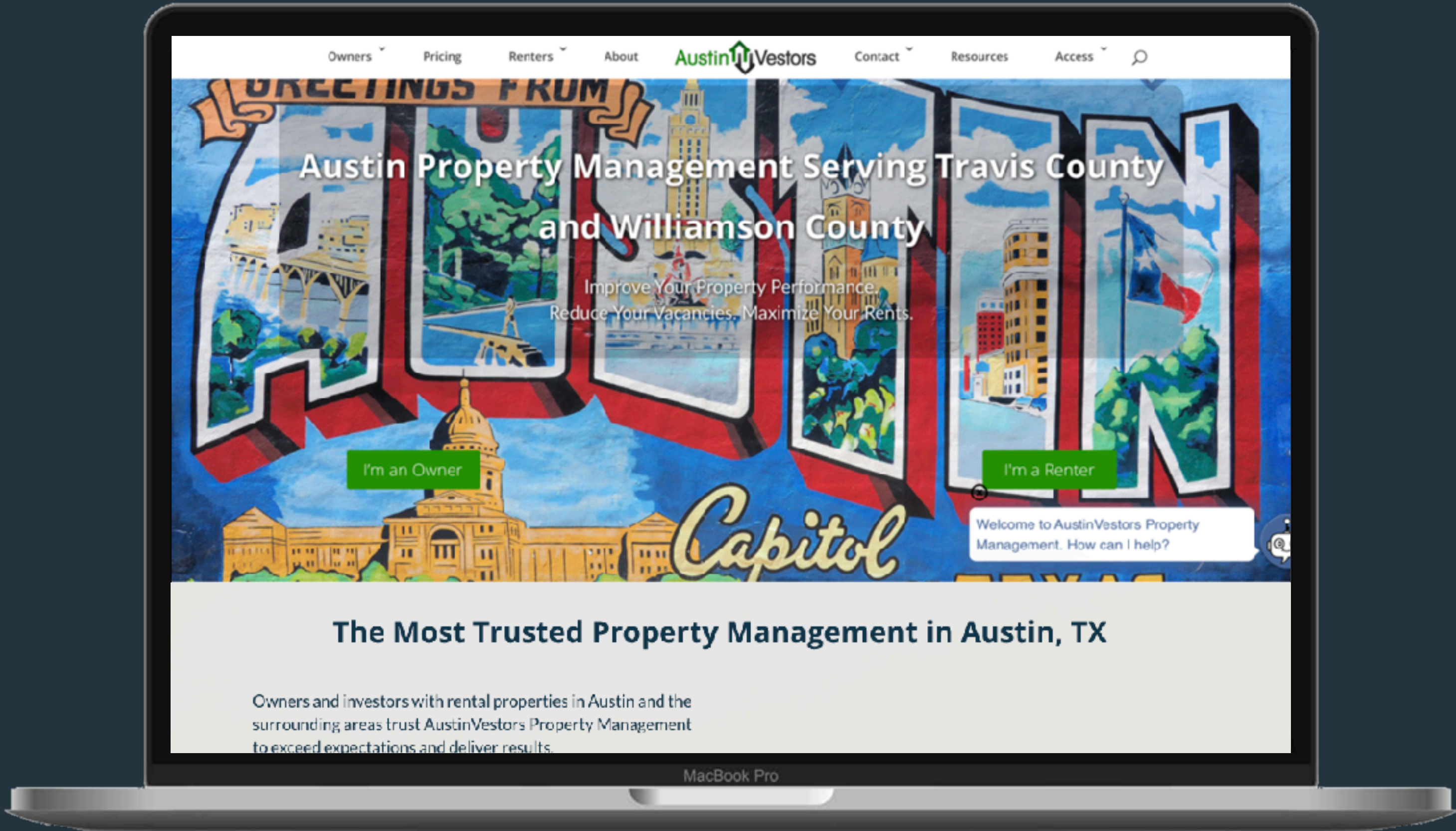
Person=System=Service

Means

Your Websites are an Employee.



Your Website



MacBook Pro

What Roles Does it Fulfill?



What Roles Does it Fulfill?

Receptionist
Sales Support
Leasing Agent
Marketer

...and more.

What is the Job Description for a Website?





Receptionist

A man with short brown hair and glasses, wearing a light-colored patterned shirt, a dark vest, and a red tie, is pointing his right index finger towards a computer monitor. He is standing in an office environment with a desk lamp and other office equipment visible in the background. The image is semi-transparent, allowing the text to be overlaid.

Greets Visitors

Directs visitors to the correct role to achieve their needs

Efficiently and pleasantly

Sales Support



A man with short brown hair, wearing glasses and a light blue suit, is smiling and talking on a white telephone. The background is a soft, out-of-focus grey.

