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Marked For Success

Ideas to Help Your Financial Institution Succeed from On The Mark Strategies

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Put Your Website on a Diet

Have you audited your website lately? Like, really audited it closely to be sure the content is accurate, relevant and appealing to the eye? Your website is often consumers' first impression of your financial institution. If the content isn't relevant or there's too much copy or clutter, consumers will leave your site even faster than they landed there.

An [eye-tracking study](#) conducted by the Missouri University of Science and Technology found that websites have 0.2 seconds to make a first impression on web surfers. If they decide to stick around, you better have something worth keeping them there.

The marketing team at Denver Community Credit Union removed about 25% of its web content after receiving feedback from a marketing audit.

“We decided to put our website on a diet,” said Helen Gibson, vice president of marketing and education for [Denver Community Credit Union](#). “We looked at pages that could be combined, eliminating unnecessary information and simply getting rid of outdated pages. We only eliminated content.”

Here are three reasons to put your website on a diet.

Clutter is Overwhelming

Think about how clutter makes you feel in your house or at the office. It can be overwhelming. That is how consumers feel when they land on a website with too much to look at or read. Consumers want you to get to the point.

“Your website doesn't have to showcase every single feature of every single product,” said Gibson. “That's what your staff should do.”

Search Engines Like Fresh Content

“Keeping content fresh is very important” said web designer [Sheila Wyatt](#). Search engines want new content that is natural.”

Optimize your website for search engines by giving each page a unique focus and making any search words a natural part of your web copy.

Accuracy is Essential

Mistakes on your website, whether grammar and spelling or incorrect information, equate to inconsistencies in your brand. Remove old information/pages and fix

mistakes.

Your website is your financial institution's virtual front door. Condense, declutter and give consumers a reason to come in and stay a while.

Marketing Audit

"We've had 13 consecutive months of positive loan growth since the marketing audit was completed. Our assets are up. Our new members are up. Our checking accounts are up. Business is way up."

- Lori Perkins, Director of Marketing and Business Development, Rock Valley Credit Union

Engagement Training Strengthens Your Bottom Line, Brand

Encouraging and teaching your employees how to connect with consumers is one of the most valuable investments you could make at your financial institution. Without those personal connections, your financial institution cannot grow. In fact, disengaged employees cost you thousands of dollars every year. [Contact Mark Arnold](#) to see how our customized engagement training and development program can boost your bottom line and strengthen your brand.

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Mark Arnold 1709 Flowers Carrollton, Texas 75007 United States (214) 538-4147



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