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WEB REPORT

Questions

How to develop the website to attract more members?

What is relevant and what is not?

How to improve/develop the site?



Presentation Brief

Collected data from:

- Google Analytics (20/06 – 19/07 and 20/07 – 19/08)
- Buzz Metrics Study (Forums and Blogs)
- Quantitative/Qualitative Survey with online members
- User Interface and Navigation study





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Metrics Google Analytics

Metrics - Google Analytics

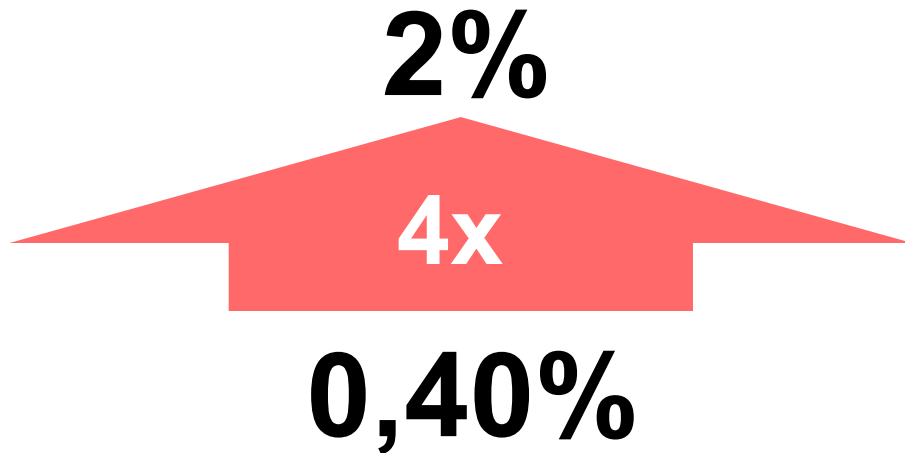
GOOGLE ANALYTICS IMAGES

Conversion rate – new members

59 new members : 30 days

Conversion rate of 0,40%*

Low
compared to
average CR



*(base: Unique visitors / New visitors)

Metrics - New Members

Possible Causes:

- Bad Landing Page (text) ↓
- Registration process is not clear ↓
- Bad Design / User Interface ↓
- Dubious credibility ↓
- Text is not a “power” seller ↓





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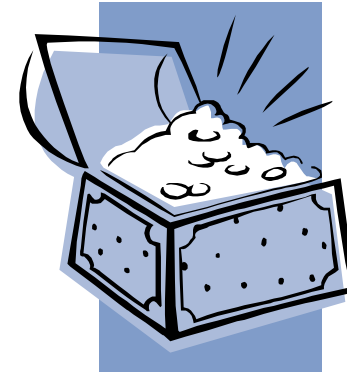
BLOG

Blog

Created 1th July

Second most visited page

- **3,965** Unique visitors
- **00:01:22** Average Time on page

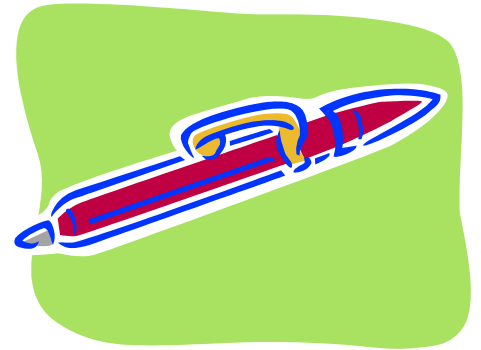


Page Title	Pageviews ↓	Unique Pageviews	Time on Page	Bounce Rate
1. SMB - en militärhistorisk bokklubb	42,192	35,237	00:01:18	64.00 %
2. Svensk Militärhistorisk Blogg	5,047	3,965	00:01:21	72.31 %
3. SMB:s militärhistoriska resor	4,640	2,755	00:00:37	32.20 %
4. Svenska jaktflygplan	3,955	776	00:00:10	10.71 %
5. Svenska vingar: Militära flygplan och helikoptrar	2,660	1,593	00:00:20	20.74 %
6. Kontakta Svenskt Militärhistoriskt Bibliotek	2,629	1,909	00:00:58	69.35 %
7. Svenska krig 1050-1814	2,588	1,812	00:00:21	28.37 %
8. Svenskt Militärhistoriskt Bibliotek	2,543	1,593	00:00:11	10.81 %
9. Bli medlem i SMB!	2,493	1,492	00:00:23	39.78 %
10. Länkar	2,433	1,611	00:00:15	13.11 %

