

Developing a website as a leads source: 10 things to have on your website

Ivan Sobolev

Digital Marketing Team Lead



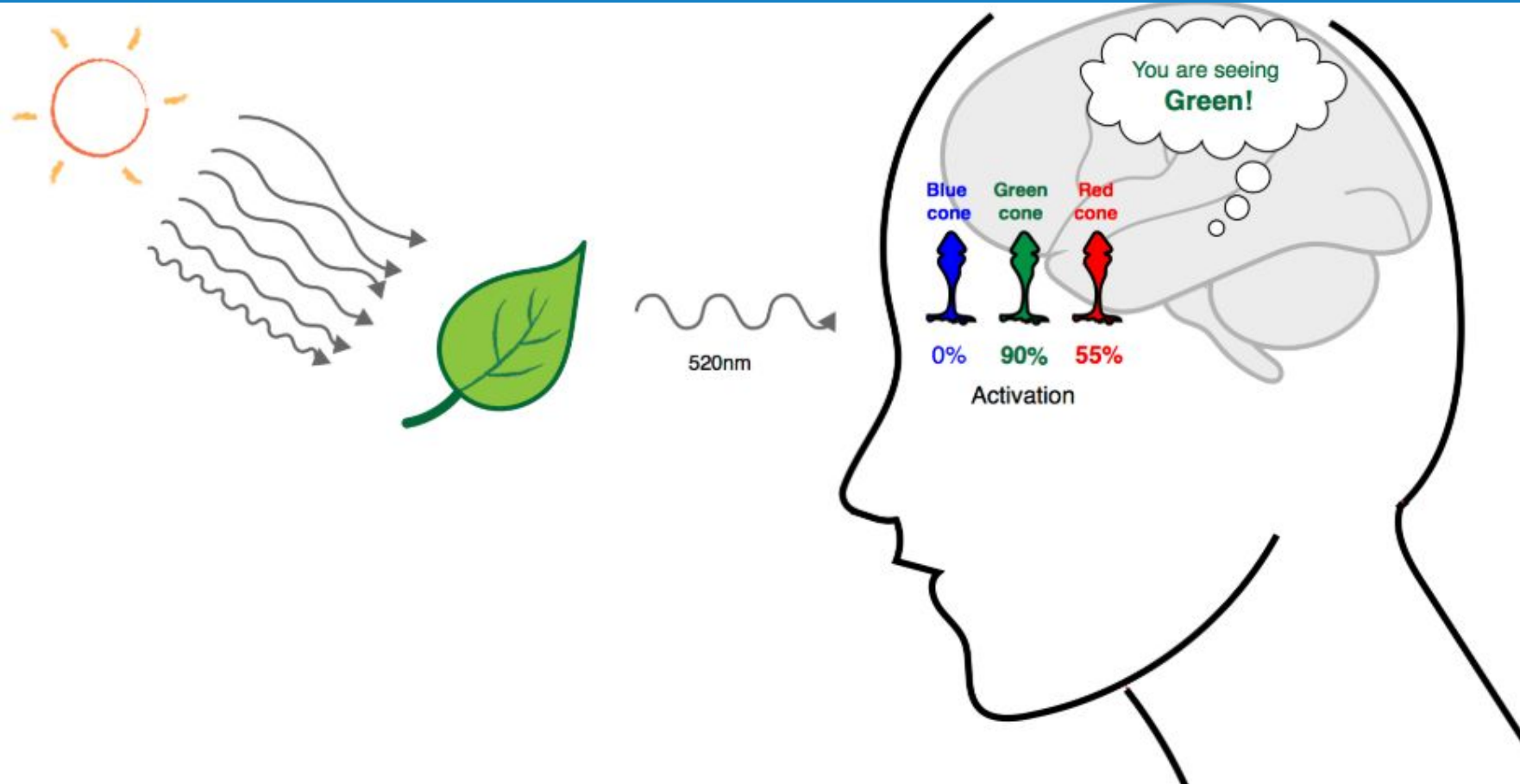
Agenda

- ◆ How your customers see your website?
- ◆ What is storytelling on the website?
- ◆ What are the aims of the website?
- ◆ Good examples from our community
- ◆ 10 things to have on your website

How does a person
perceive
visual information?

