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

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Digital Marketing Team Lead

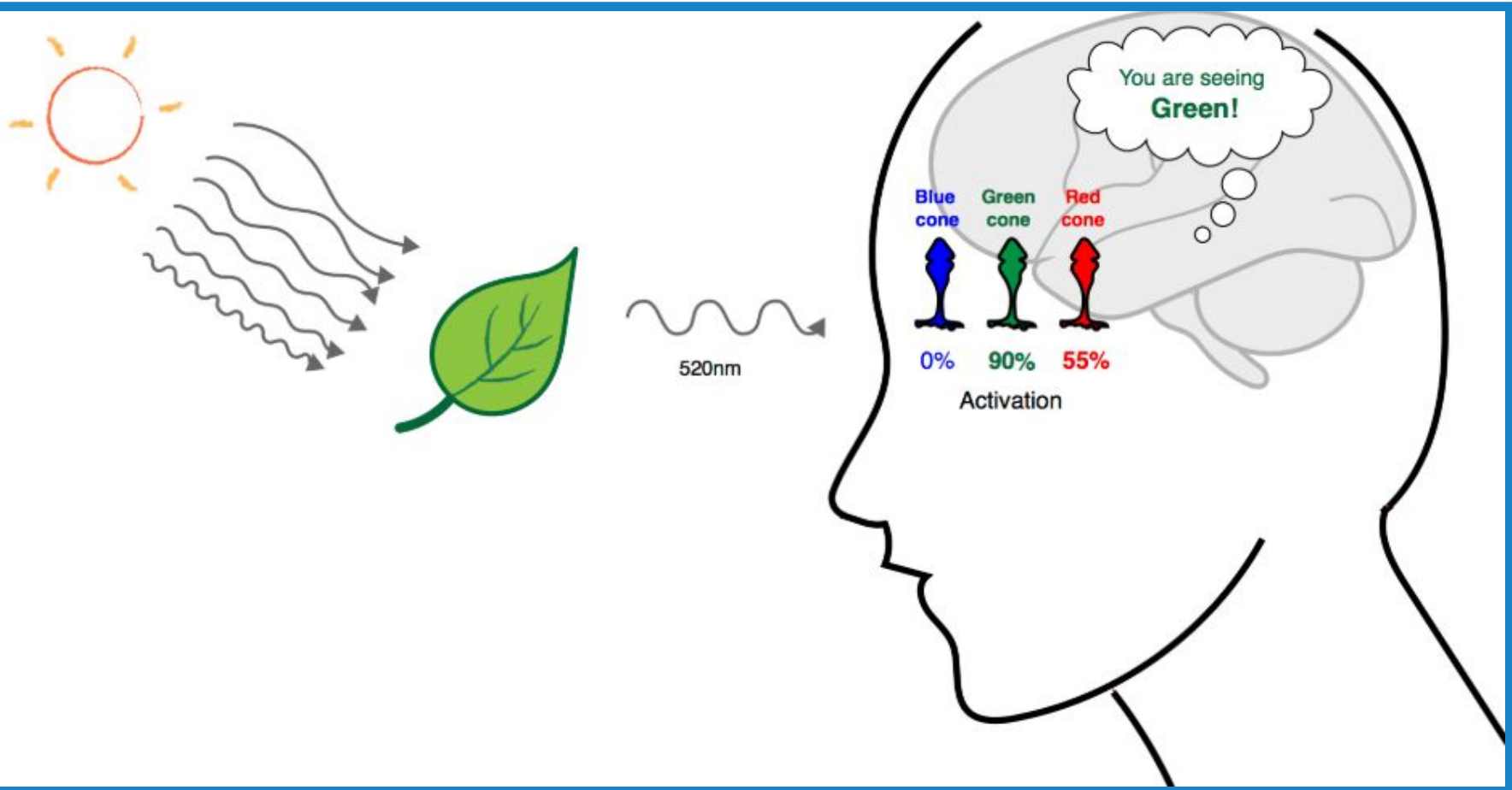
Telematics
Partner conference

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

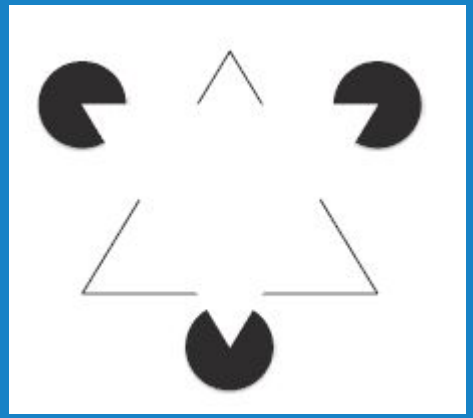
How does a person perceive **visual information?**

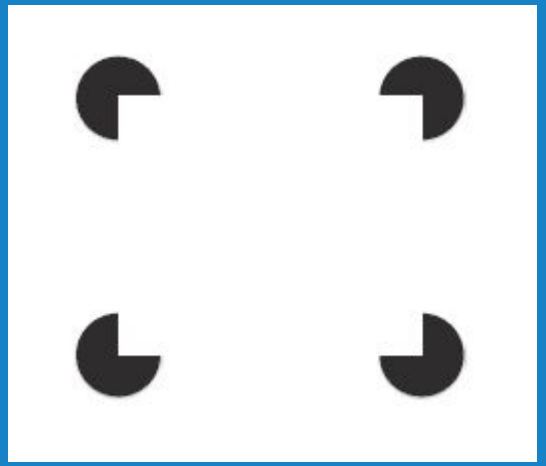
Vision basics



How does the brain perceive objects?