Blog

Blog

- Free communication tool
- Communicates with clients or future consumers
- Free advertising media / tool
- Get consumers closer to SMB





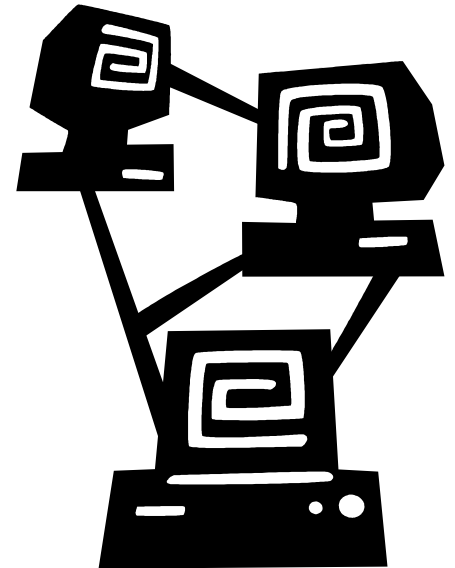
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USER INTERFACE

Presentation Brief

Internet

- Infinite possibilities
- Easy to test and refine strategies
- Low cost
- Interactivity increases brand experience



Site Functions – Study

User Interface

- What areas play a relevant role on the site?
- What can be developed / created to attract attention?
- What has to be changed?

Usability and navigation study

- How to make navigation easy and intuitive?
- How to organize the site's structure to provide better navigation?
- How to create a routine for updates?



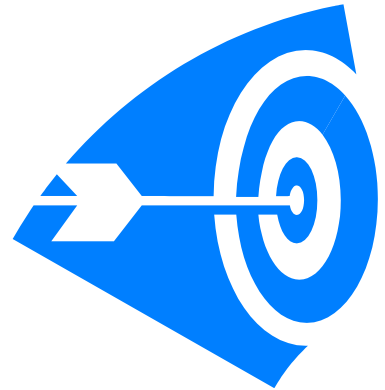
Site Functions – Study

Members:

- Are used to the site structure
- May feel strange to a completely new site
- Learn to navigate through the site

Not members:

- Need to be attracted by content, design and interface
- Need to easily learn how to navigate
- Find information easily

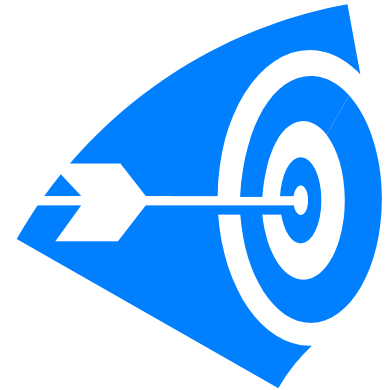


User Interface

What areas play a relevant role on the site?

Top Landing Pages and Most visited Pages:

- Index
- Blog
- Uppsatser (Military content)
- Bli Medlem
- Kontakt
- Trips / Campaign pages (/kryser/)
- Kalendar



User Interface

Problems:

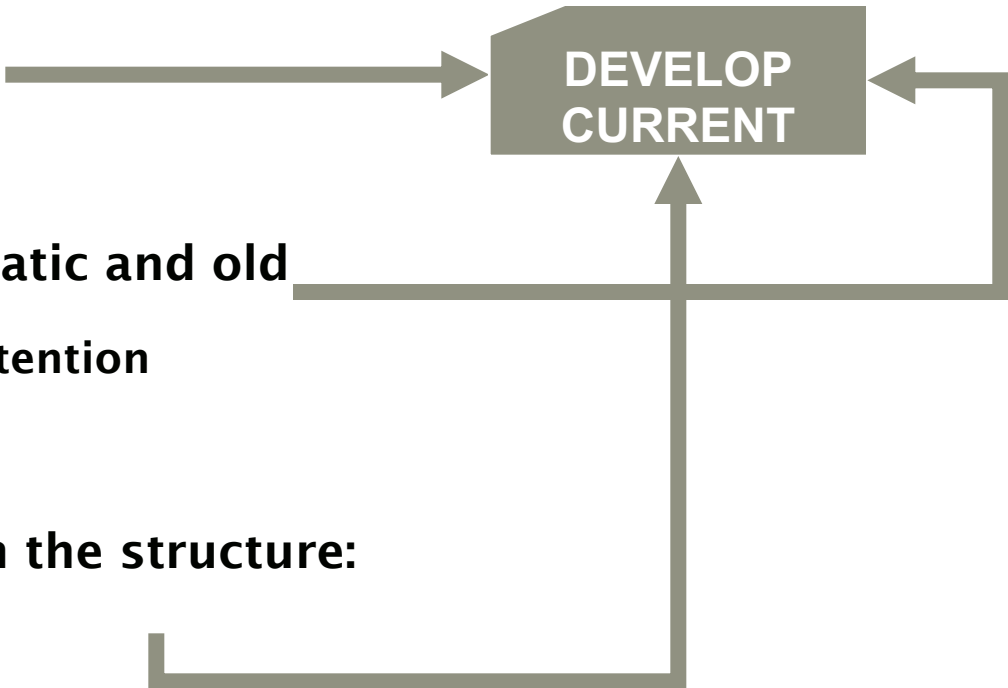
Navigation is not completely intuitive

- Pages do not link to each other
- Create better design

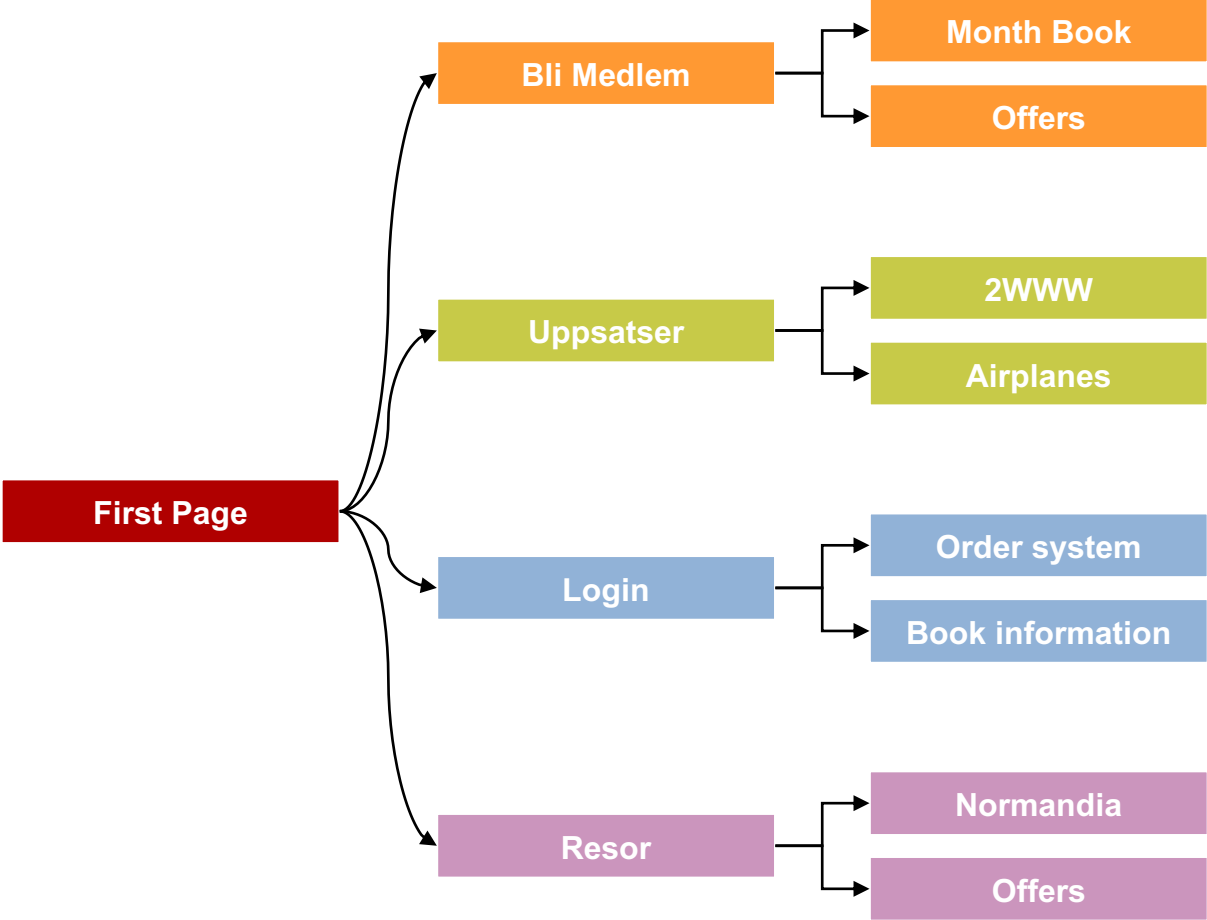
- Current interface is static and old
 - Fresh visual catch attention