Describes Services

**Explains the different services and products
the company sells**

Clearly and Compellingly



Leasing Agent

A woman with short, wavy brown hair is cleaning a kitchen counter. She is wearing a dark top and a necklace. She has yellow cleaning gloves on both hands. A white spray bottle is on the counter to her left. The background shows a kitchen with wooden cabinets and a white wall.

Lists Vacancies

Describes Current Vacancies and Collects Info

Consistently and Comprehensively



Marketer

A group of people in formal attire, including men in suits and women in dresses, are gathered in a dimly lit room, possibly a bar or lounge. The scene is overlaid with a semi-transparent dark layer containing text. The text is arranged in three lines, centered horizontally. The first line is the largest, the second is medium, and the third is the smallest. The background shows a woman in a red dress on the left, a man in a suit in the center, and a woman in a white dress on the right. The overall atmosphere is sophisticated and social.

Attracts New Business

Gets the Correct Leads to Engage

Effectively and Constantly



"Should I Fire It?"



Tracking Performance: Key Performance Indicators

"KPI's"

Greets Visitors

"Receptionist"

Directs visitors to the correct role to achieve their needs

Efficiently and pleasantly

Home Page

A man with short brown hair and glasses, wearing a light-colored patterned shirt, a dark vest, and a red tie, is pointing his right hand towards a computer monitor. He is in an office environment with a desk lamp and other office equipment visible in the background. The text is overlaid on the image in a large, bold, black font.

Home Page

Bounces, Behavior Flow

From:

Google Analytics

- Home
- Customization

REPORTS

- Realtime
- Audience
- Acquisition
- Behavior
 - Overview
 - Behavior Flow
 - Site Content
 - Site Speed
 - Site Search
 - Events
 - Publisher
 - Experiments
- Conversions

All Users
100.00% Pageviews

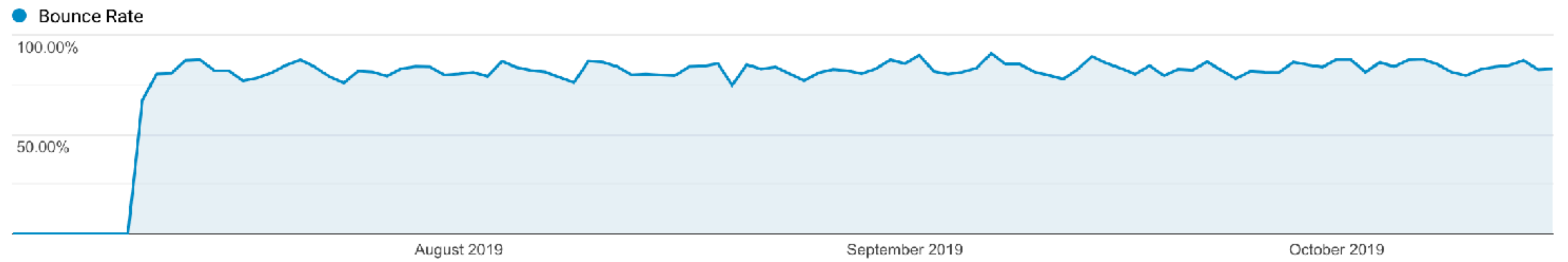
+ Add Segment

Jul 1, 2019 - Oct 16, 2019

Overview

Bounce Rate vs. Select a metric

Hourly Day Week Month



Pageviews 41,197	Unique Pageviews 30,211	Avg. Time on Page 00:01:34	Bounce Rate 82.45%	% Exit 56.55%
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Site Content	Page	Pageviews	% Pageviews
Page	1. /	3,307	8.03%

Home

Customization

REPORTS

Realtime

Audience

Acquisition

Behavior

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

Site Search

Events

Publisher

ALL » PAGE: /

Jul 1, 2019 - Oct 16, 2019

All Users
8.03% Pageviews

+ Add Segment

Explorer Navigation Summary

Pageviews vs. Select a metric

Day Week Month

Pageviews



Primary Dimension: Page Other

Plot Rows Secondary dimension Sort Type: Default

advanced [grid] [refresh] [list] [print] [share]

	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		3,307 % of Total: 8.03% (41,197)	2,742 % of Total: 9.08% (30,211)	00:01:40 Avg for View: 00:01:34 (7.04%)	2,391 % of Total: 10.26% (23,295)	51.23% Avg for View: 82.45% (-37.86%)	47.20% Avg for View: 56.55% (-16.52%)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. /	3,307(100.00%)	2,742(100.00%)	00:01:40	2,391(100.00%)	51.23%	47.20%	\$0.00 (0.00%)