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





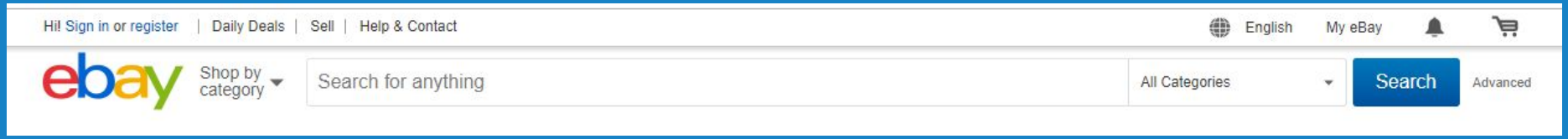
CINDY CRAWFORD ON eDrive
Click Here! Best viewed with Internet Explorer 3.0
IVMA sponsors click to view

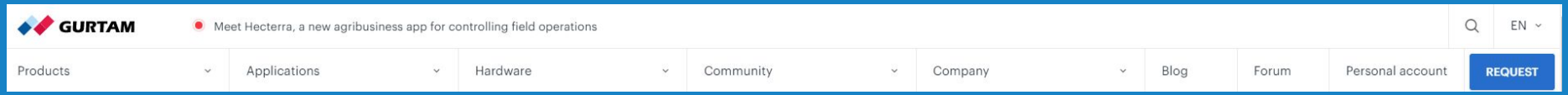
Check our catalog of merchandise on the Ordering Info page.
Reduce your bandwidth with IUMA-lite or if it's your first time try the Guided Tour.

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

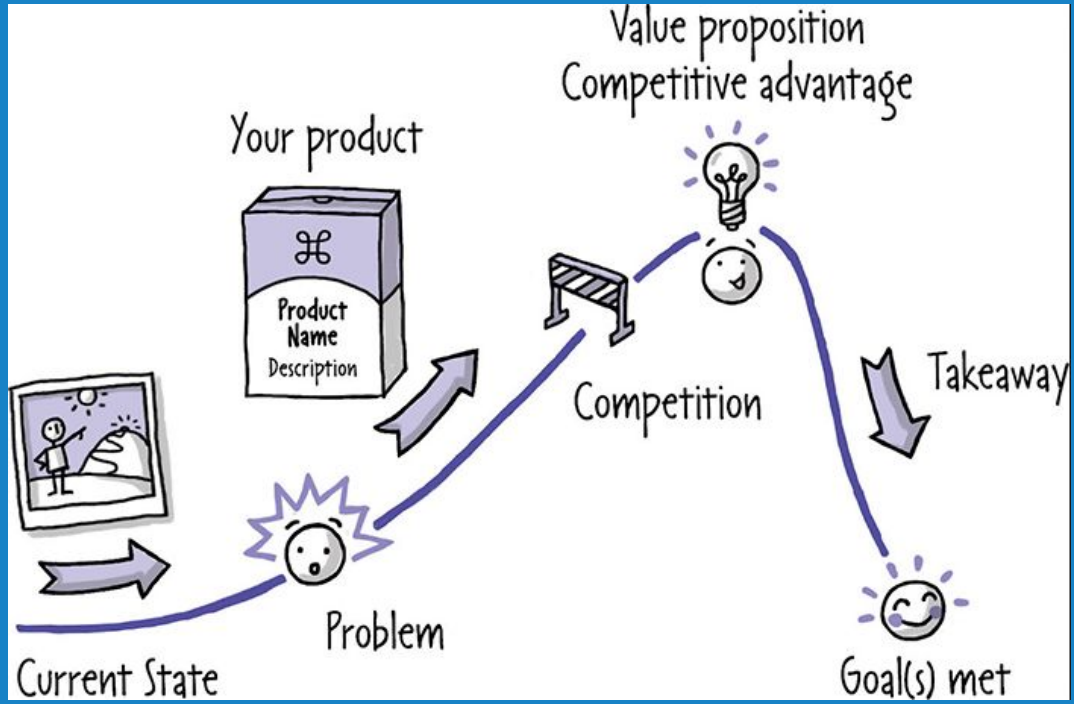




Tell a story

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?

GURTAM

Meet Hecterra, a new agribusiness app for controlling field operations

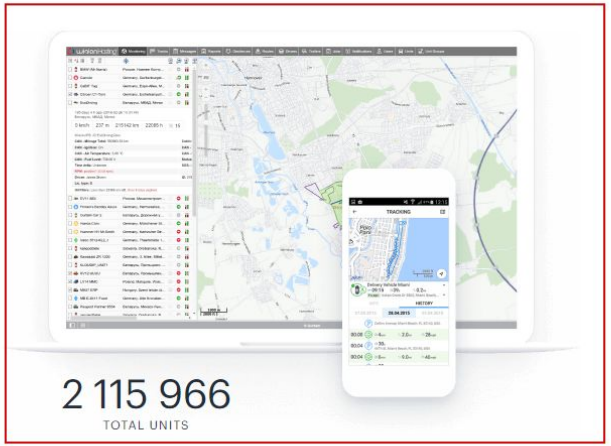
EN

Products | Applications | Hardware | Community | Company | Blog | Forum | Personal account | REQUEST