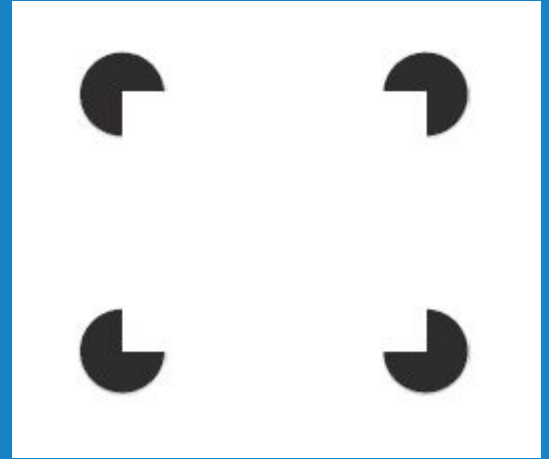
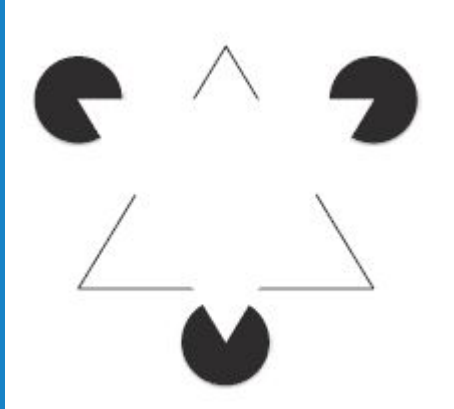


Vision basics



How does the brain perceive objects?

You see triangles and a rectangle, but in fact they are not.

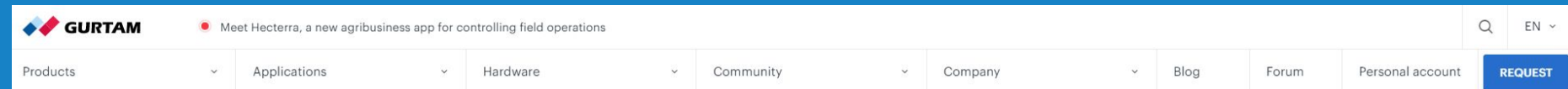
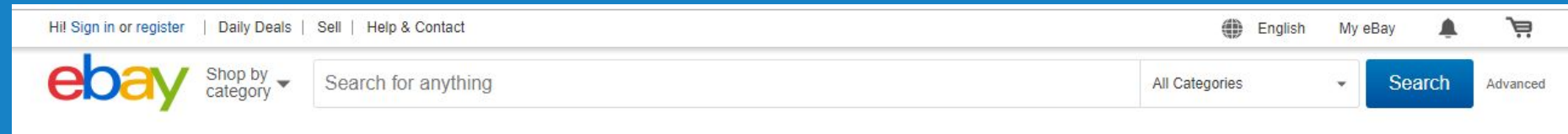




Check our catalog of merchandise on the [Ordering Info](#) page.
Reduce your bandwidth with [IUMA-lite](#) or if it's your first time try the [Guided Tour](#).

News Flash: Another IUMA band gets signed.
[euPHoria](#) signs with Six Degrees, a new Island Records label. The album will be out early next year.