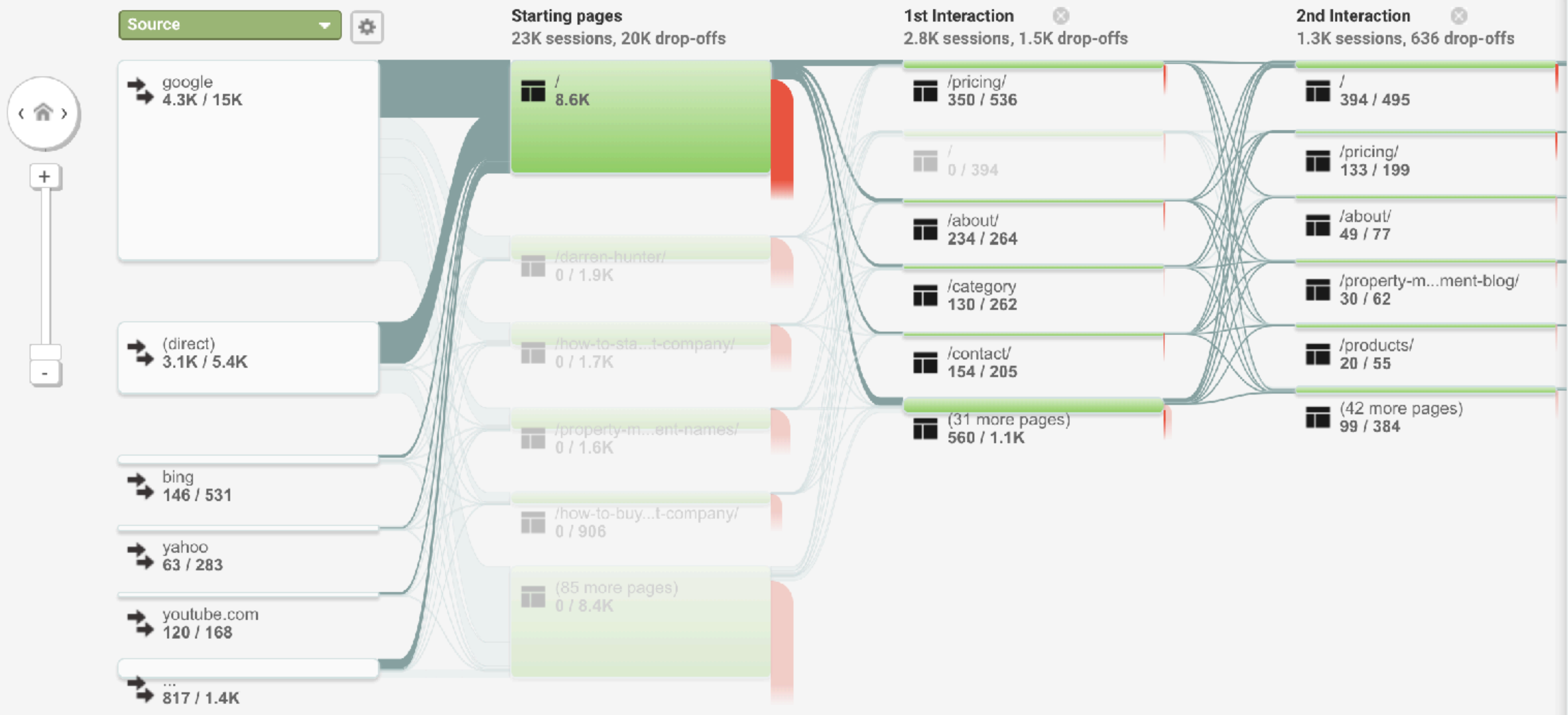
- Home
- Customization

REPORTS

- Realtime
- Audience
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- Behavior
 - Overview
 - Behavior Flow**
 - Site Content
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All Users
100.00% Sessions

+ Add Segment





John Bykowski
CEO



Michael Lushington
Chief Operating Officer



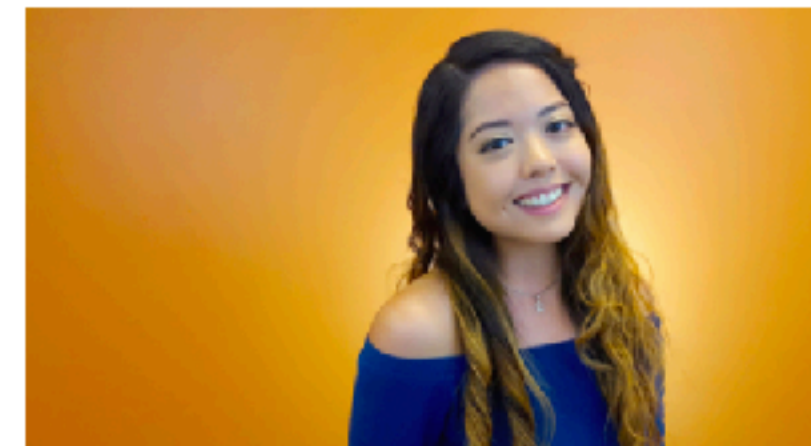
Danny Morris
Director, Fourandhalf
Australia