Wialon – the platform for GPS tracking and IoT

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

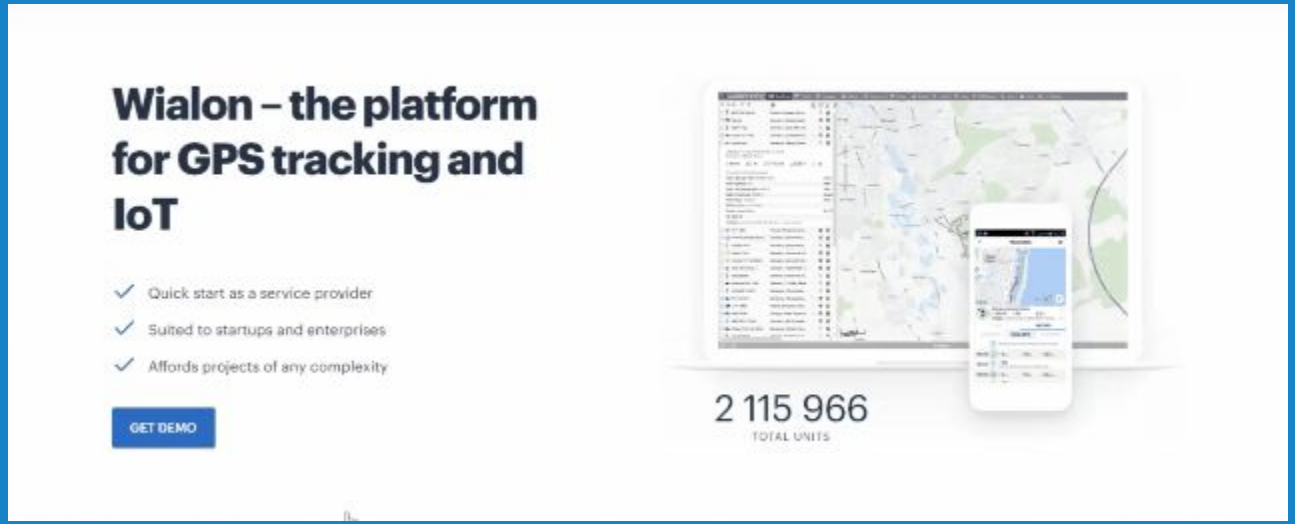
GET DEMO



Advantages
Features
Products
Hardware
Case studies
Applications
Reviews
Request

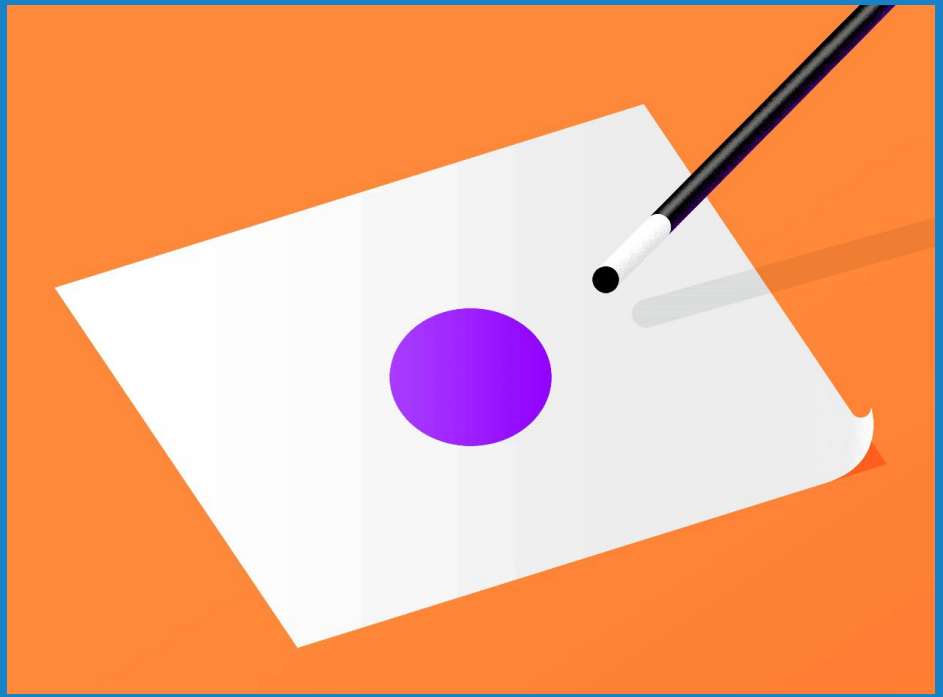
How does gurtam.com work?