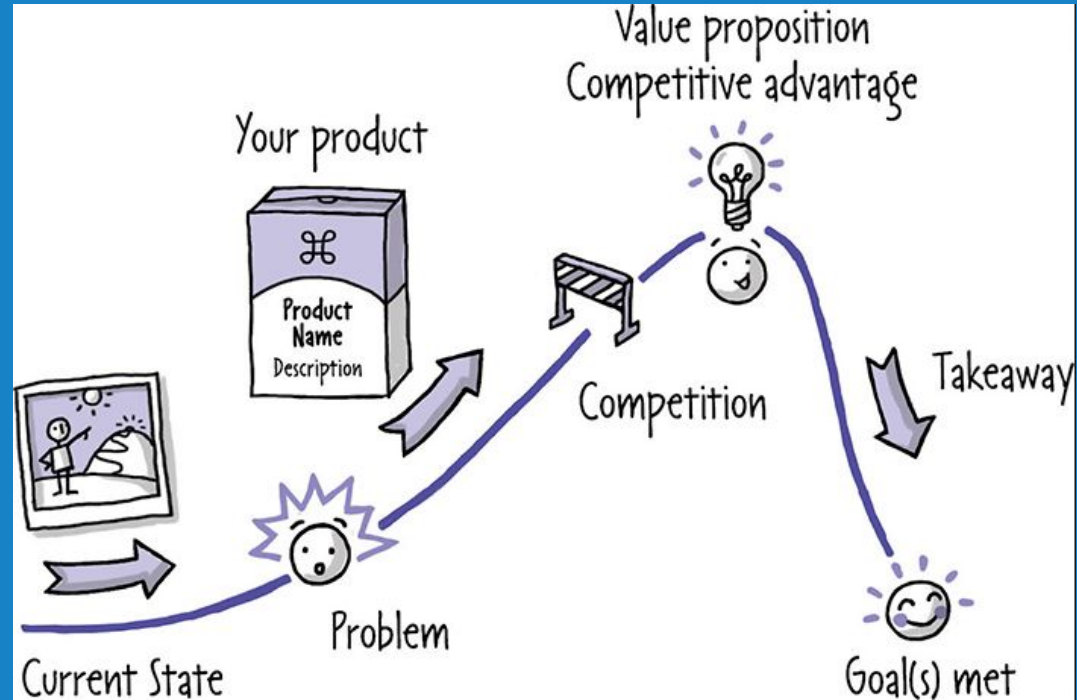
Design Patterns



Tell a story

Storytelling

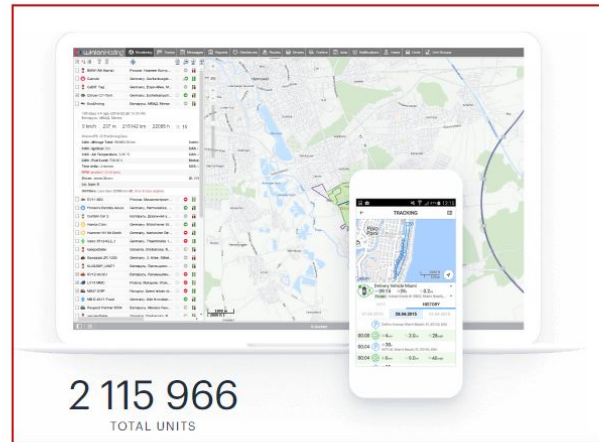
The ability to tell an interesting story and associate it with your product in order to emphasize it or reveal its main objectives.



How does gurtam.com work?

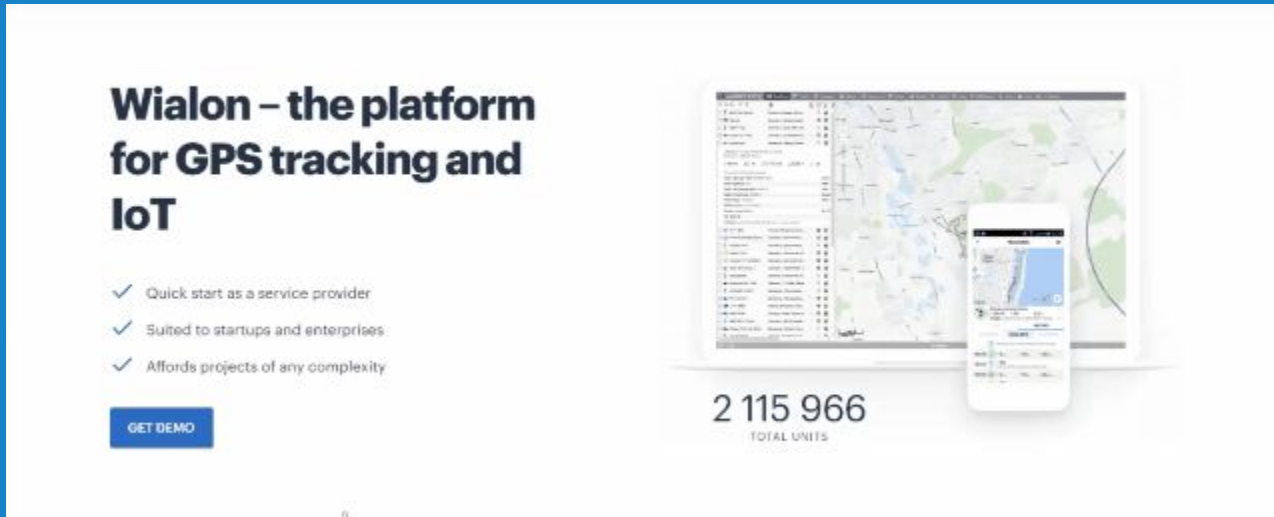
Wialon – the platform for GPS tracking and IoT

- ✓ Quick start as a service provider
- ✓ Suited to startups and enterprises
- ✓ Affords projects of any complexity

[GET DEMO](#)[Advantages](#)[Features](#)[Products](#)[Hardware](#)[Case studies](#)[Applications](#)[Reviews](#)[Request](#)

How does gurtam.com work?

Give users the opportunity to interact with the site, stop being static.



