

# GATORCON 2020 4TH – 6TH FEBRUARY.

OLD THORNS MANOR HOTEL

#GatorCon2020

Live Q&A at [sli.do](https://sli.do) event name **GatorCon2020**





# WEBSITE WONDERS & BLUNDERS.

STEVE PAILTHORPE.



# WEBSITE WONDERS & BLUNDERS.

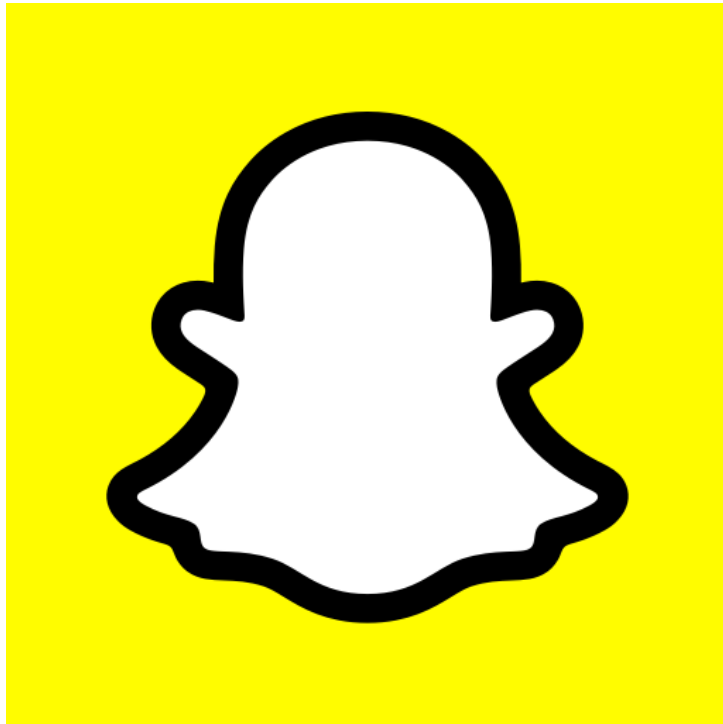
STEVE PAILTHORPE.

**TikTok**





# 2019 EPIC BRAND FAILS.



Would You Rather?  
Impossible Choices

**WOULD YOU RATHER!**

Slap  
Rihanna

Punch  
Chris  
Brown

PLAY

Ad

A screenshot of a mobile application titled 'Would You Rather? Impossible Choices'. The app interface features a dark grey background with a grid pattern. At the top, there's a title bar with the text 'Would You Rather? Impossible Choices' and a three-dot menu icon. Below the title bar is a large orange and teal banner with the text 'WOULD YOU RATHER!'. The main content area is divided into two sections. The top section has a purple background and features a photo of Rihanna on the right and the text 'Slap Rihanna' on the left. The bottom section has a blue background and features a photo of Chris Brown on the left and the text 'Punch Chris Brown' on the right. At the bottom of the screen, there is a 'PLAY' button with an upward-pointing arrow and an 'Ad' label.



# 2019 EPIC BRAND FAILS.



**mäther!**  
@carlysintothat

#MondayMotivation, by Chase Bank:



♡ 3,715 3:07 PM - Apr 29, 2019



# 2019 EPIC BRAND FAILS.

## SHOPSTYLE



♥ 445 likes

reformation Hot out the factory. The Guava Dress is back.

[View all 25 comments](#)

[hlyhwrdr](#) [@yasminmoonmoon](#) yeah it does

[olivia.agostino](#) [@sarahgeo](#)

[loveannax](#) Good work social media manager !

# 2019 EPIC BRAND FAILS.

# Miele

 Miele   
8 March at 05:30 · 

May all women always remember to embrace what makes them unique!  
Happy International Women's Day!  
#Miele #MieleUAE #ImmerBesser #ForeverBetter #InternationalWomensDay  
[www.miele.ae](http://www.miele.ae)



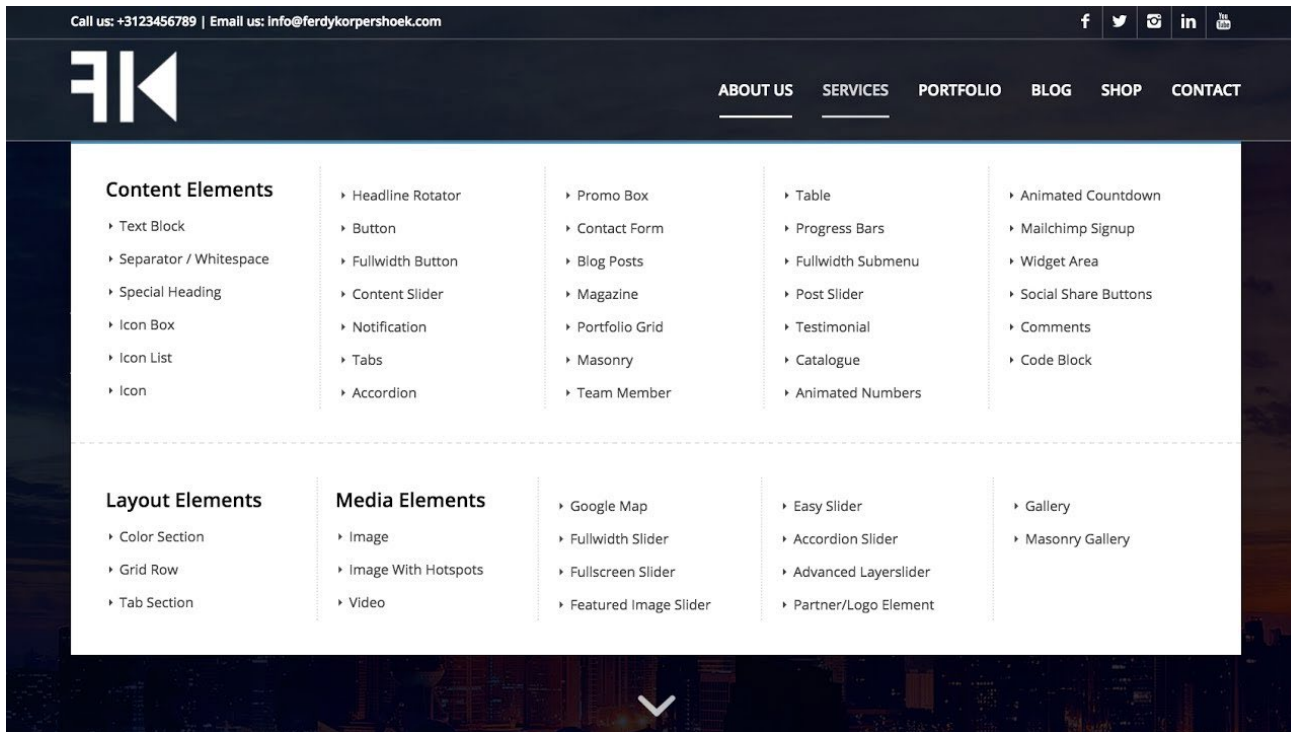
 **Miele**  
IMMER BESSER



# 10 BLUNDERS TO AVOID

BLUNDERS TO AVOID:

# #1 - THE MEGA MENU



SINGLE MENU ITEMS GET 72% CLICKS

93% WON'T CLICK ANYTHING

INCREASES BOUNCE RATE BY 63%

BLUNDERS TO AVOID:

## #2 – HEADER SOCIAL ICONS

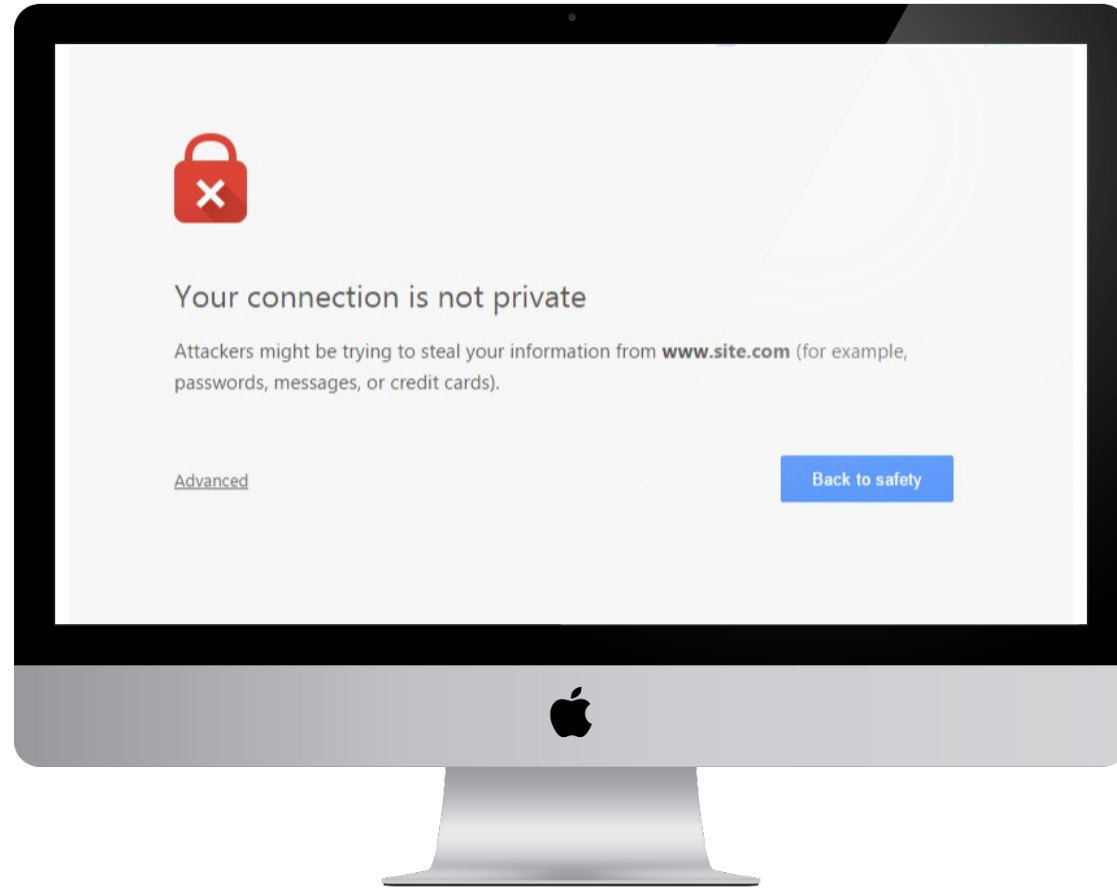
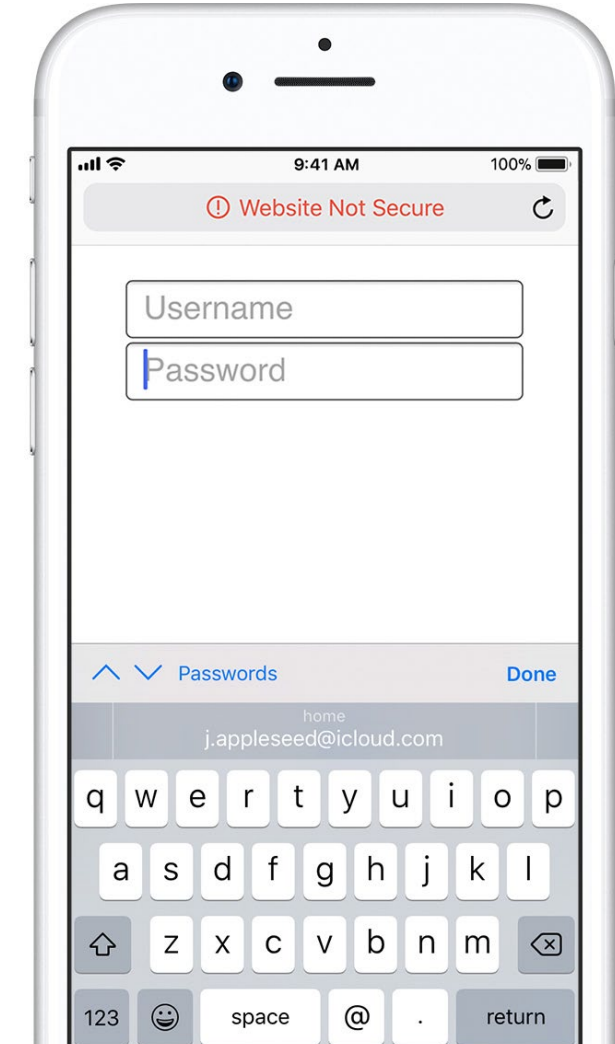
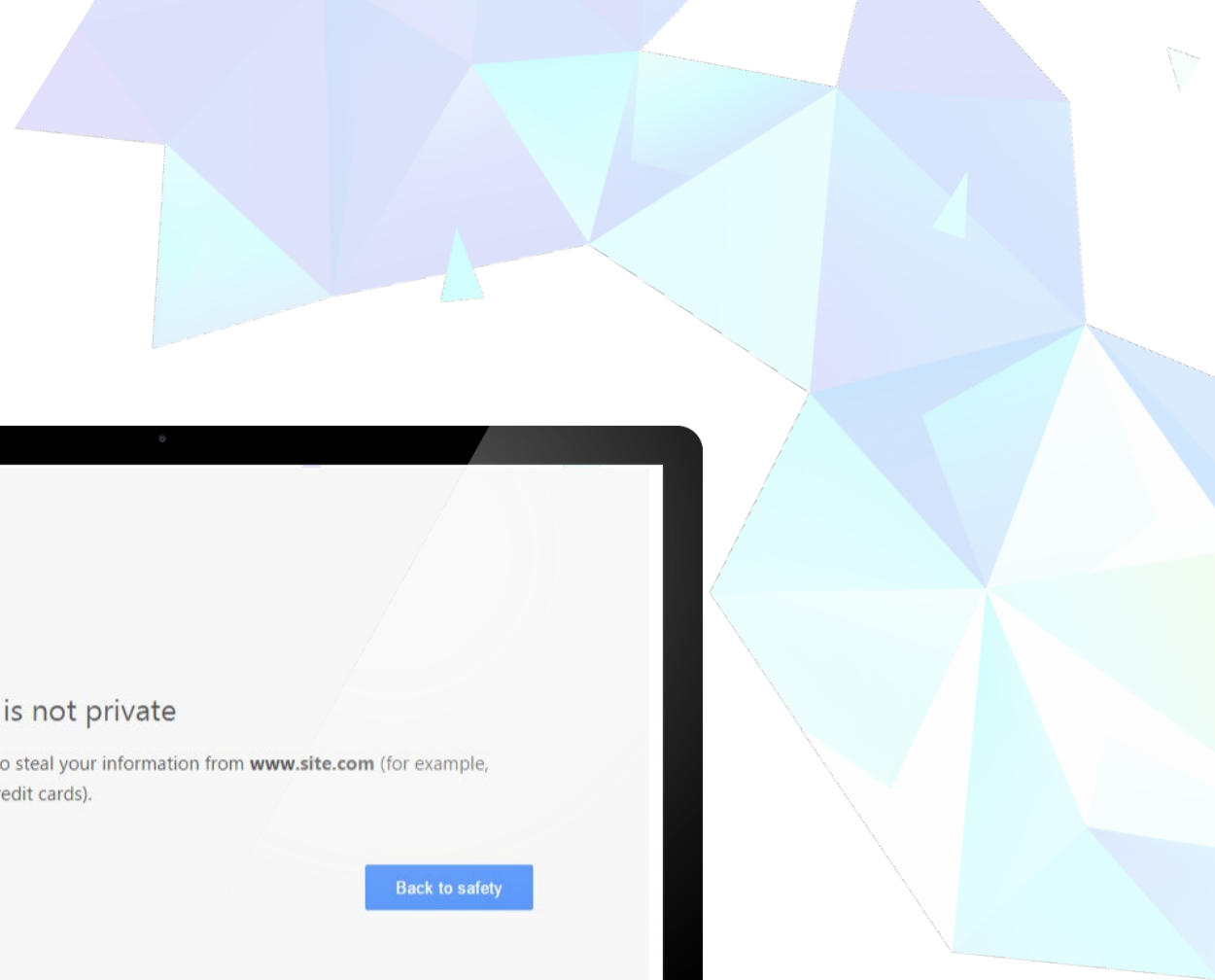
**FOLLOW ME ON SOCIAL MEDIA**