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



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

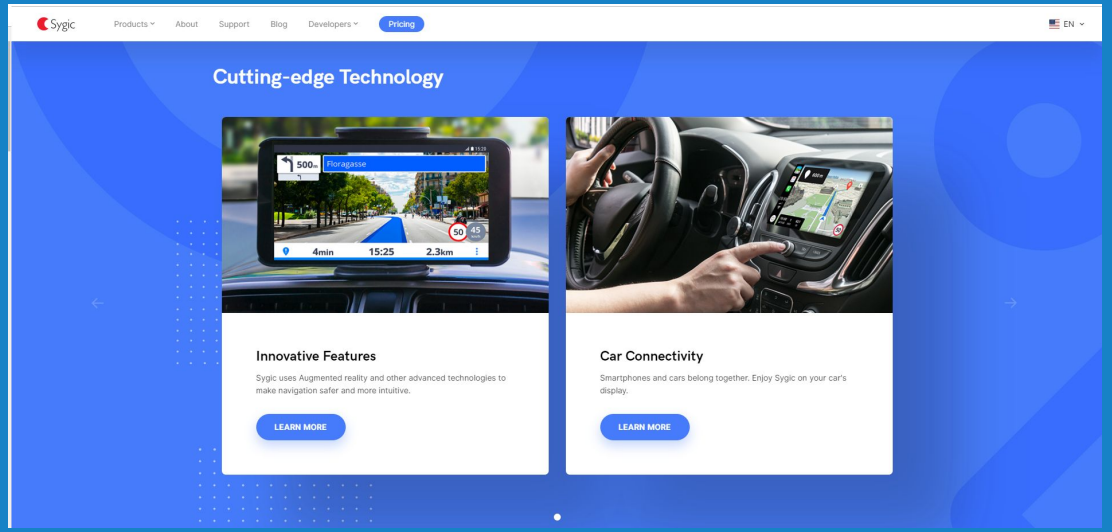
Examples from our community

Sygic

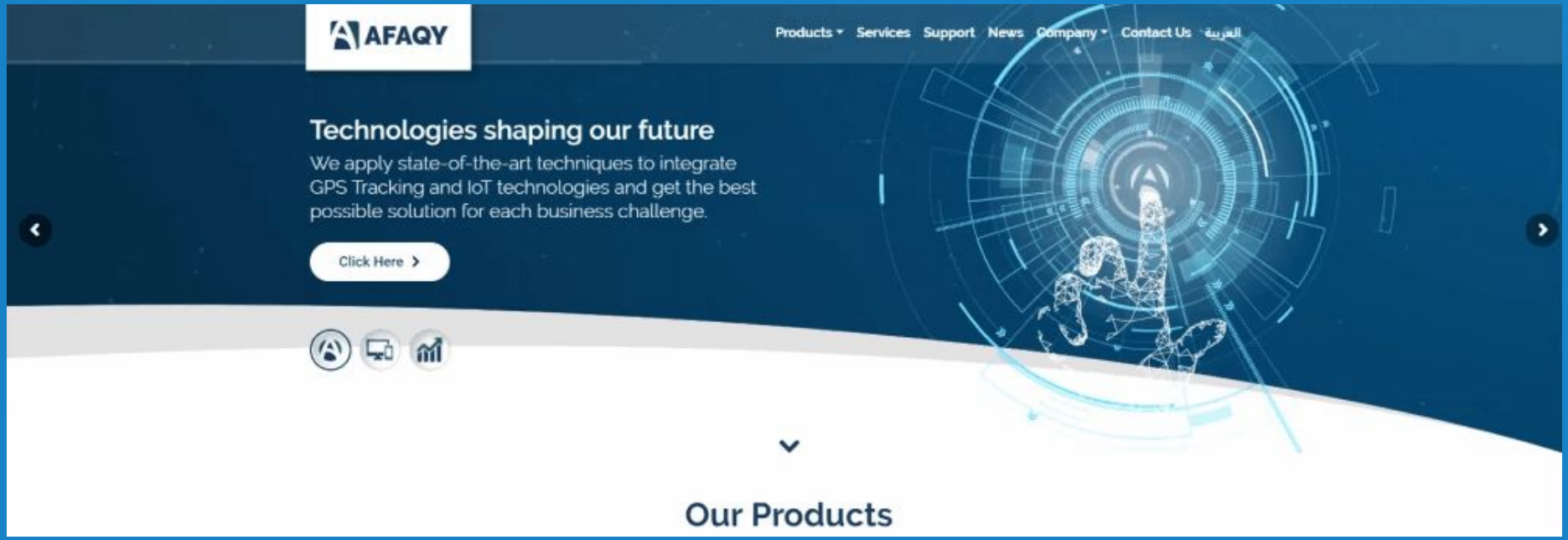
Sygic
Products
About
Support
Blog
Developers
Pricing
EN
11:50
57 %
Follow the route
2,0km
9 m
90
45
km/h
11:56
34min
32km

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.

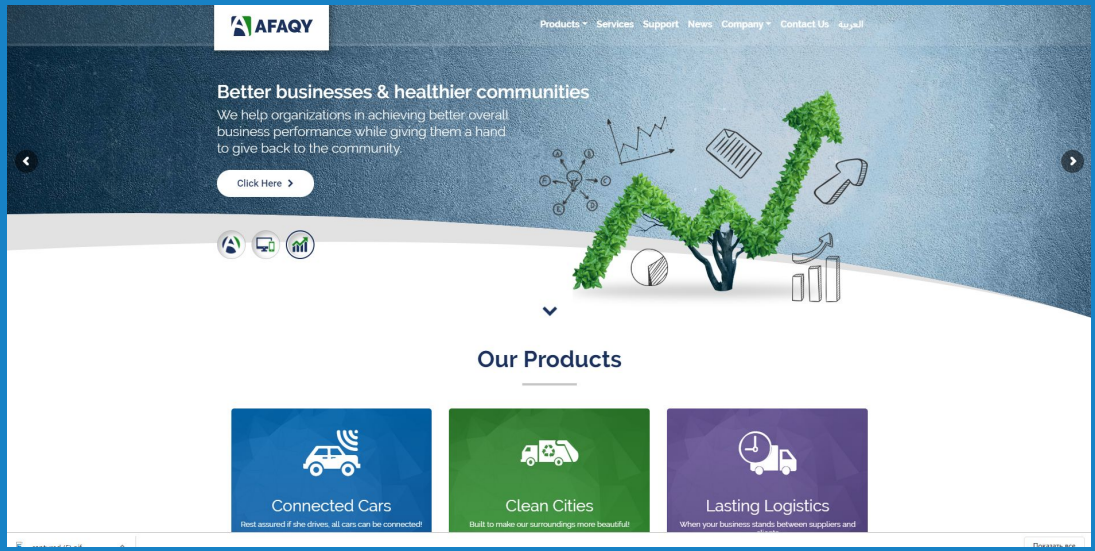


AFAQY


AFAQY
Products
Services
Support
News
Company
Contact Us
العربية
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