**Wialon – the platform
for GPS tracking and
IoT**

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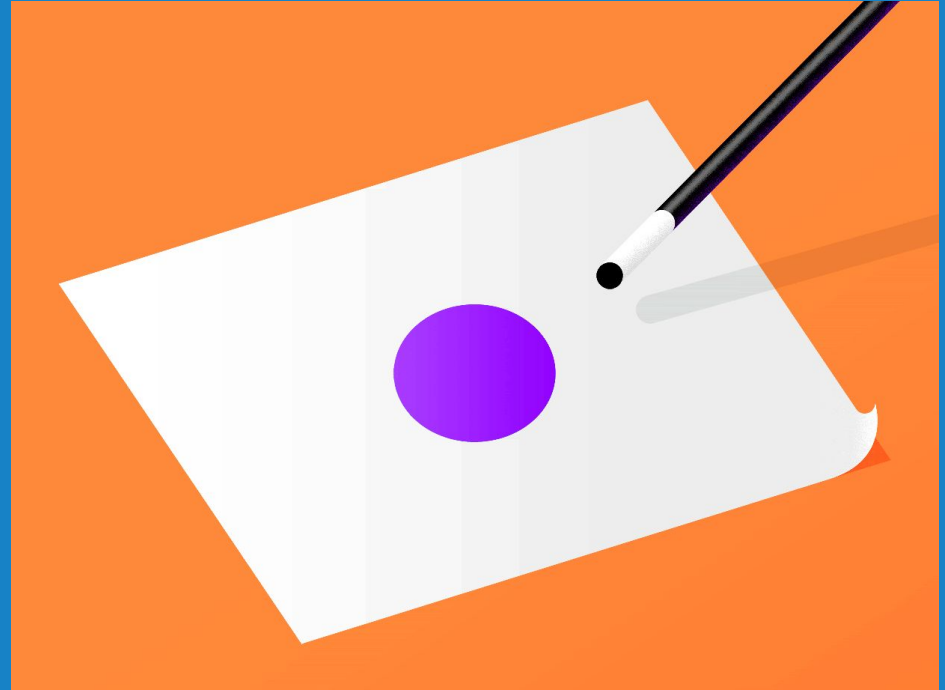
[GET DEMO](#)

2 115 966
TOTAL UNITS

The screenshot displays the Wialon website's landing page. On the left, the heading 'Wialon – the platform for GPS tracking and IoT' is followed by three bullet points with checkmarks: 'Quick start as a service provider', 'Suited to startups and enterprises', and 'Affords projects of any complexity'. Below these is a blue 'GET DEMO' button. On the right, there is a graphic of a laptop and a smartphone, both displaying the Wialon interface which includes a map and a list of tracked vehicles. Below the devices, the text '2 115 966 TOTAL UNITS' is displayed.

Website goals

- ◆ Sales from the website
- ◆ Customers loyalty increasing
- ◆ Increase brand awareness
- ◆ Get customers informed
- ◆ Collection of information about the audience



**What helps website
sales?**



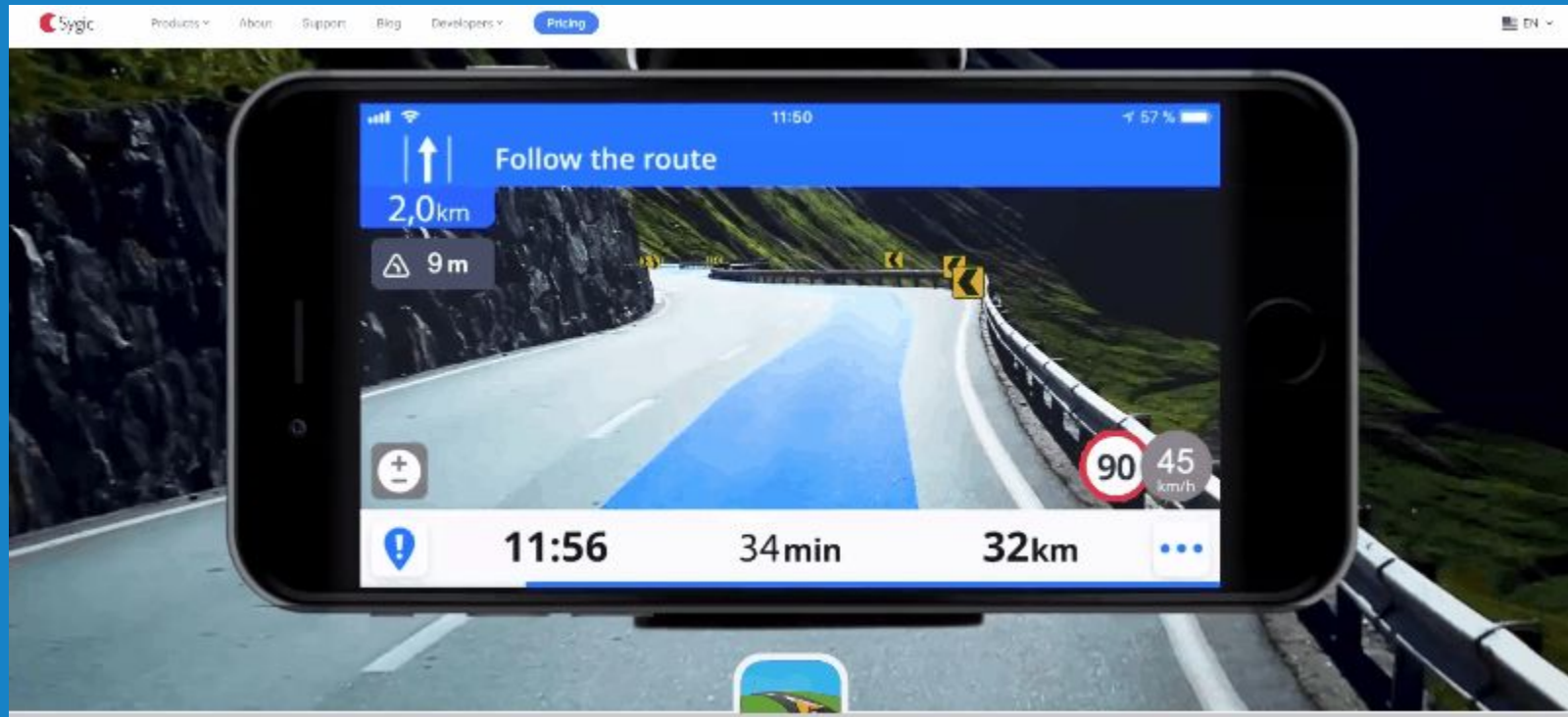
What helps website sales?