Small modifications in the structure:

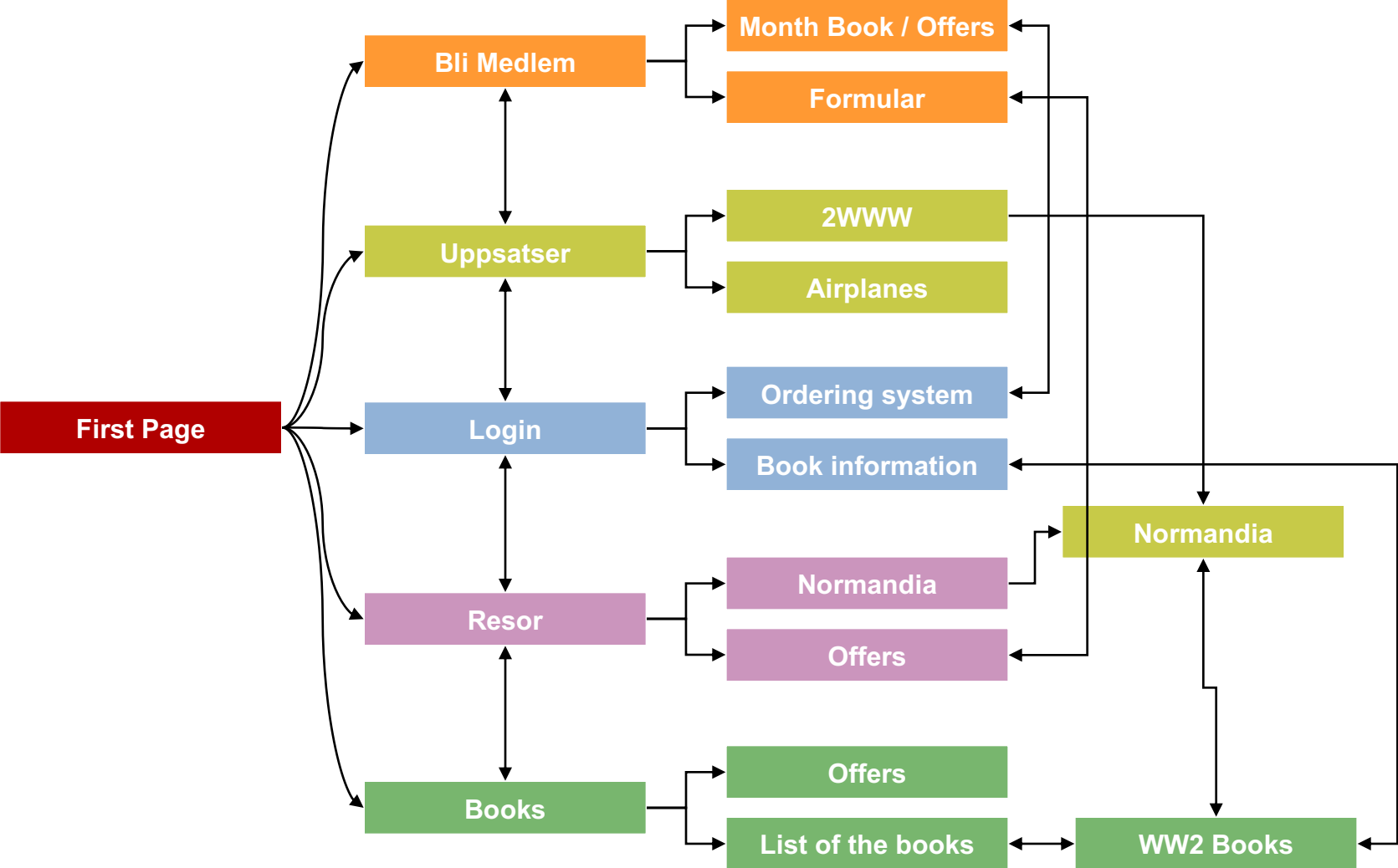
- Clear space to text
- Create multiple banners to create a fresh appearance



