



Website Review

OsseoSavittPaint.com

Prepared 11/10/2014

By Zelenak Modern Marketing



Summary of Findings

This report discusses a review of the Osseo Savitt Paint website. A number of areas were found where improvements can be made to the site design, navigation, and content.

- The site is not accurately reflecting the brand of Osseo Savitt Paint and the unique products and expert service you offer
- The site does not clearly direct customers to order information
- The site works poorly on mobile/phone devices
- Much of the content on the site is difficult to scan or read through quickly
- Content is thin and is not helping with SEO, so a clear content strategy and schedule should be created
- The site has some image/design elements that need to be corrected
- Opportunities to jump ahead of the market via online ordering are not being taken on the site.

We recommend improvements to the design of the current site, with an emphasis on conveying the brand of Osseo Savitt Paint, creating engaging content, providing direct access to ordering information, and developing a more user-friendly mobile site.



Homepage

A good measure of a company homepage is whether a visitor can tell at-first-glance what the company does and what can be achieved on their website.

- The large header at the top of the page does a good job of letting users know they are on the Osseo Savitt Paint website.
- The navigation provides appropriate links to a lot of the information the customer is looking for. However, since most of your orders come from email or over the phone, having a call to action on How to Order is important.
- The repetition of the name in the main image area does not offer additional information to the user. A better image would be one that conveys your unique value proposition to your customers. To reflect “hometown paint store” you could show a photo of the store itself. To reflect your specialized products, show an image that illustrates the difference between theatrical paint and off-the-shelf paint.
- While the tagline highlights an important part of your brand (hometown), it leaves out your major customer base, which is the theatrical community. Determine who your **main** customer is, and provide images and information for that customer.

Homepage

The screenshot shows the homepage for Osseo Savitt Paint. At the top, the company name "OSSEO SAVITT PAINT" is displayed in a large, bold, blue serif font. Below the name is the tagline "YOUR HOMETOWN PAINT STORE SINCE 1928!". A navigation menu includes links for HOME, CONTACT & HOURS, HISTORY, BENJAMIN MOORE, PRATT & LAMBERT, and ABR. On the right side, there is a dark grey call-to-action box with the text "GIVE US A CALL TODAY" and the phone number "763-424-7404". Below this is a Facebook "Like" button showing "2 people like this. Be the first of your friends." A large black square with the text "OSSEO SAVITT PAINT" in white is positioned on the left side of the main content area. To the right of this square is a paragraph of text describing the store as a locally owned Benjamin Moore Signature Store. Below this paragraph is another paragraph stating the store's focus on providing a personal experience with high quality products and great customer service. At the bottom, there is a partial sentence: "Come and see the locally and independently owned and operated".

OSSEO SAVITT PAINT

YOUR HOMETOWN PAINT STORE SINCE 1928!

HOME CONTACT & HOURS HISTORY BENJAMIN MOORE PRATT & LAMBERT ABR

GIVE US A CALL TODAY
763-424-7404

Like 2 people like this. Be the first of your friends.

Osseo Savitt Paint is a one of a kind locally owned Benjamin Moore Signature Store located right on Central Avenue in Historic Downtown Osseo. Along with Benjamin Moore products we also carry other great brands such as Pratt & Lambert, ABR Stain, Martin Senour Paints, and Coronado. Servicing both home owners and contractors alike.

We are focused on giving our customers a personal experience with high quality products and great customer service.