- ◆ Good, useful content
- ◆ Clear navigation
- ◆ User problem solution
- ◆ Unique offer



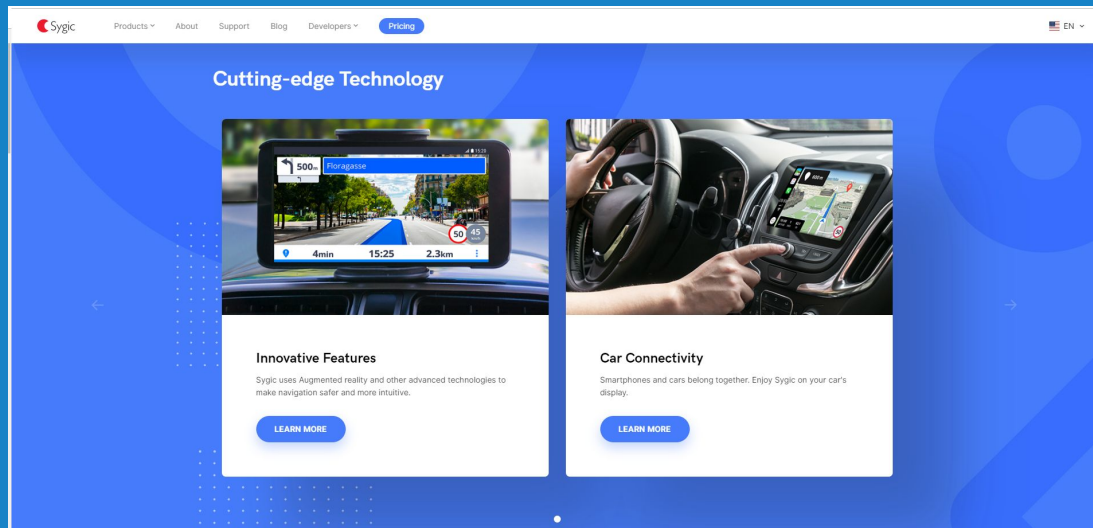
Examples from our community





Why do we like this website?

- Dynamic and user-friendly design with a logical structure.
- Very cool-designed solution pages.
- Pages are created with a focus on conversion.





Technologies shaping our future

We apply state-of-the-art techniques to integrate GPS Tracking and IoT technologies and get the best possible solution for each business challenge.

[Click Here >](#)

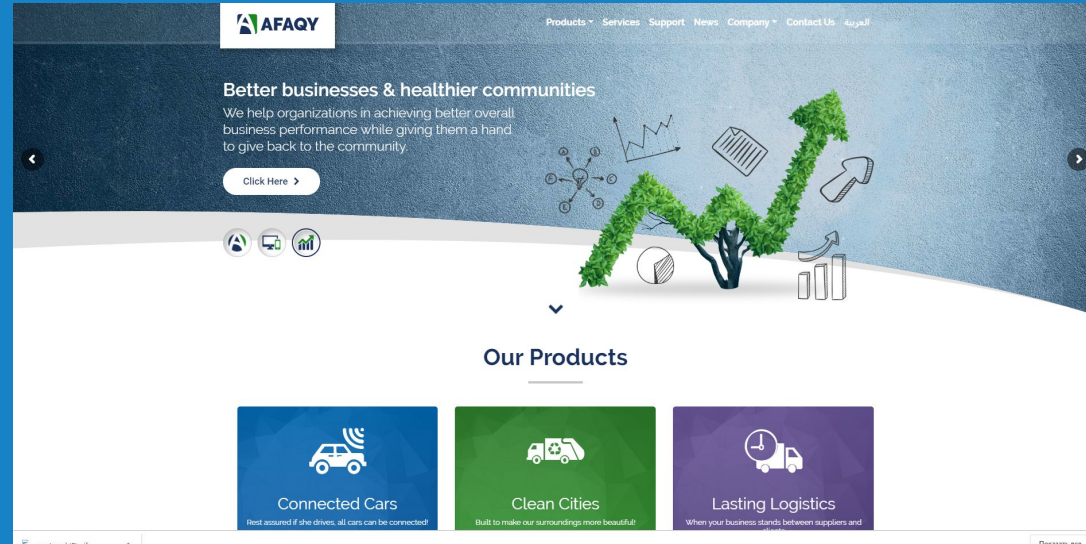


Our Products



Why do we like this website?