User Interface today



New User Interface - example





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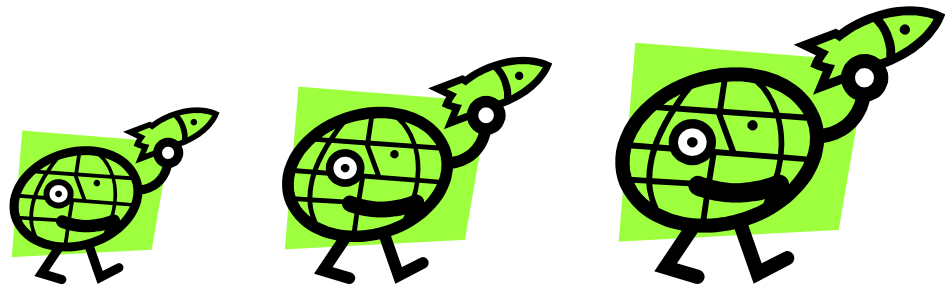
HOW TO
IMPROVE
(some suggestions)

How to improve – First page

First contact with SMB  **First impression**

Top landing must be/have:

- Attractive design
- Seller text / Seller headlines
- Easy access to all important sections
 - Promote impulsive navigation
- Search engine





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**MEMBERS
ACCESS**

Log In – main changes

Make it easier to buy books:

- Search field
- Ordered list of the books
- Online payment
- Online ordering of Pennan & Svärdet books
- Online changing of members data
- Online canceling membership system*



Log In

Exclusive Content to Members

- Offer attractive information
- Online Pennan & Svärdet
- Entertainment :
 - Surveys
 - Ask a specialist
 - Military news
 - Newsletter



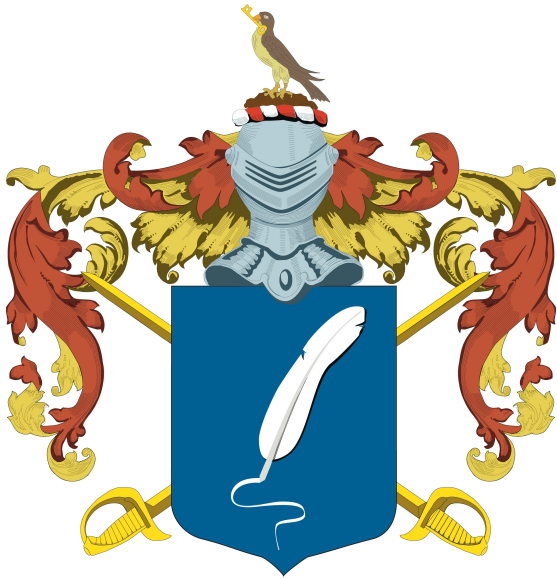


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NEW MEMBERS

Bli Medlem – Banner and campaign

- Create Campaigns:
 - Google Ads-sense
 - Banners placement
 - Print Media + Online Media (Cross Media)
- Different Campaigns / Banners
- Change strategy according to collected data*
- Possibility to invite friends to visit the site / buy books / become members