Brittany Stephens
Director of Client Success



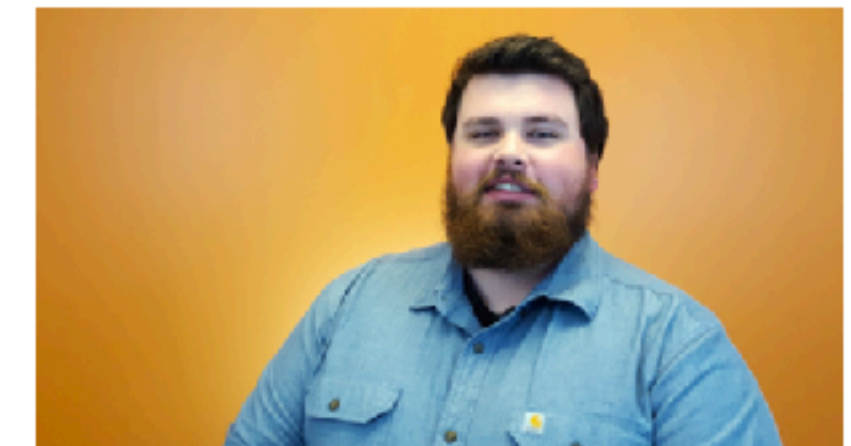
Theresa Barnes
Director of Product Delivery



Marie Liamzon
Director of Product
Development & Marketing



Marina Osenenko
Digital Ads Team Lead



Logan Jones
Business Development





John Bykowski
CEO



Michael Lushington
Chief Operating Officer



Danny Morris
Director, Fourandhalf
Australia



Brittany Stephens
Director of Client Success



Theresa Barnes
Director of Product Delivery

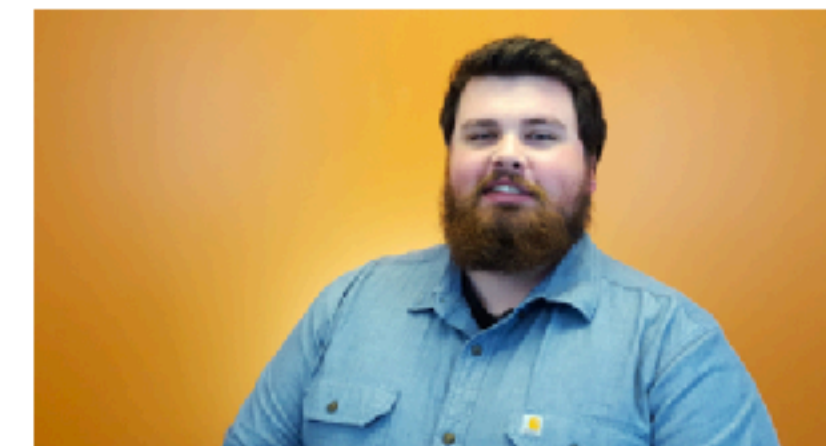


Marie Liamzon
Director of Product
Development & Marketing

A photo of Marie Liamzon, Director of Product Development & Marketing at Fourandhalf



Marina Osenenko
Digital Ads Team Lead



Logan Jones
Business Development



A man with curly hair, wearing glasses and a light blue suit, is smiling broadly while holding a white telephone receiver to his ear. The background is a soft, out-of-focus grey.

Describes Services

Sales Support

Explains the different services and products the company sells

Clearly and Compellingly

Service Pages

A man with short brown hair, wearing glasses and a light blue suit jacket, is smiling while holding a white telephone receiver to his ear. The background is a soft, out-of-focus grey.

Service Pages

Form Fills,

Calls to Tracked Phone Numbers

From: CRM,

Tracking Number Provider and

Emails

Lists Vacancies

Listing Agent

**Describes Current Vacancies and Collects Info
Consistently and Comprehensively**

Vacancies



A woman with short, styled brown hair is shown from the chest up, focused on cleaning a white tiled kitchen countertop. She is wearing a dark-colored top and a silver necklace. Her hands are covered in bright yellow cleaning gloves. In her right hand, she holds a white spray bottle, which she is using to clean the surface. The background shows a kitchen setting with wooden cabinets and a white wall. The overall scene is brightly lit, suggesting a clean and professional environment.