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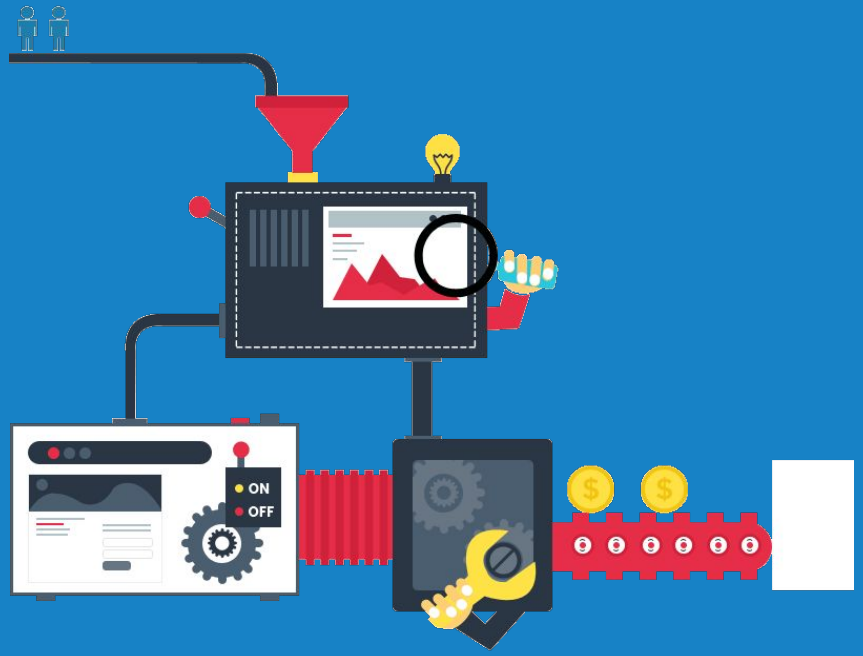
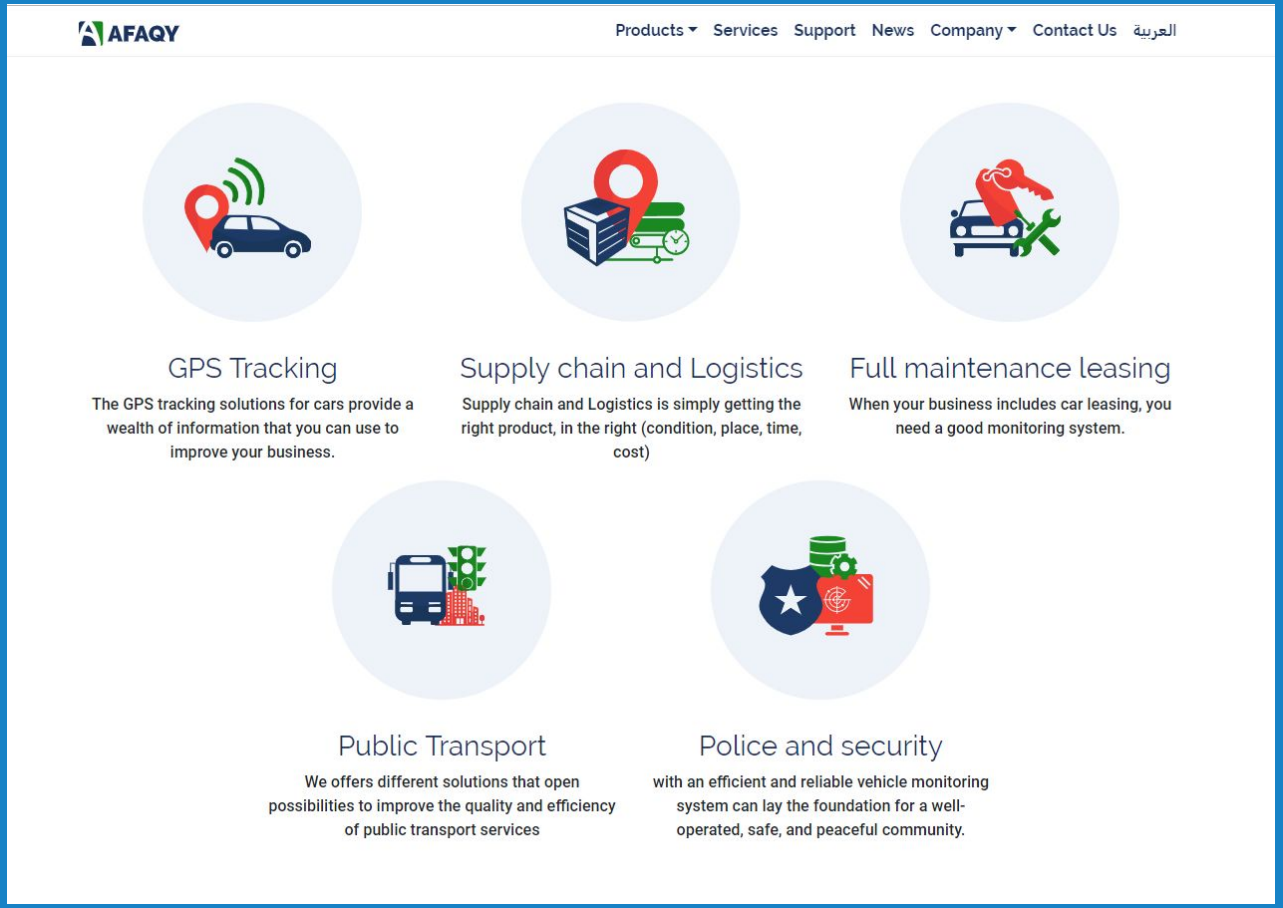
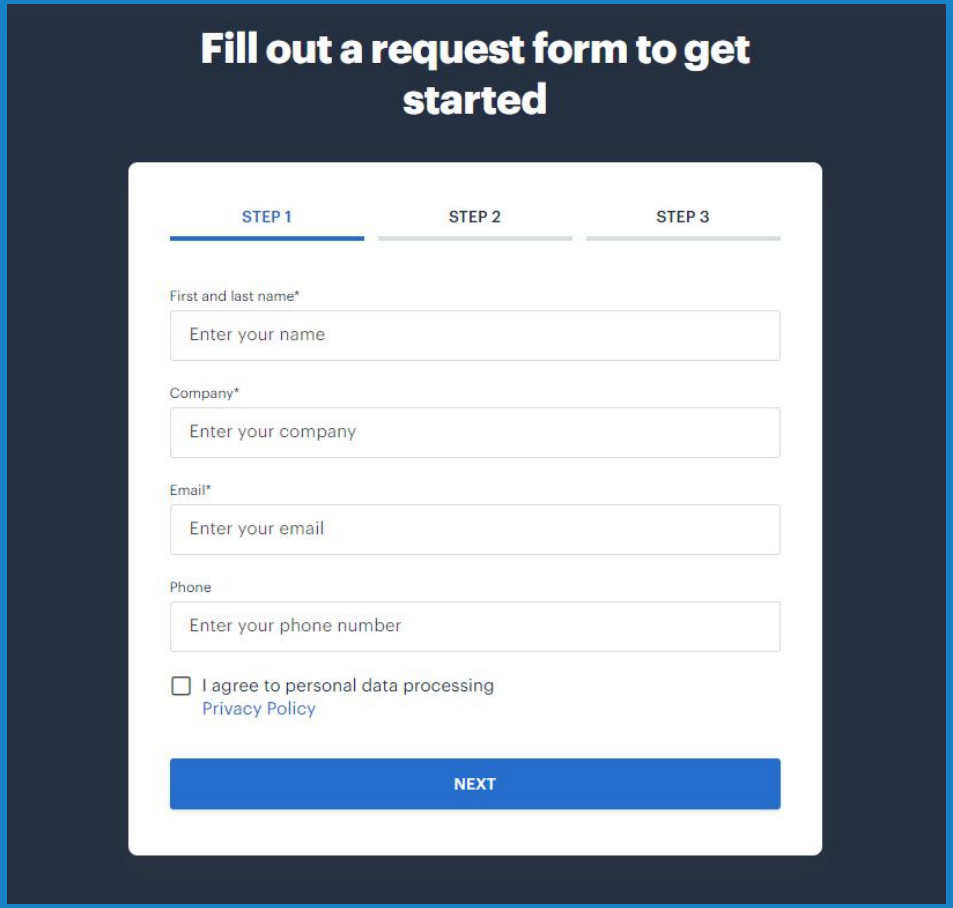
- Readable (large) fonts
- Clear content layout
- Obvious buttons and forms
- Clear navigation
- Nice color scheme
- High speed
- Storytelling
- Convenient mobile version
- Solution of the customers’ problem
- Minimalistic design