- Immediately visible selling advantages.
- Elements of interaction are highlighted.
- Immediately visible company business lines.

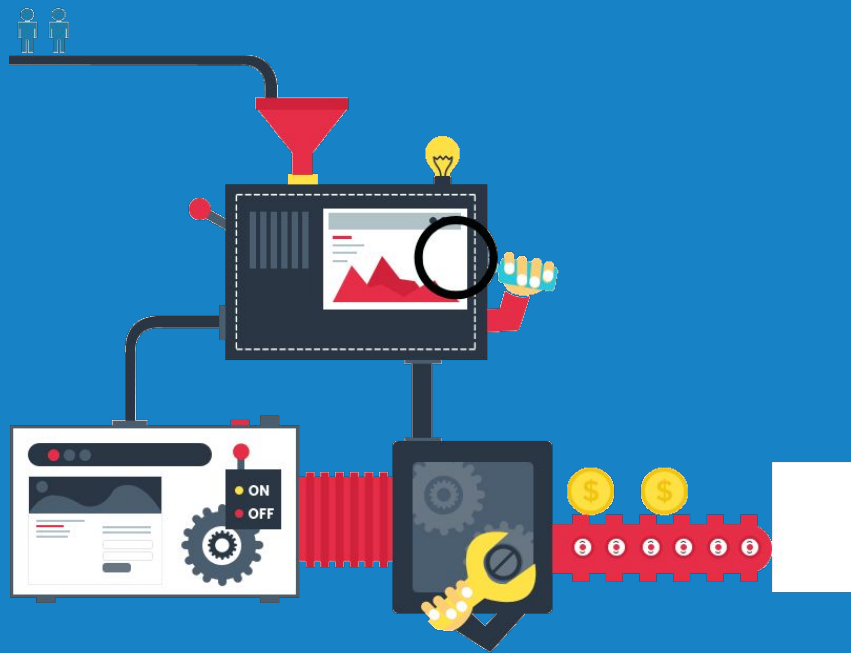


10 things to have on your website



10 things to have on your website

- ◆ Readable (large) fonts
- ◆ Clear content layout
- ◆ Obvious buttons and forms
- ◆ Clear navigation
- ◆ Nice color scheme
- ◆ High speed
- ◆ Storytelling
- ◆ Convenient mobile version
- ◆ Solution of the customers' problem
- ◆ Minimalistic design



Readable (large) fonts



Products ▾ Services Support News Company ▾ Contact Us العربية



GPS Tracking

The GPS tracking solutions for cars provide a wealth of information that you can use to improve your business.



Supply chain and Logistics

Supply chain and Logistics is simply getting the right product, in the right (condition, place, time, cost)



Full maintenance leasing

When your business includes car leasing, you need a good monitoring system.



Public Transport

We offers different solutions that open possibilities to improve the quality and efficiency of public transport services



Police and security

with an efficient and reliable vehicle monitoring system can lay the foundation for a well-operated, safe, and peaceful community.

Obvious buttons and forms

Fill out a request form to get started

STEP 1

STEP 2

STEP 3

First and last name*

Enter your name

Company*

Enter your company

Email*

Enter your email

Phone

Enter your phone number

☐ I agree to personal data processing

[Privacy Policy](#)

NEXT

Clear navigation



Meet Hecterra, a new agribusiness app for controlling field operations

Products



Applications



Hardware



Community



Company

Niche products for addressing specific tasks



Personal tracking

WiaTag turns a mobile device into a tracker that keeps an eye on its owner



Delivery monitoring

We developed Logistics service for you to manage delivery operations



Scheduled transportation management

NimBus is designed to control fixed routes vehicles



Maintenance management

The web application to plan, control, and record expenditures for maintenance



Driver behavior monitoring

Eco Driving – the solution to monitor driving quality



Solution for agribusiness

Control crops rotation and field works with Hecterra



Online tracking

The module is used trace unit movements, control critical working conditions, manage devices by commands, receive notifications, and much more



Fuel control

The module is designed to calculate fuel consumption in any type of machinery, from vehicles to filler trucks



Driver activity control

Wialon offers two specialized application to work with tachograph files and driver activity data