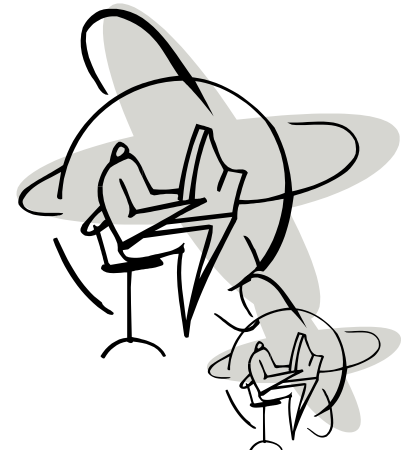
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ADVERTISING SOLUTIONS

Advertising Solutions

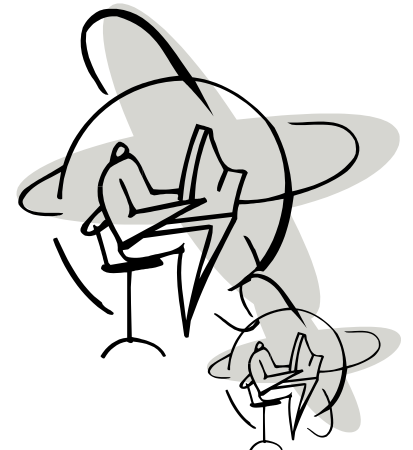
Solutions to rise traffic

- Paid
 - Banners
 - Advertising
- Free
 - Promote Buzz (“Invite a friend”, “Blog this”)
 - Link Exchange
 - Blog



Banners

- Direct Buying
- Advertising Networks
- Sponsored Ads
 - Google Ads-sense
 - Yahoo!





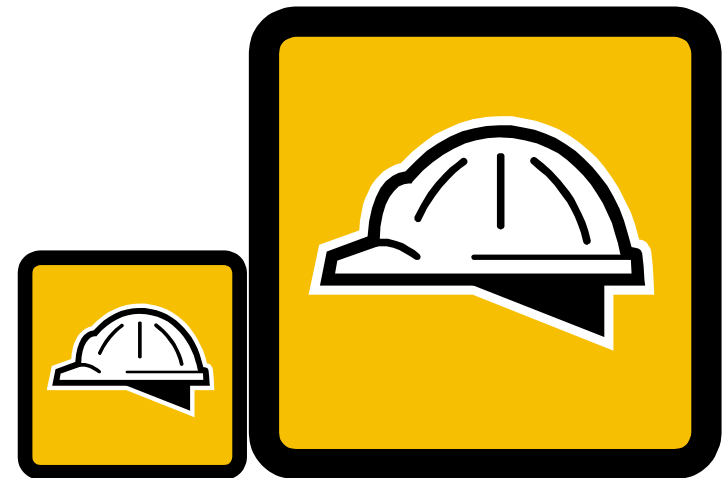
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NEW SITE

New Site

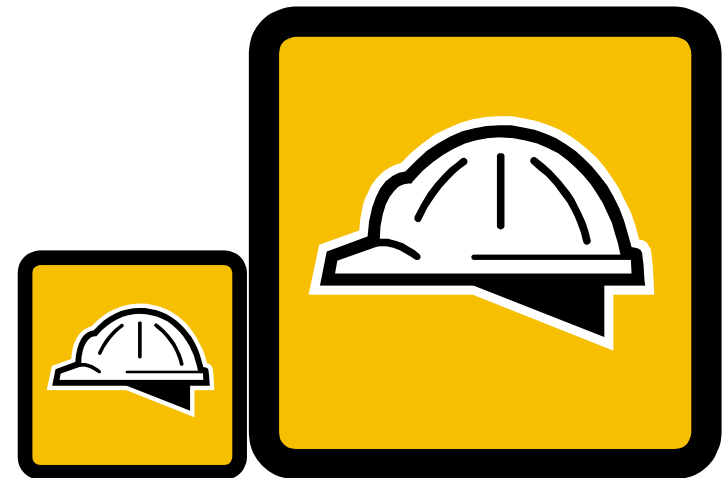
Transforming the present site:

- Add solutions
- Improve navigation
- Improve design
- Add Help
- Add book shop
- Promotions to internet users



How?