Readable (large) fonts



Obvious buttons and forms



Clear navigation

GURTAM

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

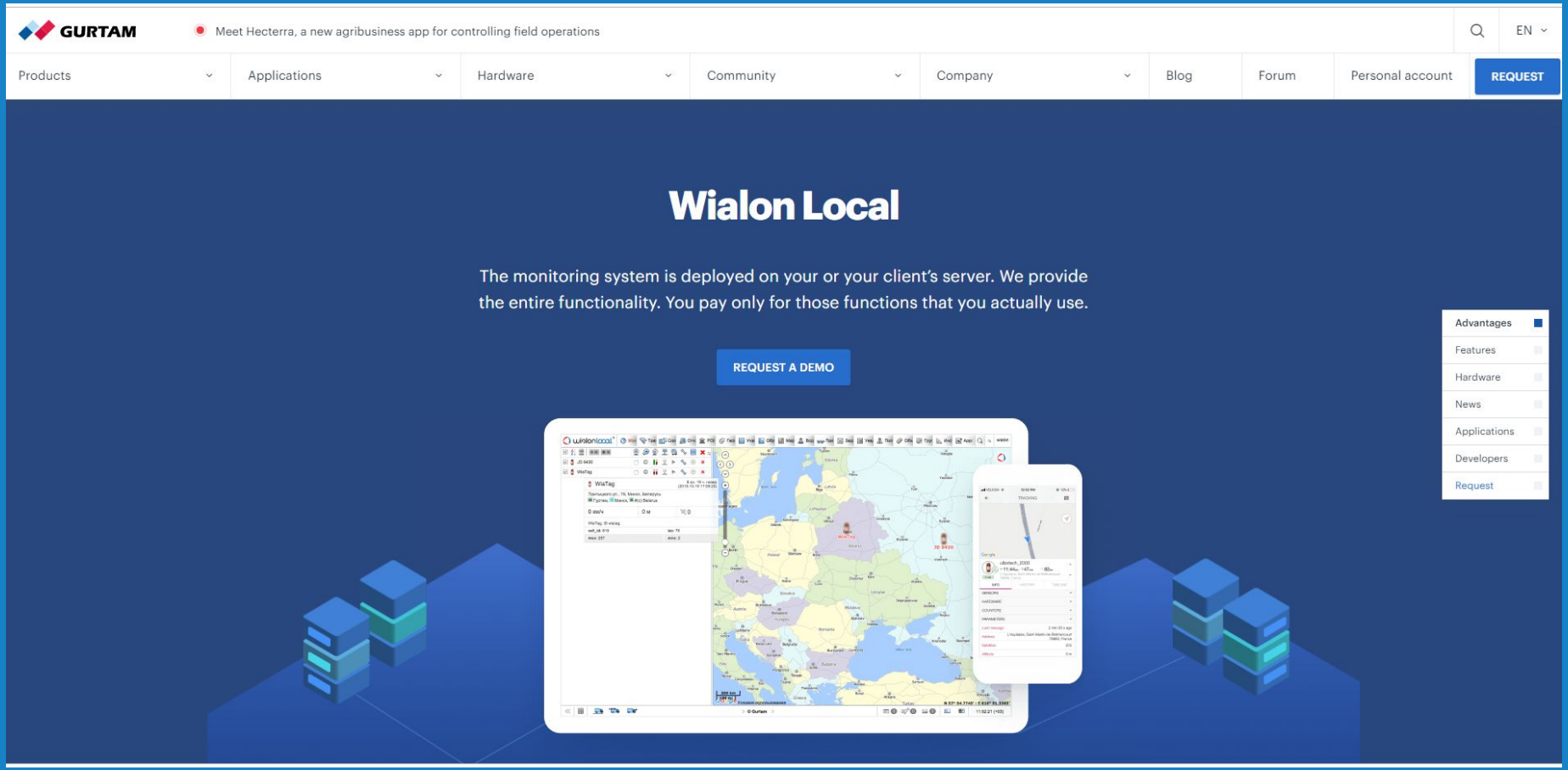
Fuel control

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

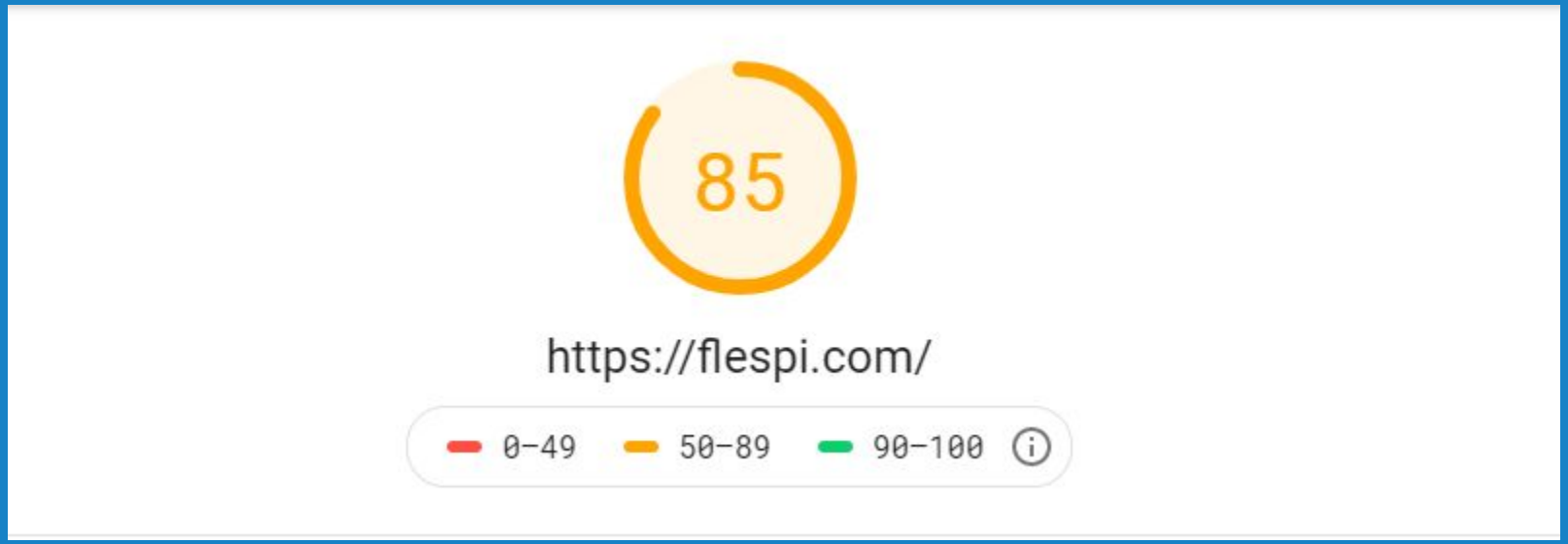
Driver activity control

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