Come and see the locally and independently owned and operated

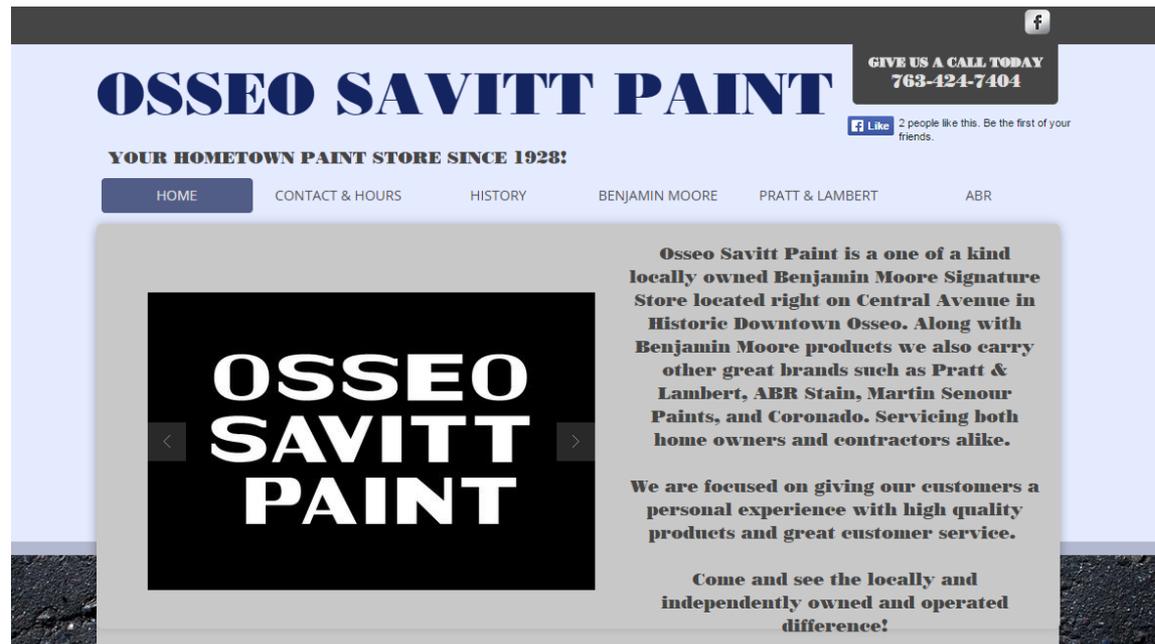
Replace with "Order" call to action

Image does not add value

Page Design and Typography

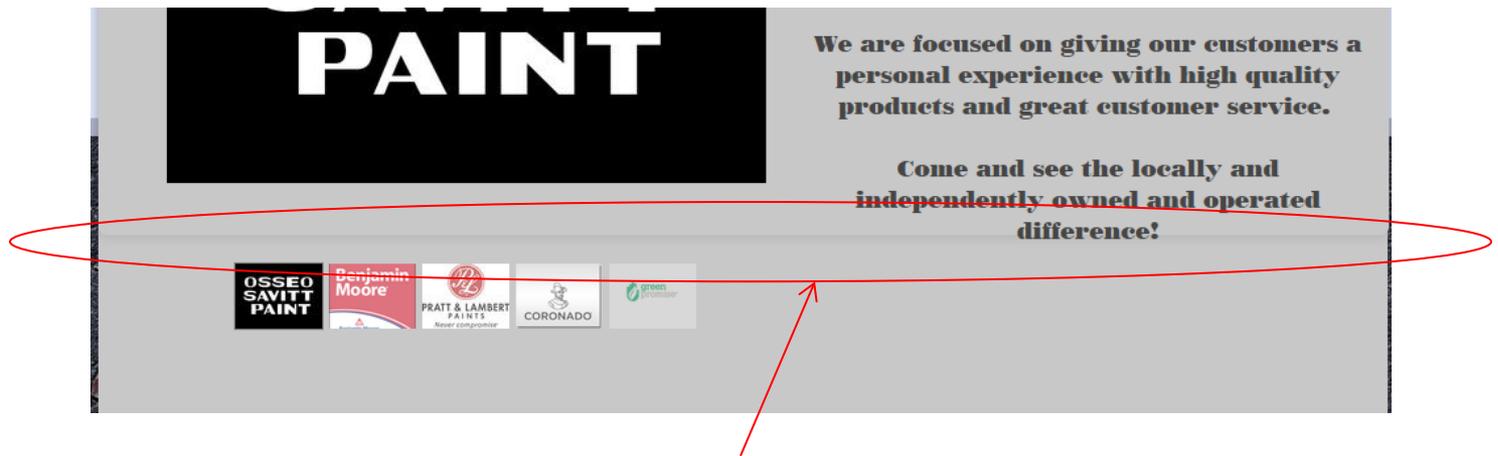
While the general layout and design of the pages works for the amount and type of content, there are a few specific issues to correct

- Colors: Is the current color pallet the best fit for a paint store? Paint is about color, light, texture and mood. If blue/gray will be the primary design pallet, color needs to be incorporated into the site in other ways.



Page Design and Typography

- It appears that the design template from Wix does not easily allow for larger blocks of content, as there is a design line that cuts through the center of the page.