Nice color scheme



Meet Hecterra, a new agribusiness app for controlling field operations



EN

Products



Applications



Hardware



Community



Company



Blog

Forum

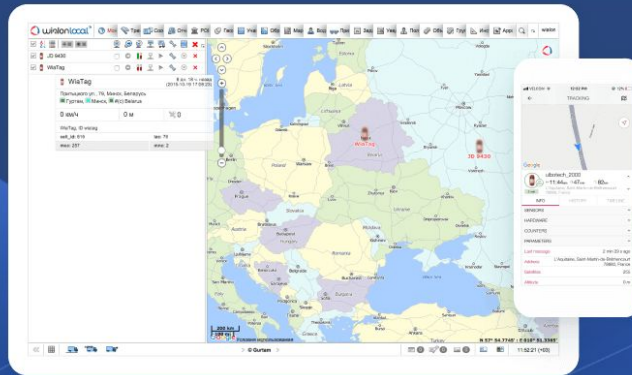
Personal account

REQUEST

Wialon Local

The monitoring system is deployed on your or your client's server. We provide the entire functionality. You pay only for those functions that you actually use.

REQUEST A DEMO



Advantages



Features



Hardware



News



Applications



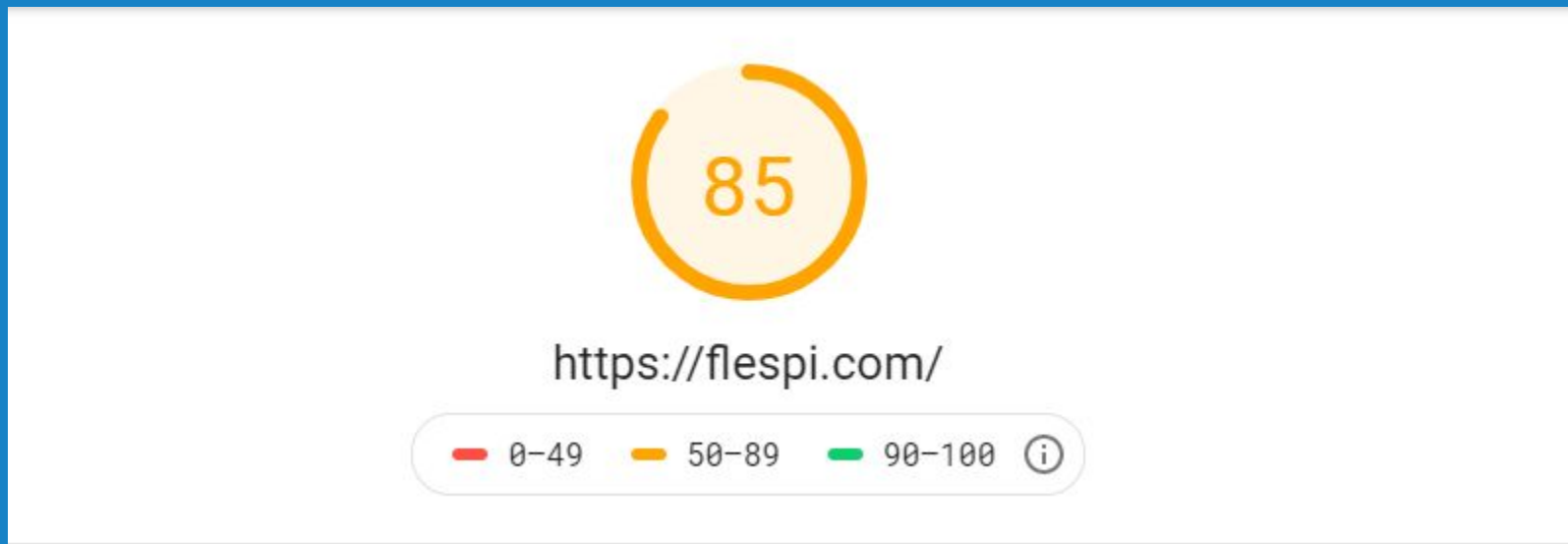
Developers



Request



High speed



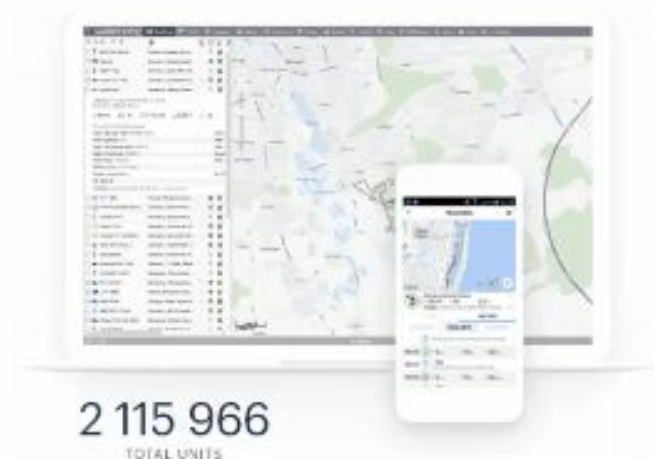
* Google PageSpeed Insights

Storytelling


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GET DEMO




Convenient mobile version





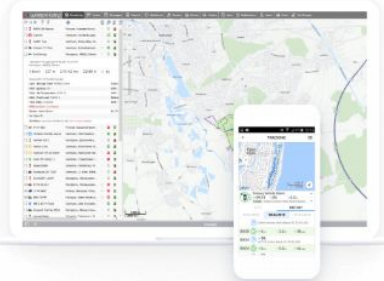
EN ▾





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GET DEMO








EN ▾




Applications



Personal tracking

WiaTag turns a mobile device into a tracker that keeps an eye on its owner.


LEARN MORE →



Delivery monitoring

We developed Logistics service for you to manage delivery operations.


LEARN MORE →