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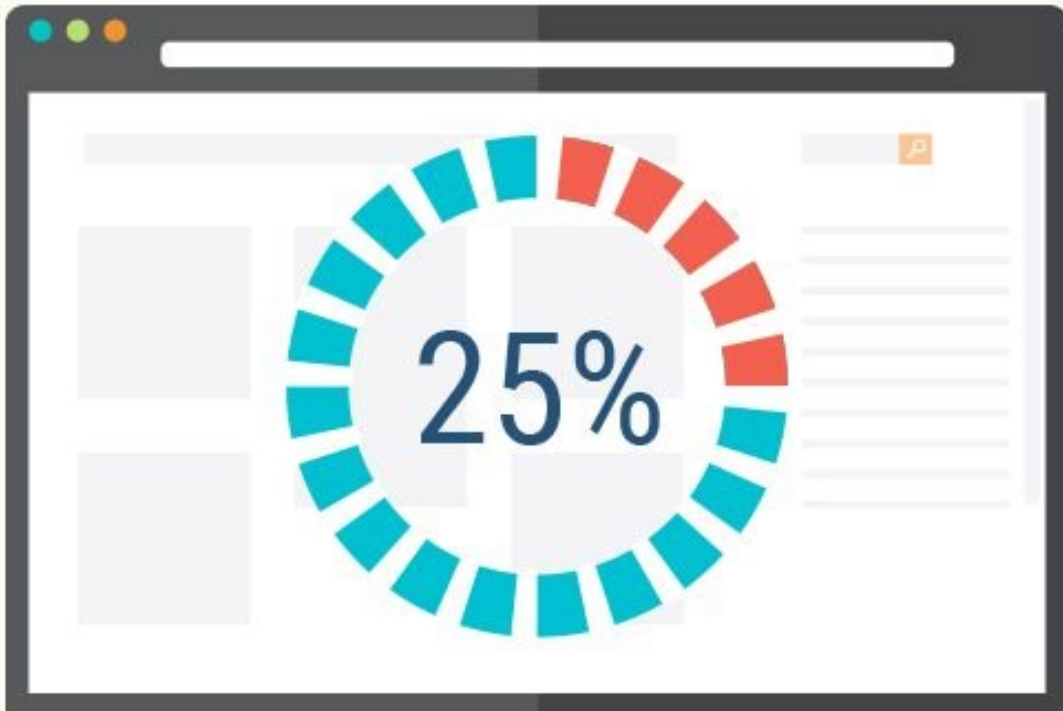
BLUNDERS TO AVOID:

## #3 – THE INSECURE WEBSITE



BLUNDERS TO AVOID:

## #4 – PAGE SPEED & BOUNCES



### **91% prioritize need and speed**

Only 9% of users will stay on a mobile site or app if it doesn't satisfy their needs (i.e. to find information or navigate quickly).

### **61% don't hesitate to move on**

Users said that if they didn't find what they were looking for right away on a mobile site, they'd quickly move on to another site.