- Develop new design (based on the present one)
- Migrate to a CMS
- Develop the Blog



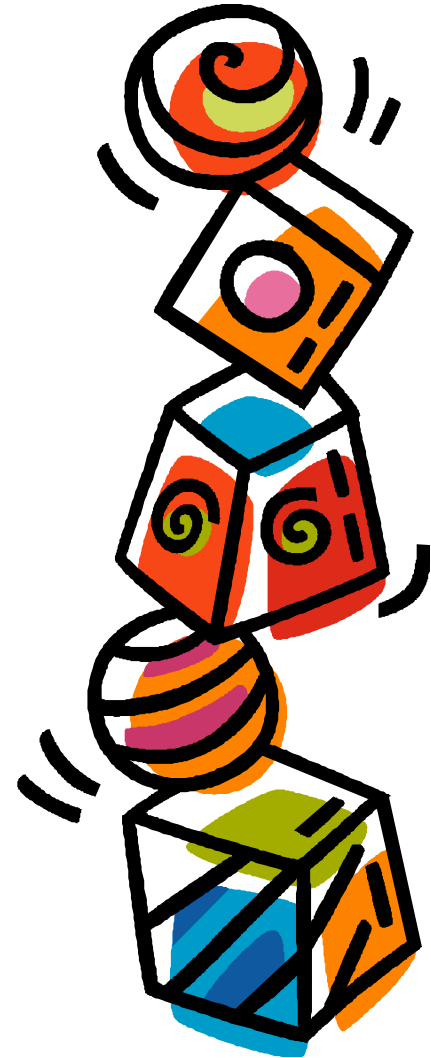
CMS – Content Management System

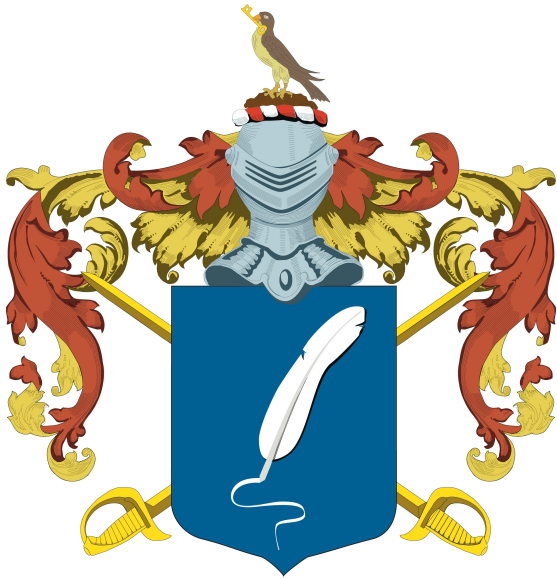
- Publishing system
- Easy management
- Content focused
- Plug-ins
 - E-shop
 - Surveys
 - Easy set-up



New site – Resources needed

- Anders
- Freelancer
 - Web writer
 - Temporary PHP developer to CMS (to develop code)
- Web development companies
 - Deliver complete solution



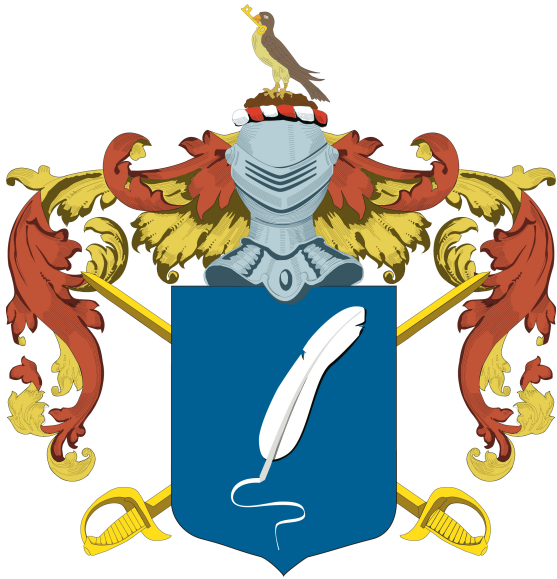


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OBJECTIVES

New Site - Objectives

- Month - 150 new members
- Month + campaigns - 300 new members
- 17.000 members using the site every month (30%+) (Log-in)
- 3.000 of 17.000 book orders via site
- Be a modern site
- Personalization
- Quality control



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