Nice color scheme



High speed



* Google PageSpeed Insights

Storytelling

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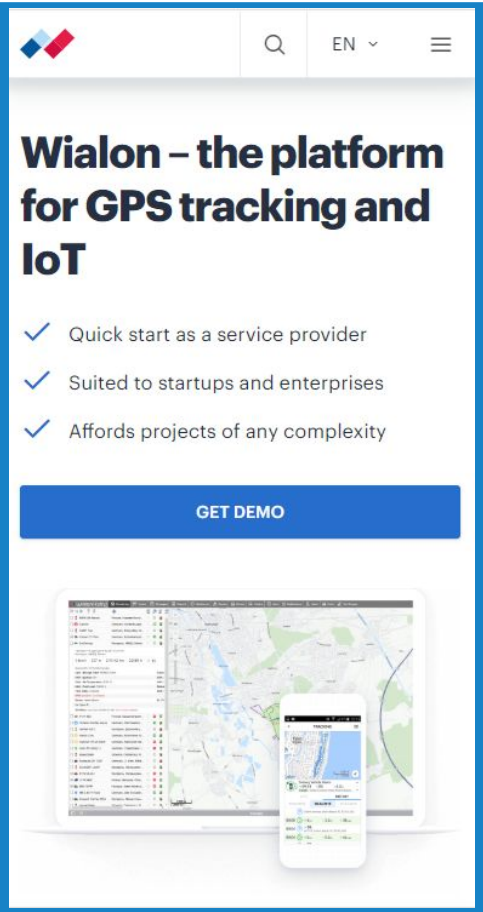
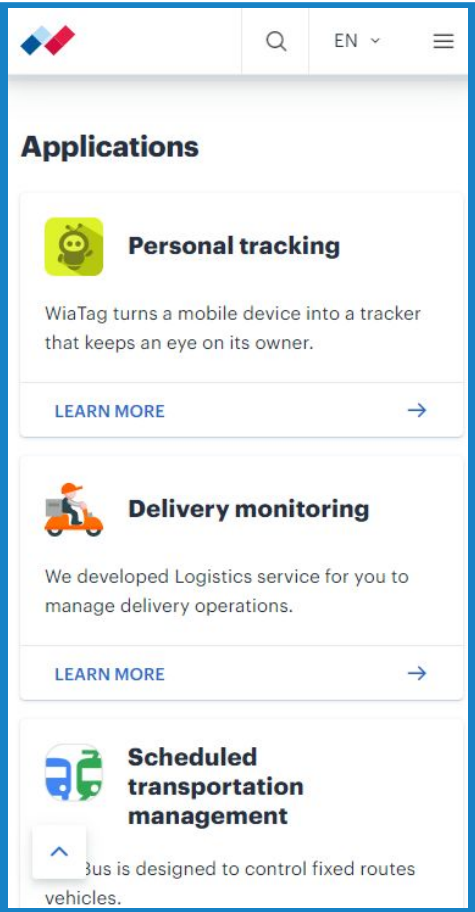
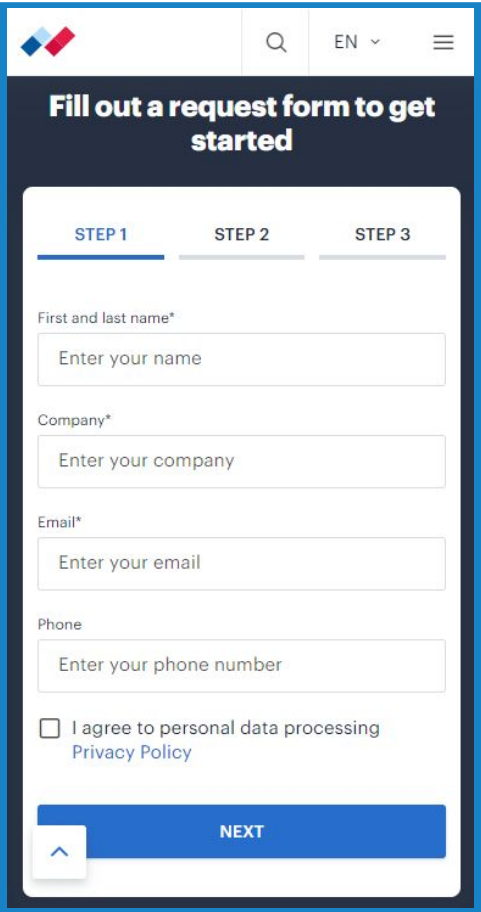
GET DEMO

Convenient mobile version