Vacancies

Vacancy Page Activity, Form Fills/Calls

**From:
Vacancy Feed Provider
Emails/Calls**

A group of people in formal attire at a social event, overlaid with text. The scene is dimly lit, suggesting an evening gathering. In the foreground, a man in a dark suit and striped tie sits at a bar, looking towards the camera. To his left, a woman in a red dress stands elegantly. In the background, several other guests are visible, including a man in a white suit and glasses, and a woman in a white dress. The overall atmosphere is sophisticated and professional.

Attracts New Business

Marketer

**Gets the Correct Leads to Engage
Effectively and Constantly**

Blog Pages

A group of people in formal attire at a social event, overlaid with text. The background shows several individuals in a dimly lit room, possibly a bar or lounge, with warm lighting and wood paneling. The text is centered and overlaid on the image.

Blog Pages

New Visitors, Number of Leads, Quality of Leads

From:

**Google Analytics, CRM, Internal Metrics
(Avg. Customer Lifetime, Value, "Problems")**

Home

Customization

REPORTS

Realtime

Audience

Overview

Active Users

Lifetime Value ^{BETA}

Cohort Analysis ^{BETA}

Audiences

User Explorer

Demographics

Interests

Geo

Behavior

Technology

Mobile

Cross Device ^{BETA}



All Users
100.00% Users



+ Add Segment

Jul 1, 2019 - Oct 16, 2019

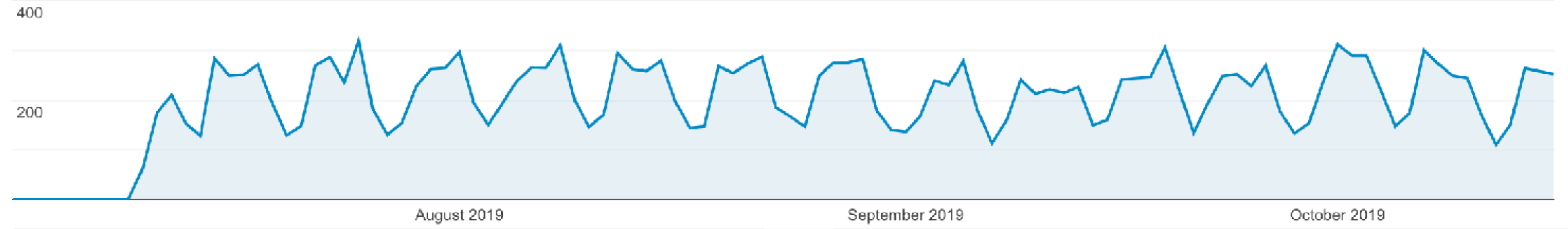
Overview

Users

vs. [Select a metric](#)

