



## How to Use Your Website to Improve the Bottom Line



It's time to take a good hard look at your website. How would you describe it?

Is it a powerful and dynamic tool that effectively drives your business forward? Does it bring in new customers? Does it consistently engage existing customers? Is it an effective e-commerce tool? Does it offer your customers useful tools that enhance their user experience? Does it automate tasks to simplify your processes?

If you answered "no" to any of these questions, we have good news! Your website can be so much more than a static, glorified brochure.

The most modern, agile and progressive websites sites online are built with powerful content management systems. They utilize e-commerce, text, audio and video blogging, security, mobile viewing (responsiveness), dynamic forms, traffic analytics, and a host of other available applications.

The library of user-friendly web tools available to enhance website functionality is vast, and custom-built web apps can be created to accomplish almost any task. Depending on your industry and the purpose of your website, there are countless ways you can leverage unique and powerful web applications to boost the bottom line of your business.

### *Streamline your business processes, saving time and money.*

- Capture and organize customer data with customizable forms and surveys
- Track and analyze customer behavior with analytics applications
- Store user data for later export and analysis
- Provide FAQ, bill payment, membership, online ordering, registration, reservations, inquiries, support services, calculators, and instant chat capabilities
- Build databases of company assets such as locations, staff, products & services that might be referenced throughout multiple pages of a complex site, then push that single source of data throughout the site such that it can all be managed in one place to save time and ensure data consistency.

### *Enhance user experience, growing your customer base and improving customer retention.*

- Create customer engagement by integrating your social media platforms into your website
- Boost customer service with interactive bots and chat functions
- Build customer relationships via ongoing communications like blogs and automated email campaigns



- Give customers a voice with reviews and messaging mechanisms
- Track and reward customer behavior with customized loyalty programs
- Offer novel tools that help customers make important buying decisions through FAQ, surveys, and instant chat
- Ease the buying process with tools uniquely suited to your business, such as menus and delivery apps for restaurants

### *Develop online shopping opportunities, creating robust revenue streams.*

- Sell products, services and events by implementing dynamic ecommerce-ready shopping carts
- Track, analyze and remarket to customers at various stages of the buying process by tracking behaviors
- Ensure secure transactions with SSL-secure e-commerce software
- Upsell key products and services with strategically placed pop-up windows

### *Orleans Seafood Kitchen – A Case Study*

Orleans Seafood Kitchen is a Houston-based Cajun-inspired restaurant with two regional locations. For years, the company maintained an attractive, informational website that served as a basic informational tool for potential customers. Ready to take the website to the next level, management approached Nelson & Co. to explore what was possible.

The company successfully expanded its beautifully branded website to take advantage of additional selling opportunities. By adding key functionality to its website, the company both enhanced the user experience and streamlined their own processes.

#### *Orleans Seafood Kitchen's enhanced web toolbox*

~ online pick-up and to-go ordering mechanism ~ a tool to interface with third-party online ordering and delivery services ~ a tool to feature daily promotions ~ an integrated customer rewards program ~ a gift-card sales mechanism ~ an email subscription management and automated email campaign ~ social media platform integration ~ a tool to automatically feed content to social platforms, the website and broadcast emails ~ interactive comment cards

### *In Conclusion*

If your website isn't pulling its weight to help grow your business, then it's time to consider your options. Off-the-shelf and custom-designed apps designed to support your unique business needs can help your business shift toward more streamlined processes and enhanced user experience - ultimately improving the bottom line. When you are ready to explore your options for taking your website to the next level, give us a call. We're ready to help.

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