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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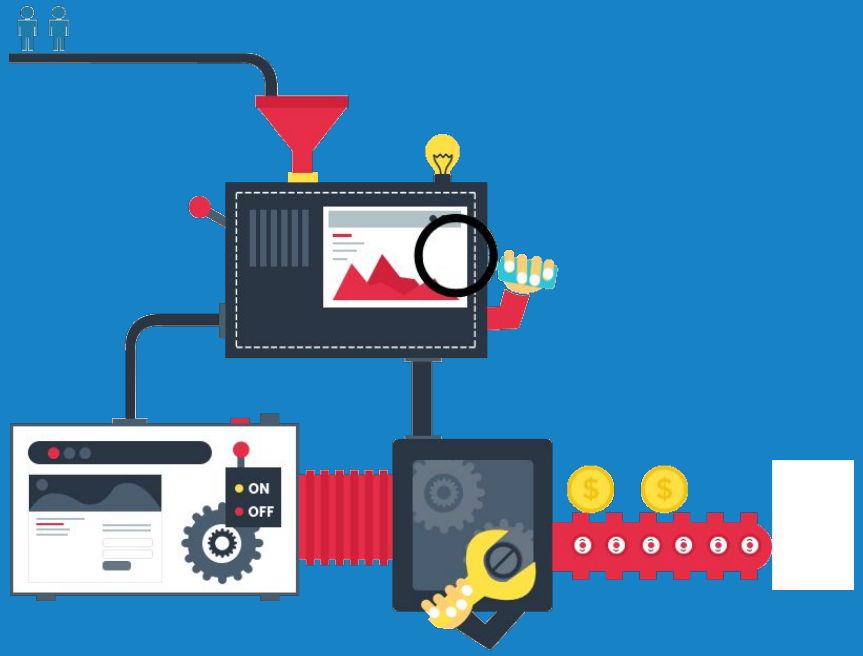
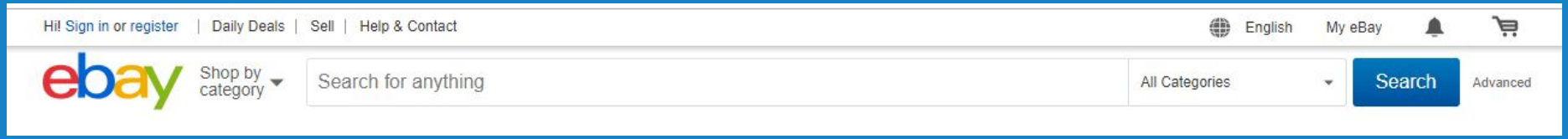
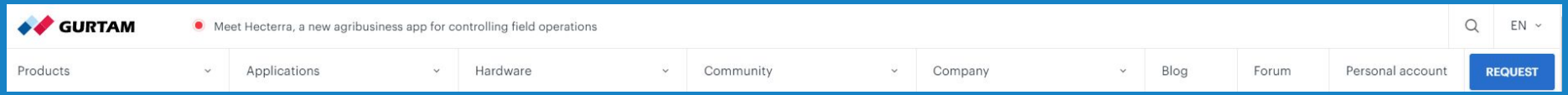


Design Patterns





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Thank you!

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