Hourly Day Week Month

Users



Users

18,445



New Users

18,460



Sessions

23,304



Number of Sessions per User

1.26



Pageviews

41,197



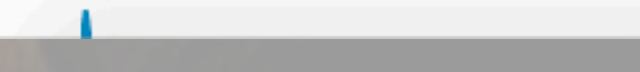
Pages / Session

1.77



Avg. Session Duration

00:01:12

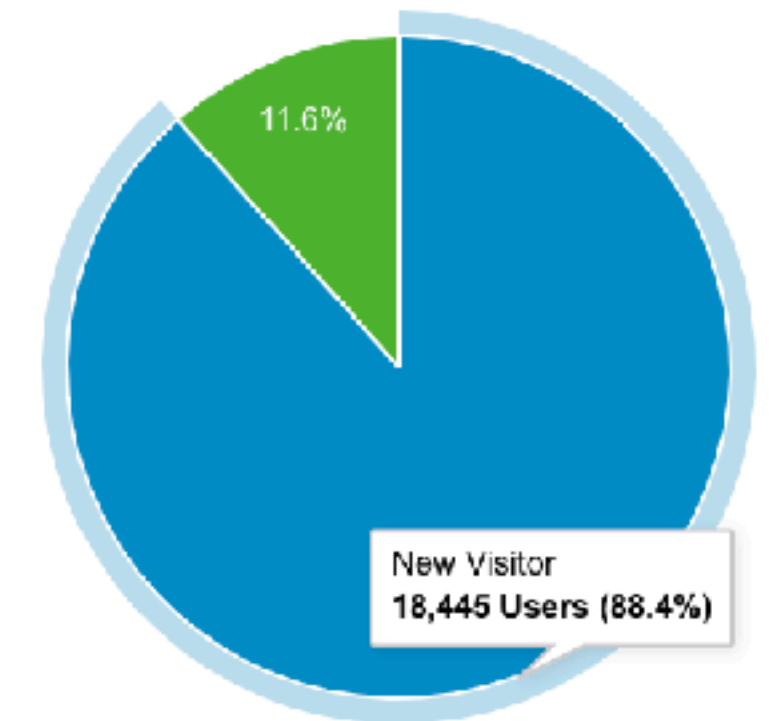


Bounce Rate

82.45%



New Visitor Returning Visitor



Other Tasks/Roles and KPI's

Maintenance Coordinator

Online Forms vs. Calls/Emails

Showing Agent

Visits to Walkthrough Pages, Form Fills



NOT ON THE LIST:

Be Sexy.

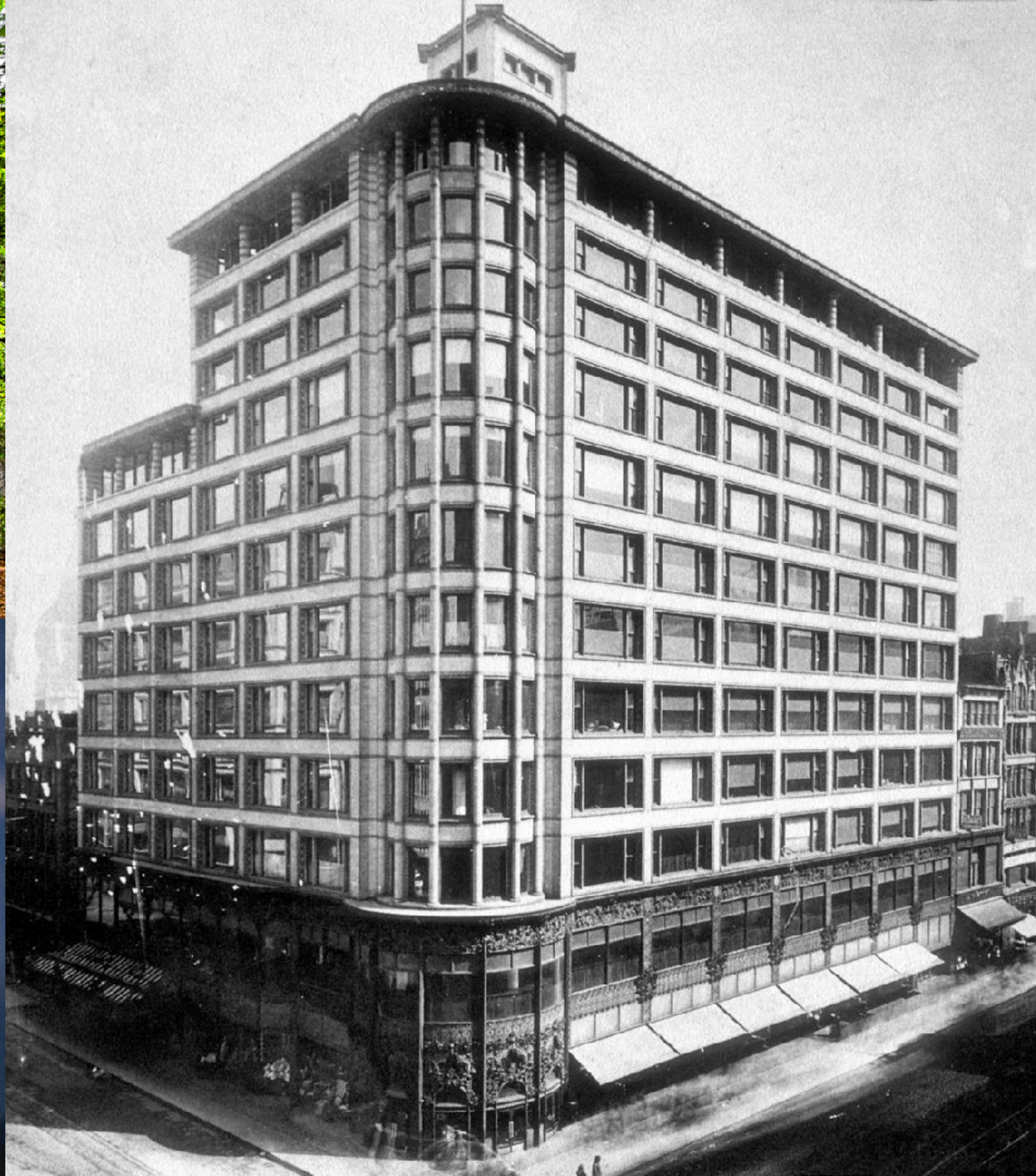
Be Unique.