Scheduled transportation management


Bus is designed to control fixed routes vehicles.

↑





EN ▾



Fill out a request form to get started

STEP 1

STEP 2

STEP 3

First and last name*

Enter your name

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Enter your company

Email*

Enter your email

Phone

Enter your phone number

☐ I agree to personal data processing Privacy Policy

↑

NEXT

Solution of the customers' problem

CLOUD SOLUTION



Wialon Hosting

Cloud solution allows you to eliminate costs, associated with server hardware and software acquisition, installation and administration.

INTO THE CLOUDS



SERVER SOLUTION



Wialon Local

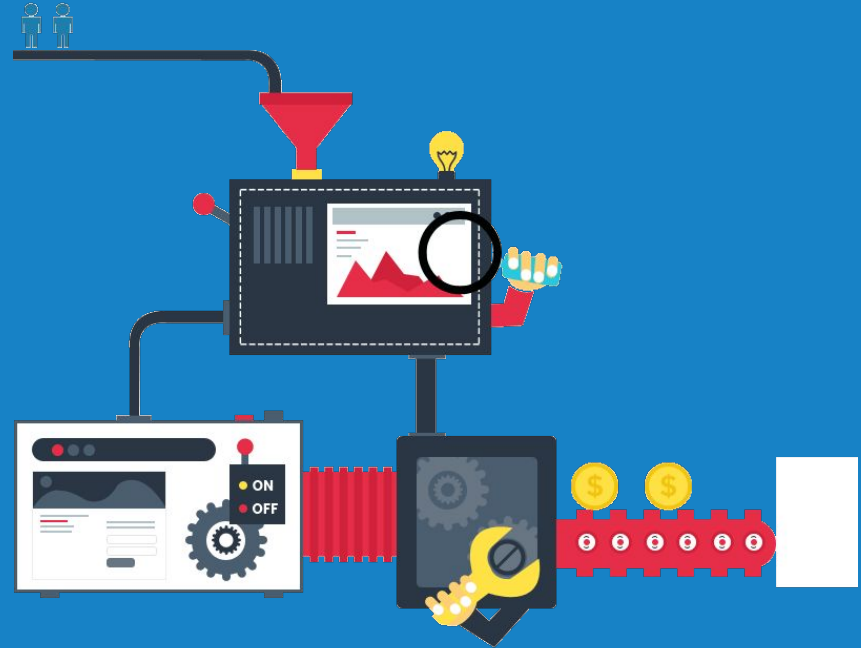
Server solution can function on standard capacity servers and is suitable for those who possess from 100 to several thousands of units.

ON THE SERVER

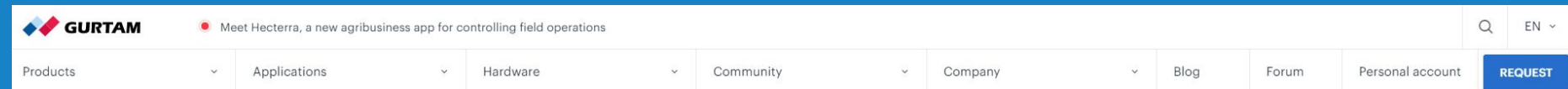
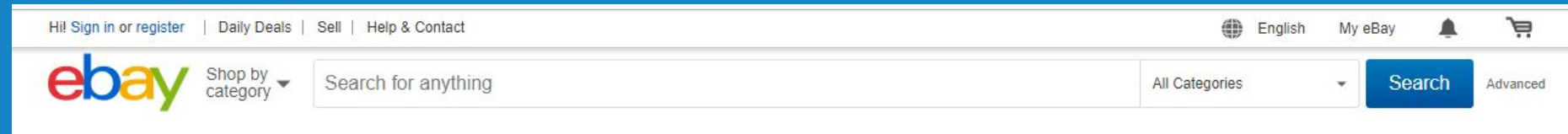


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Design Patterns





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Thank you!

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