Line that runs through page

Page Design and Typography

- The font used for the on-page text is difficult to read. For such a large block of text, it is recommended to use a more readable font, such as Arial, Verdana or similar.
- Content text should be left-aligned as it is easier to scan and read than center-aligned



Use font that is easier to read

Left-align and use font that is easier to read

Page Design and Typography

- The background image appears to be concrete/granite. It is not something normally associated with paint. In general, background images can be distracting, as well as difficult to make sure the pages look correct on a variety of screen sizes. If a background image is required, it is recommended that the image better reflects the products or brands.

Text in mobile view is not legible because of the background.





Imagery

Osseo Savitt Paint recognizes the importance of using logos from their brands to help establish who they are in the marketplace. However, these logos will be more effective with some modifications.

- The images and logos on the site are frequently not cropped appropriately, or do not include enough white space around the logo.
- The logos on the home page are too small and hard to recognize to be of value to the user.
- Also, while the use of logos and product images are important, users could better relate to the products if you were able to show some examples of finished projects. If additional images are available from the manufacturers, they should be incorporated into the website.
- Finally, one of Osseo Savitt Paint's benefits is their expert staff. Images of the staff demonstrating products could help establish this aspect of your brand.

Imagery

Too small and not cropped correctly

PAINT

We are focused on giving our customers a personal experience with high quality products and great customer service.

Come and see the locally and independently owned and operated difference!

OSSEO SAVITT PAINT Benjamin Moore PRATT & LAMBERT PAINTS CORONADO green

Not enough white space


Benjamin Moore®

"Benjamin Moore's primary goal is to turn out the best paint in the world and have the best retailer organization in the world."
-Warren Buffett



Content/SEO

For SEO purposes, it was wise to keep “Savitt” as part of the name, as well as to have a “history” page, so that former customers of Savitt Paint can still find you.

However, other than that, there is not a lot of content on the website that will help with more generic keyword searches. Nor is there content for the specialty industries you serve, or the unique products you carry. The following is a list of possible keyword terms to incorporate, based on a review of Google AdWords rankings and your product assortment:

- Paint stores
- Theater paint
- Theatrical paint
- Fitch brushes
- Paint supply store
- Benjamin paint store
- Ben moore paint
- Cheap paint
- Home painting
- Painting ideas
- How to paint a room
- Professional painter



Content/SEO

Content and SEO go hand-in-hand. The more content you have, specifically good content that your customers will find useful, the better a match Google thinks you are for their users. In other words, if someone Googles “theatrical paint,” and you have several articles about this topic, Google will return your website in search results.

Therefore, it is recommended that Osseo Savitt Paint develops a content strategy and schedule, with the following in mind:

- Post content that the users will find interesting. If you frequently hear the same questions from customers, make sure you provide an answer to these questions on your website.
- Content can be written, images or videos. The content can be used effectively across your websites, social media, and emails. But make sure you plan for editing the content for each medium to match how users use those sites.
- Schedule content that is timely and relevant to users.
- Create content that establishes Osseo Savitt Paint as the experts in your area.



Mobile View

There are several issues with readability on a mobile/phone device

- The heading is not optimized and takes up too much real estate – the user must swipe down at least one screen to see the content
- When a user clicks a menu item, the page does not appear to change. This is because of the header issue mentioned above, as well as because the page does not appear to reload.
- The text shows up on the granite-looking background, so it is barely visible, and can't be read by the users
- The large/bold font-face is even harder to read when it's smaller on a mobile device
- The mobile version does not take into consideration that the user might be looking for different information than what they are looking for when they're at a computer. Mobile users might be more interested in hours and locations.

Mobile View



This is the first impression users have of you via phone/mobile. Regardless of the page a user is on, this is always what they see at the top of the page.



Text in mobile view is not legible because of the background.



Recommendations & Next Steps

- Meet to discuss this review, answer any questions, and plan next steps.
- I will then prepare a proposal for a new site and navigation design, content review, and development of a content strategy including:
 - Implement and review site performance using Google Analytics.
 - Work with Osseo Savitt Paint to identify and define the key target audiences for the site.
 - Mock-up a new design for the site, with an improved site architecture and navigation scheme, more focused typography and page layout, and emphasis on the common tasks performed by customers via the site while retaining a strong connection to the brand.
 - Review the content and work with the Osseo Savitt Paint team to make changes required.
 - Improve the page titles for better SEO and book marking.
 - Develop a content strategy and schedule, and determine how content will be curated or created