RIGHT SAID FRED





**Form
Follows
Function**

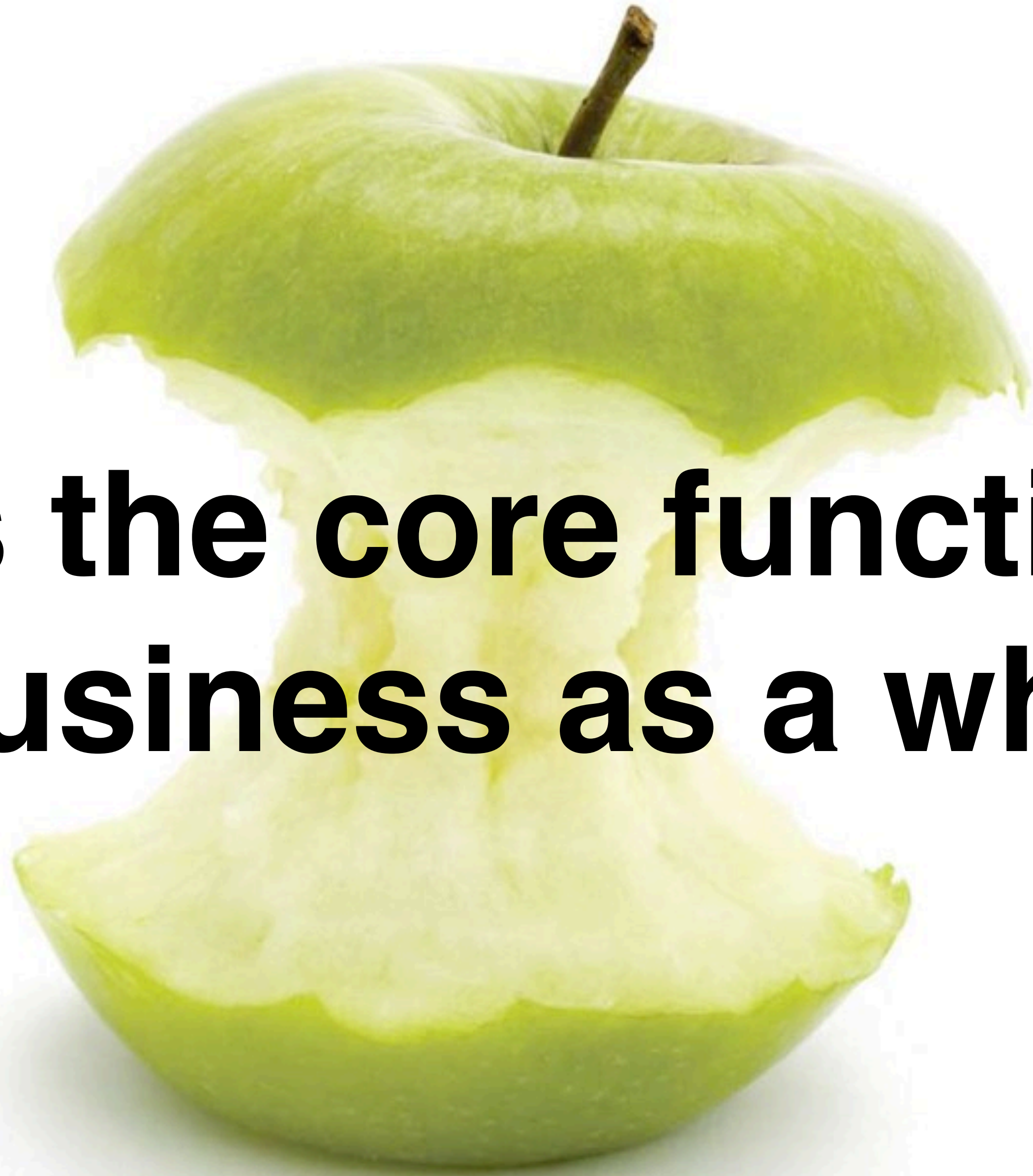






**Is Your Website Doing Its
Job?**



A photograph of a green apple with a bite taken out of it, showing the core. The apple is positioned centrally, with the text overlaid on it. The apple is a light green color and has a small brown stem at the top. The bite is taken from the right side, revealing the white flesh and the central core. The background is plain white.