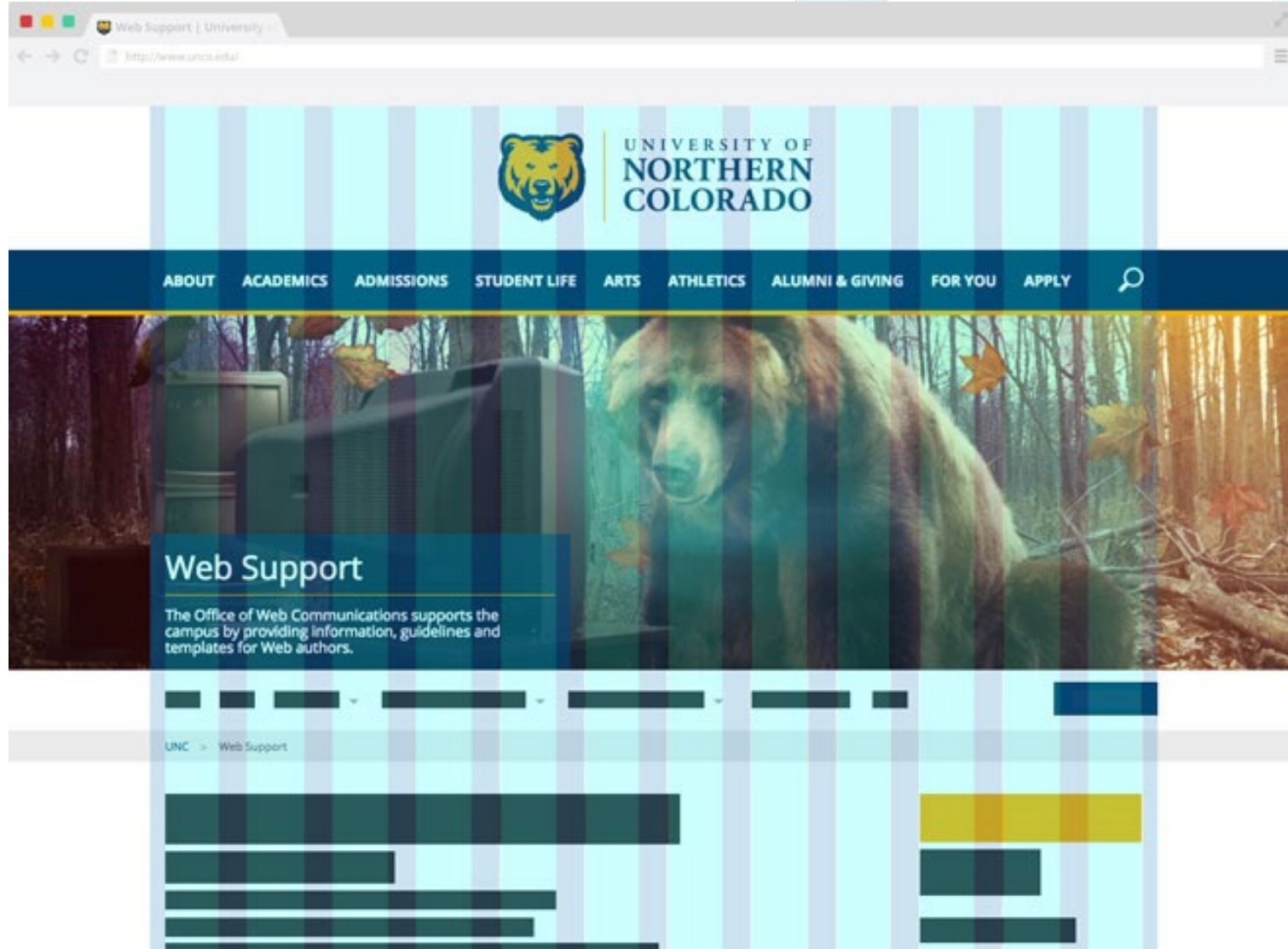
### **50% demand mobile-friendly**

People said that even if they like a business, they will use them less often if the website isn't mobile-friendly.



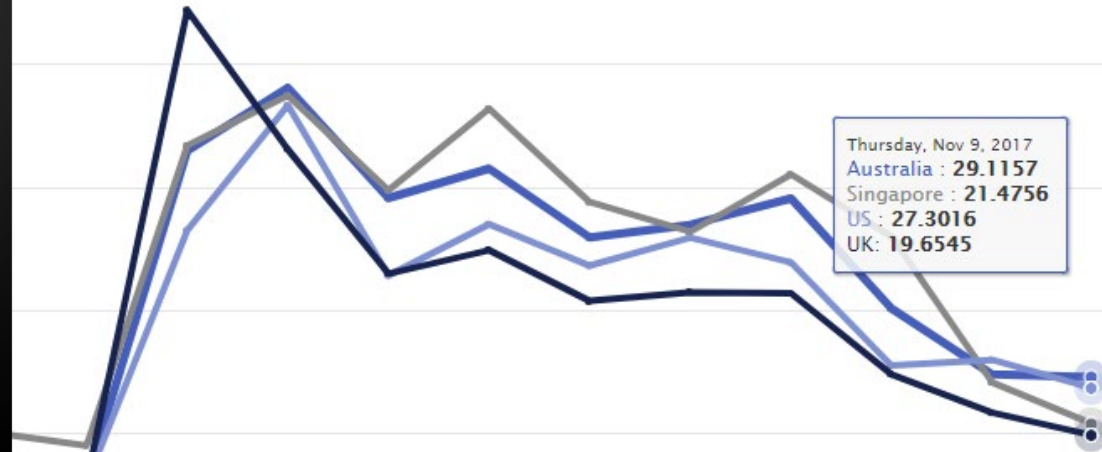
BLUNDERS TO AVOID:

# #5 – POOR MOBILE OPTIMISATION



BLUNDERS TO AVOID:

## #6 – PARALAX SITES & SERPS



BLUNDERS TO AVOID:

# #7 – THE “F PRINCIPLE”



BLUNDERS TO AVOID:

## #8 - THE WEBSITE WELCOME MESSAGE

COSYMORE  
*illustration + design*



Home > My Journal > Welcome to my new website

MY JOURNAL

WELCOME TO MY NEW WEBSITE

written by Lynn | 15/04/2016



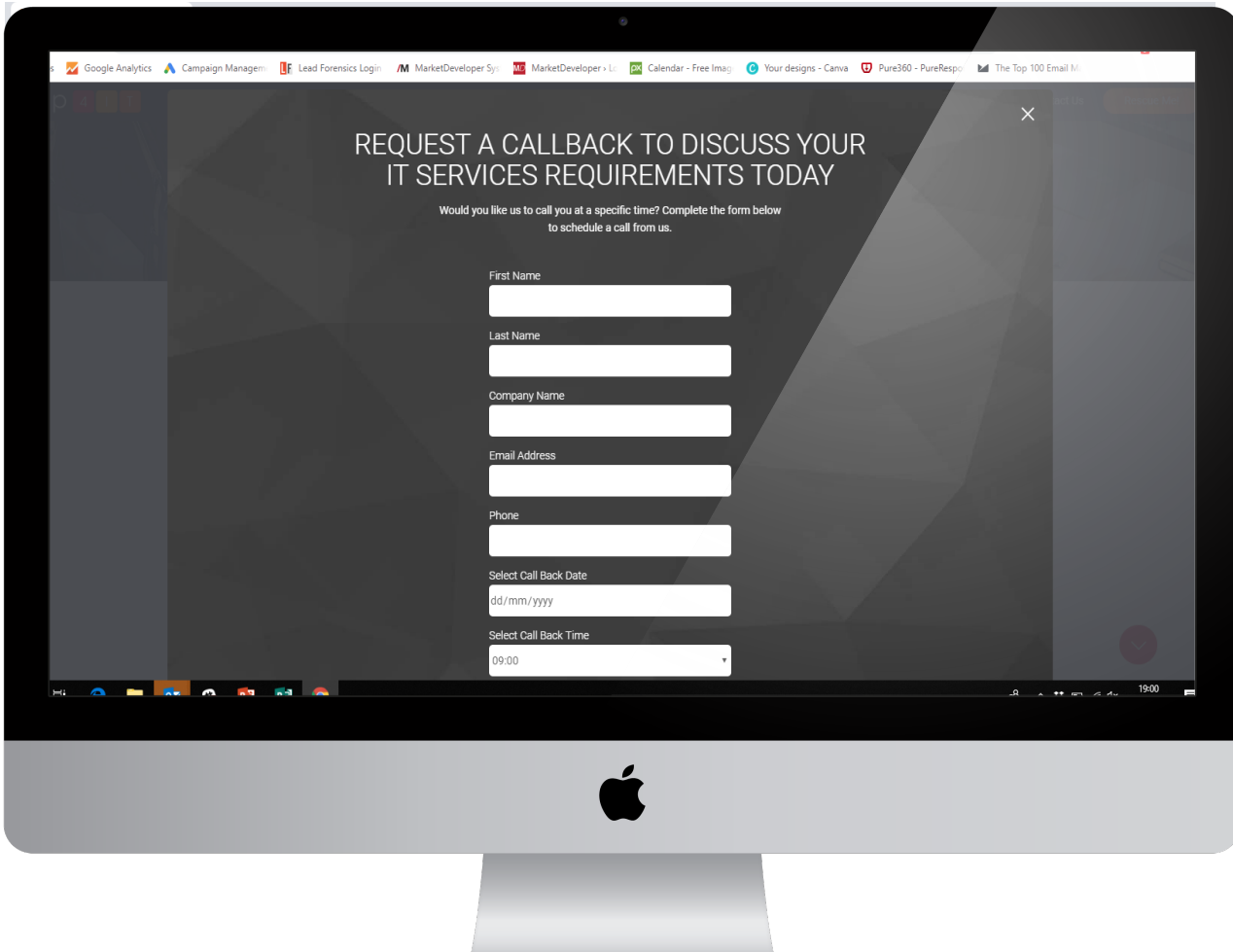
WELCOME!

Hi, I'm Lynn!

A creative mind + illustrator based in Luxembourg  
and Germany. (oh and I am a professional  
daydreamer as well)

BLUNDERS TO AVOID:

# #9 – DEFAULT LOADING POP UPS – UNDER 30 SECS



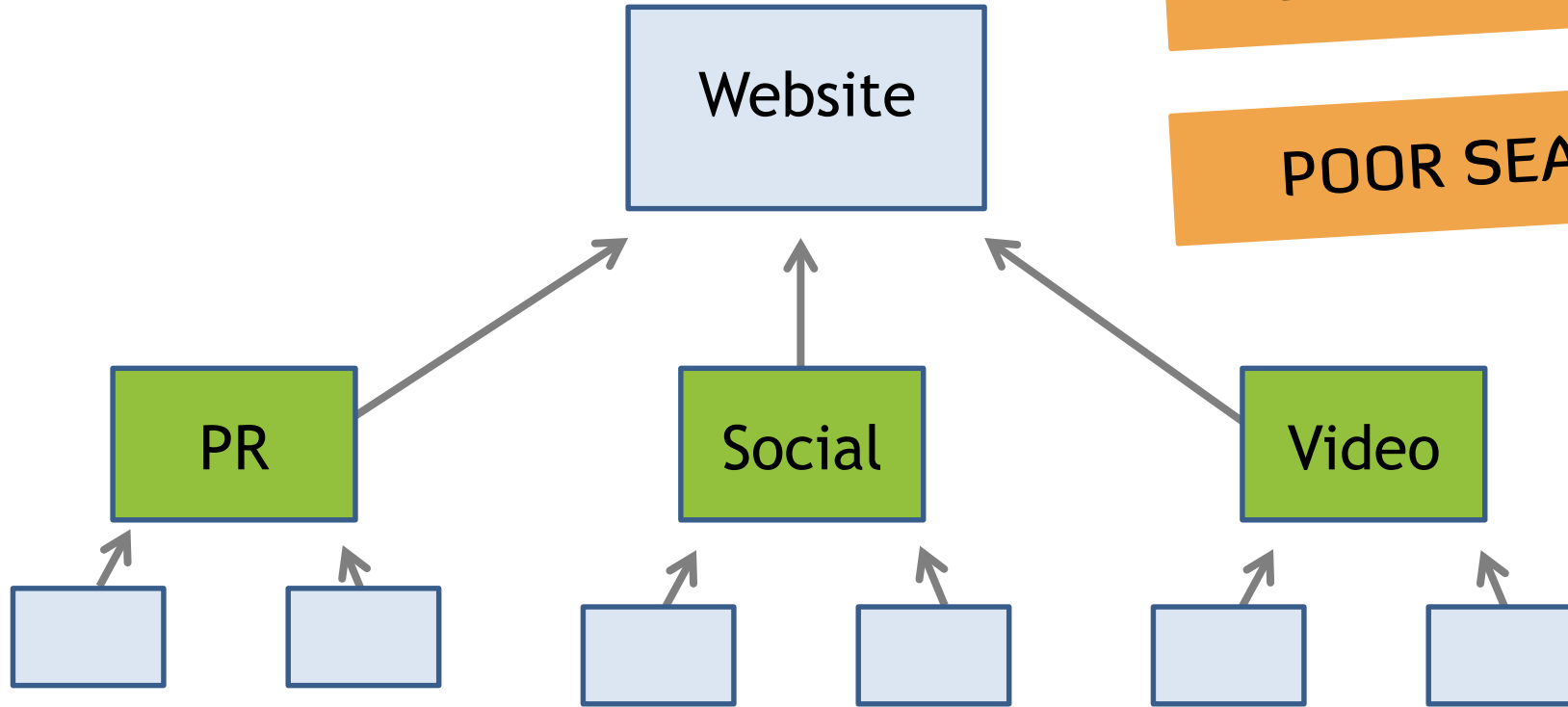
INCREASE BOUNCE RATE BY 83%

97% WON'T ENGAGE WITH THE POP UP

INABILITY TO EASILY CLOSE POP UP

BLUNDERS TO AVOID:

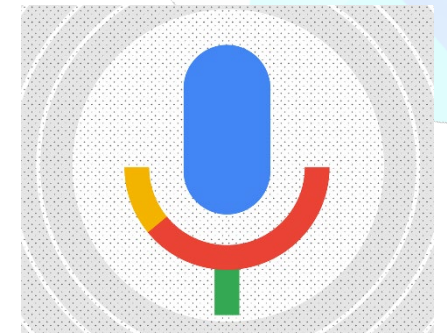
# #10 – POOR OPTIMISATION



POOR ON-PAGE TAGGING ie. TITLES

LACK OF QUALITY LINK BUILDING

POOR SEARCH QUERIES & ANALYSIS



# 10 WEBSITE WONDERS

WEBSITE WONDERS:

# #1 – STICKY NAV & STICKY FOOTER

The screenshot shows the APJ Solicitors website. The browser address bar displays the URL: [https://www.apjsolicitors.co.uk/?gclid=CjwKCAiAodTfBRBEiWAA1hauu7sj0IIGCfwyo1rhS7Bi2pDOOUGJZQ8boiaC1kUUnz-\\_TkiQEm-hRoCOWQQAvD\\_BwE](https://www.apjsolicitors.co.uk/?gclid=CjwKCAiAodTfBRBEiWAA1hauu7sj0IIGCfwyo1rhS7Bi2pDOOUGJZQ8boiaC1kUUnz-_TkiQEm-hRoCOWQQAvD_BwE). The website features a sticky navigation bar with the APJ Solicitors logo, menu items (About Us, Services, Industry Insights, Client login, Contact Us), and a prominent teal button for 'Freephone: 0800 028 9791'. The main content area includes a large heading 'The financial mis-selling specialists', a descriptive paragraph, and a teal 'GET IN TOUCH' button. Below this, there is a section titled 'Our legal experts can support you with:' featuring a 'PPI+' icon and a 'Talk to our legal experts' button. A dark blue sticky footer contains the text 'Talk to our legal experts Find out if you're entitled to compensation' and another teal 'GET IN TOUCH' button. A form field for 'NAME\*' is also visible in the footer area.

DOUBLING THE CLICK POINTS

28% BETTER CTR TO WEB CAPTURES



WEBSITE WONDERS:

## #2 – REMARKETING, ADS & COOKIES



PROSPECT

VISITS YOUR SITE

PROSPECT IS TRACKED

PROSPECT LEAVES YOUR SITE

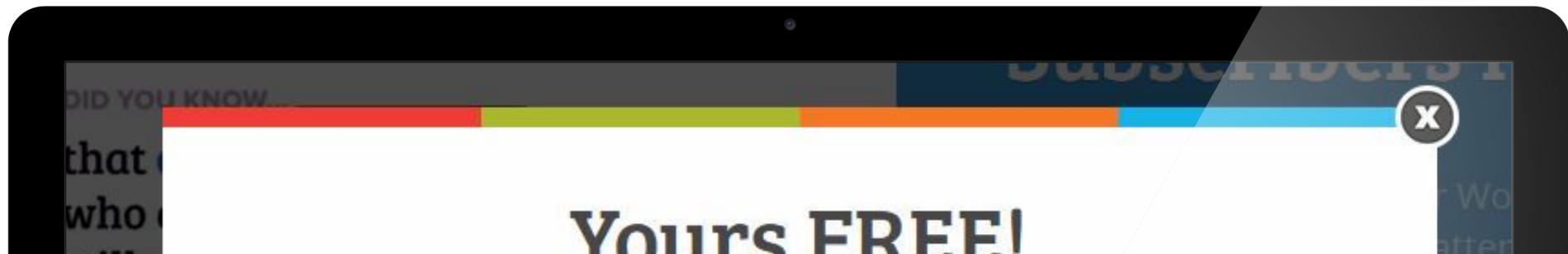
YOUR AD APPEARS ON OTHER SITE



PROSPECT RETURNS TO YOUR SITE

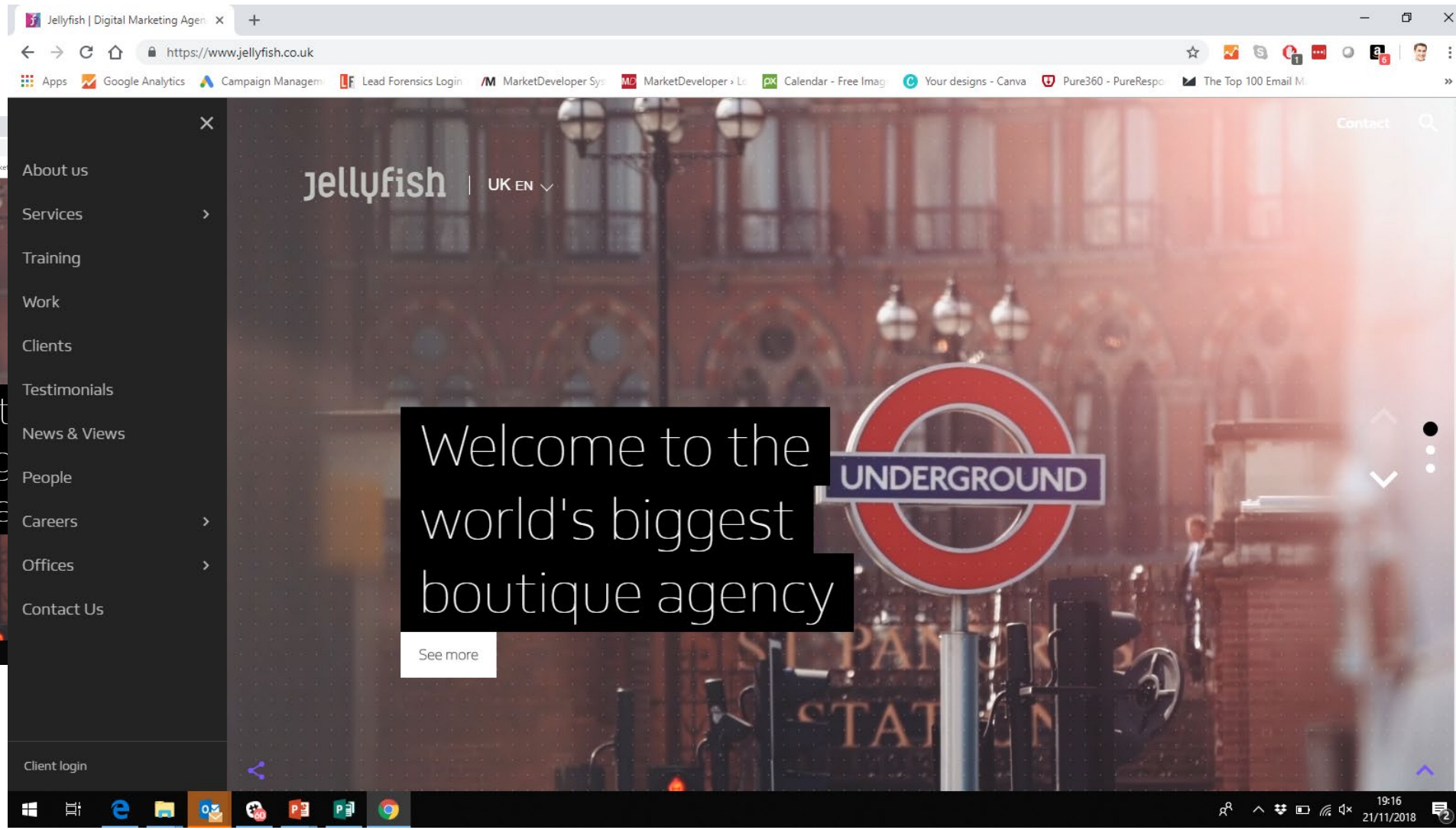
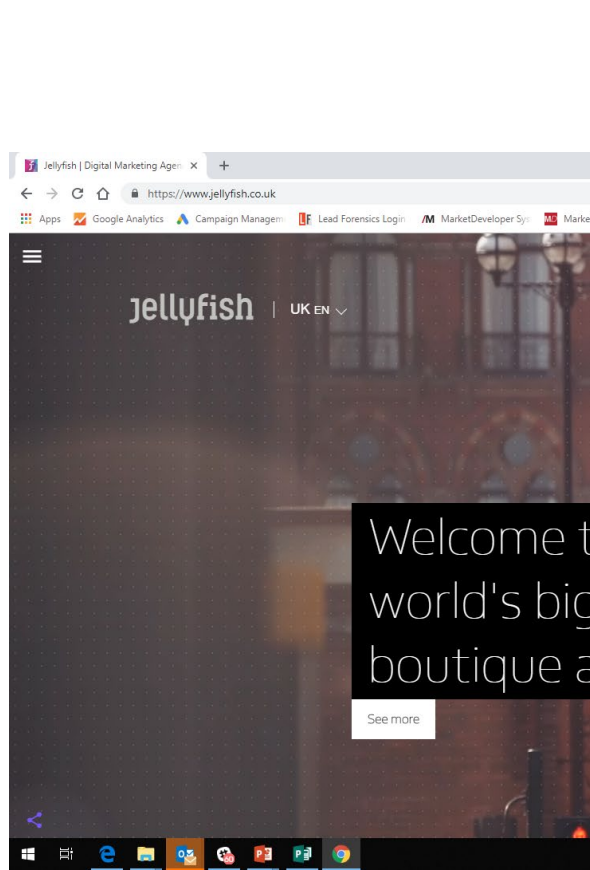
WEBSITE WONDERS:

## #3 – B2B POP UPS ARE BACK



WEBSITE WONDERS:

# #4 – SIMPLE NAVIGATION AND THE ☰ SYMBOL



WEBSITE WONDERS:

#5

# AI, FACEBOOK & THE PIXEL COOKIE



182 PERSONAL CHARACTERISTICS

CUSTOM LISTS - UPLOAD EMAIL CONTACTS

FB PIXEL - POST CLICK

Artificial Intelligence

3

5

WEBSITE WONDERS:

## #6 – DYNAMIC CONTENT



WEBSITE WONDERS:

# #7 – FULFILLING THE SEARCH JOURNEY

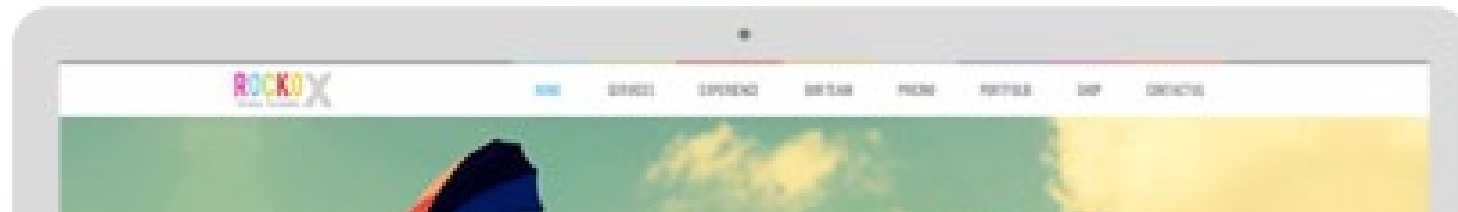
VOICE SEARCH EQUATES TO OVER 69% OF SEARCHES

CONTENT TARGETING SEARCH PHRASES – K.U.R

UX – BOUNCE RATES - ENGAGEMENT

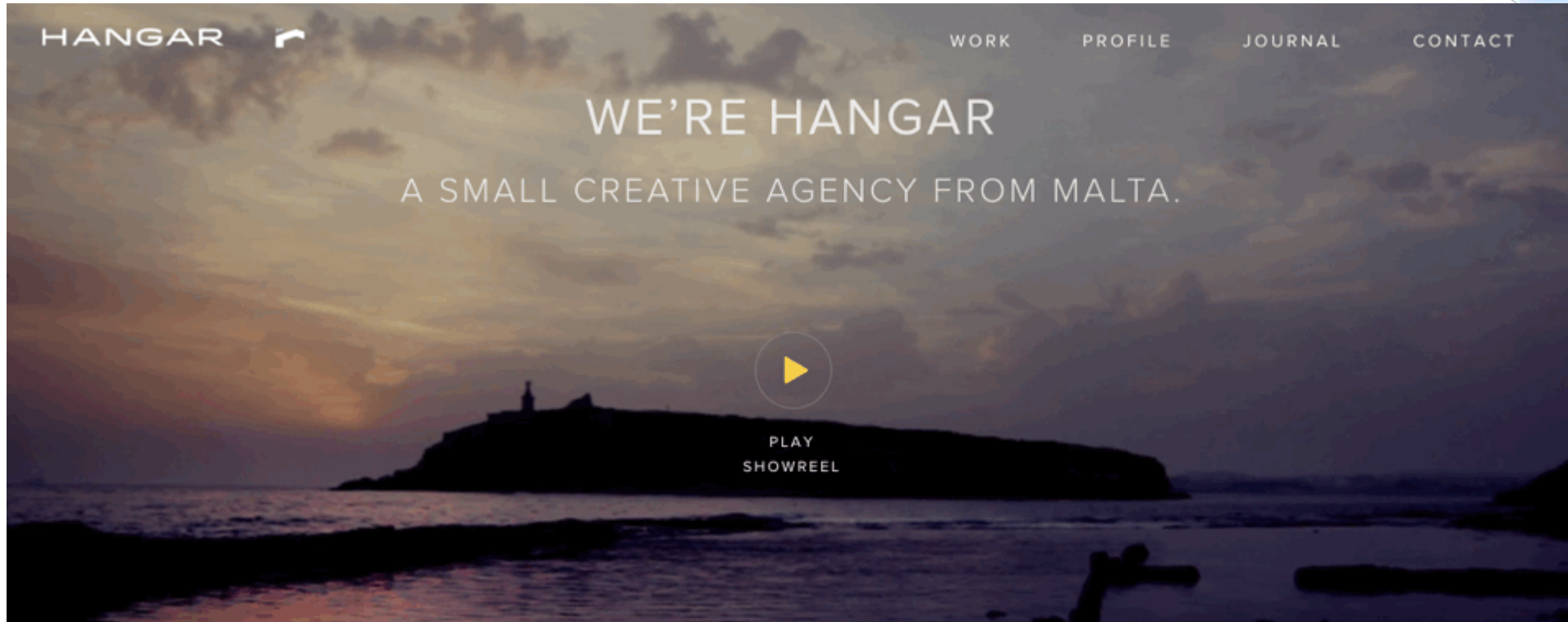
WEBSITE WONDERS:

# #8 – MOBILE SITES & THE 12 COLUMN GRID



WEBSITE WONDERS:

# #9 – VIDEO BANNERS ARE BACK

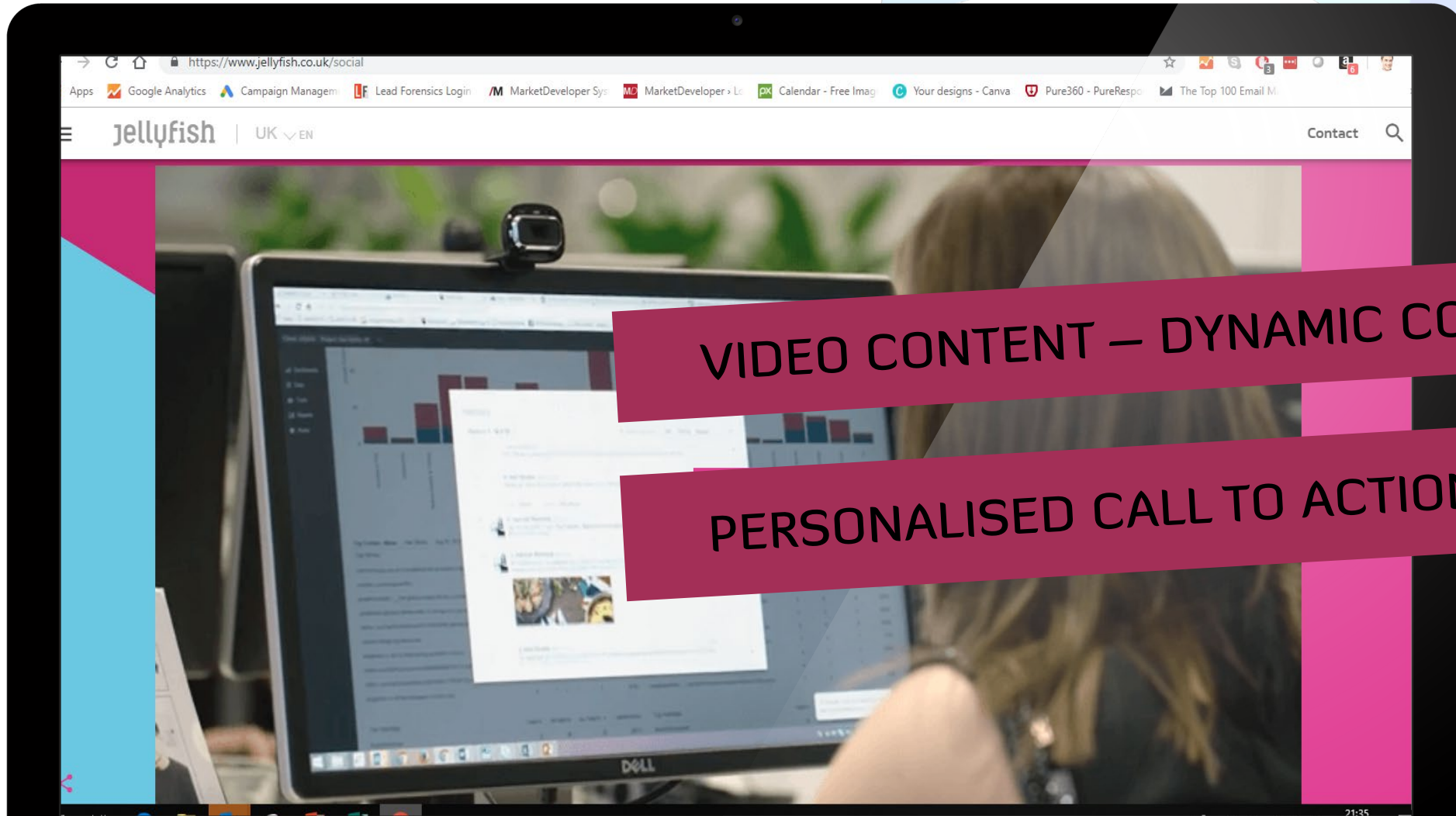


WHAT WE DO



WEBSITE WONDERS:

# #10 – LOW BOUNCE RATE & HIGH ENGAGEMENT



VIDEO CONTENT – DYNAMIC CONTENT

PERSONALISED CALL TO ACTIONS

WEBSITE WONDERS:

#BONUS – TITLES, ICONOGRAPHY & EYE CANDY



# Fitbit will help you eat smarter.

Log your food (and activity) wherever you are, using Fitbit's website and mobile app. You'll know how many calories you've consumed, and how many it'll take to hit your daily target.



Get Active



Eat Better



Manage Weight



Sleep Better



The Fitbit Mobile App  
iPhone ▶ Android ▶  
It's free



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FROM PEOPLE WHO SHARE YOUR INTERESTS.



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- Which acquisition channels are driving traffic and how you can grow your traffic
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- Understand where your website is performing in Google.co.uk
- Which acquisition channels are driving traffic and how you can grow your traffic
- Free SEO Audit to check which keywords you should be ranking on
- Free Keyword Universe Report
- Only For CommuniGator Customers

**REGISTER TODAY**



# QUESTIONS & ANSWERS

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