**What is the core function of
your business as a whole?**



SPEED

MINIMUM COST
QUALITY



Legality



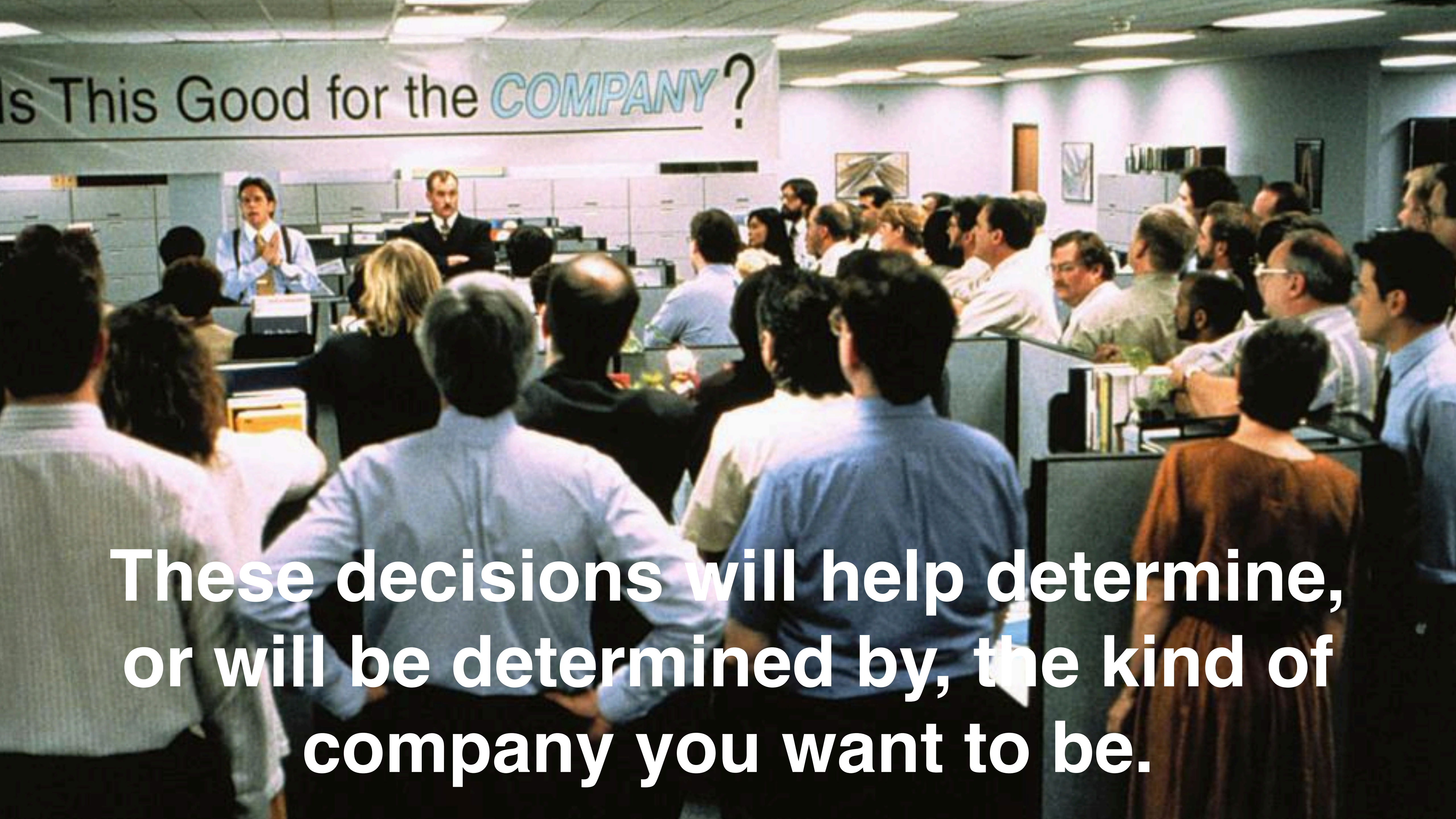


**How must money be handled?
Transferred? Stored?**



Is This Good for the **COMPANY**?

A variety of tasks, completed by roles, according to a number of processes, defines your company.

A large office space with many people in business attire. A banner at the top of the frame reads "Is This Good for the COMPANY?". The office is filled with cubicles and people are engaged in various activities, some looking towards the camera and others looking away. The lighting is bright, typical of an office environment.

Is This Good for the **COMPANY**?

These decisions will help determine, or will be determined by, the kind of company you want to be.

Slides? Questions?

narpm.fourandhalf.com/would-you-fire-your-website/

Or...

<http://rebrand.ly/ia8jm4>

A close-up photograph of a hand holding a white golf ball. The ball is the central focus, featuring a dimpled texture and a logo in orange. The logo consists of a vertical bar on the left, followed by the text 'Four - and - half' in a sans-serif font. The background is a blurred crowd of people, suggesting a golf tournament setting.

Four
- and -
half