



by Duda

# INSITE

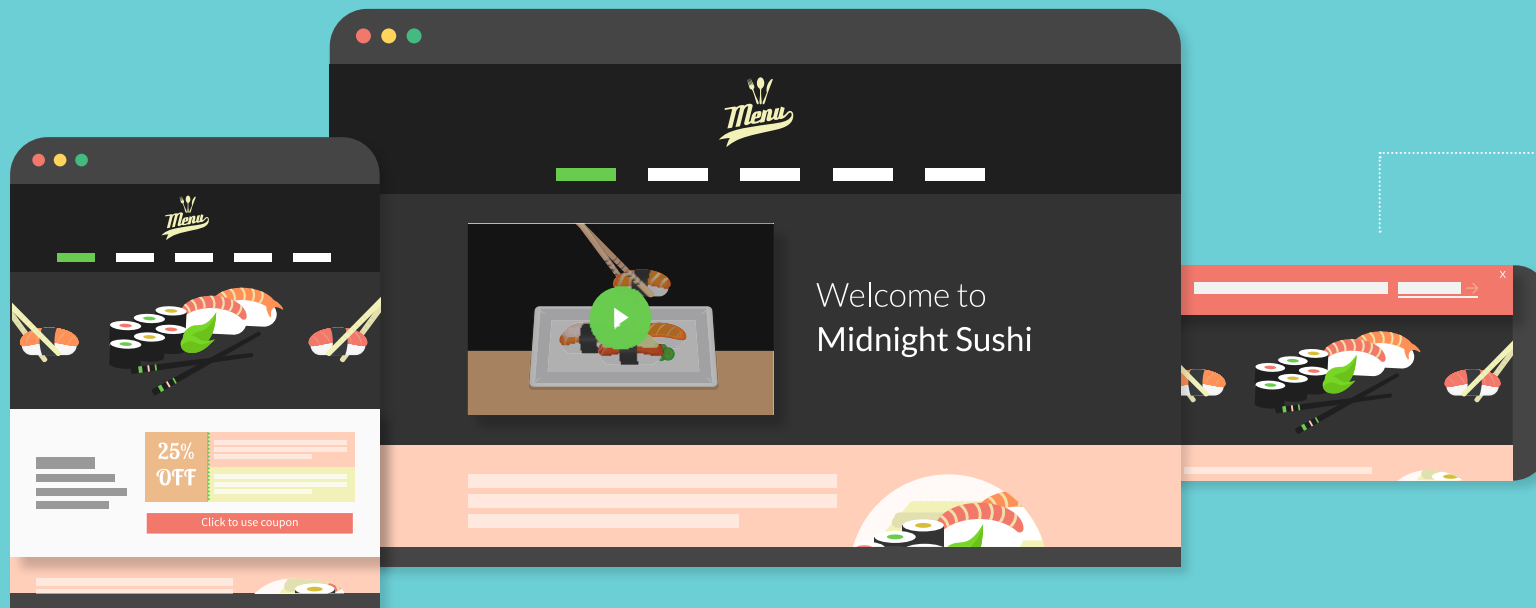
The Personalized Web Made Easy



Visitors from  
California



Show Coupon



Between 11  
p.m - 12 p.m



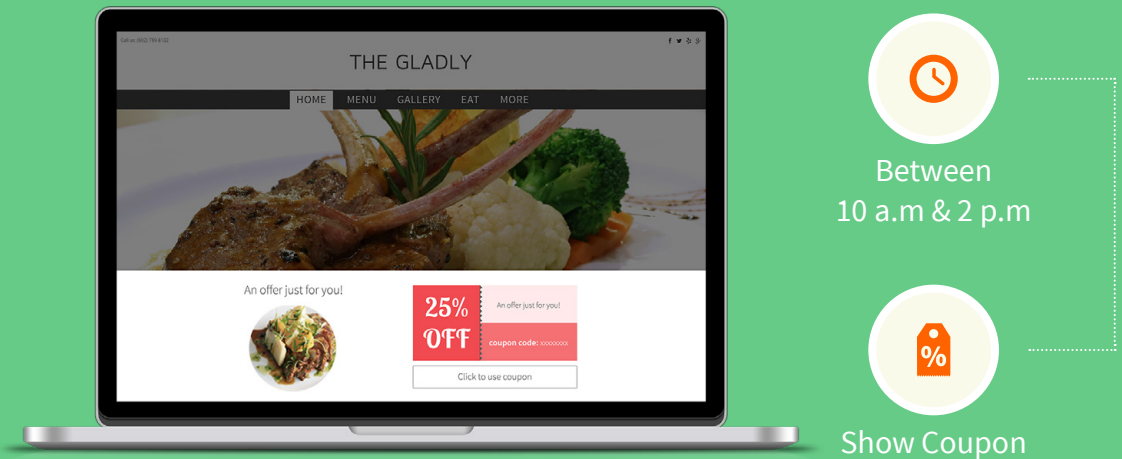
Show  
Notification Bar

# INTRO

While adding dynamic website content has traditionally been reserved for enterprise-level companies with six-figure budgets and large development teams, the inSite WordPress Plugin makes it as easy as a couple of clicks, without compromising functionality, to bring website personalization to the masses.

The inSite plugin's cutting-edge personalization technique analyzes a user's behavior such as visit history, visitor location, time of day/week/month, device type, etc., and adapts the content directly on your WordPress website to offer the most relevant content based on that information. This provides users with a more tailored service that is designed to dramatically increase conversions for your business.

**For example,** a restaurant owner can use inSite to display the lunch special and a coupon to someone visiting the website between the hours of 10 a.m. and 2 p.m. By combining a relevant message with an alluring offer, this owner is far more likely to drive business through their website.



It's easy to set up a series of inSites for a variety of special promotions, sales, holidays and more. Once an inSite is set, simply walk away and watch your conversion rate grow—the inSite plugin will run perfectly with no coding required. inSite is all it takes to provide a personalized website experience to your site's visitors.



## WHAT IS WEB PERSONALIZATION AND WHY IS IT IMPORTANT?

Nearly three in four (74 percent) online consumers get frustrated with websites when the content that's displayed, such as offers or promotions, has nothing to do with their interests.

Another study shows in-house marketers who personalize their customer's web experiences see a 19 percent increase in sales, and yet another study found that targeted calls-to-action convert 42 percent more visitors into leads than non-targeted calls-to-action.

There's clearly a high demand for personalized websites and dynamic content from customers, but very few businesses are actually meeting this visitor desire. inSite was built to change that and tear down the barriers to entry that keep businesses from using website personalization. Now, any business can tailor their website experience for each customer and all it takes is a few clicks.

# GETTING VISITORS ENGAGED WITH YOUR WEBSITE

Rarely does a website display a single message that applies to every visitor who comes to the site. But with static web pages, this is exactly what you have to attempt to do. This results in displaying a message that applies to many of your visitors, but not all. Everyone else is left digging through the website trying to find what they're looking for, and it's more likely they'll decide to take their business somewhere else.

Not only can website personalization alter the content served to a user, but also the way in which that content reaches the them. For example, by identifying the location and device used by the customer, you can make sure they get the right information, in the right way, at the right time.

To be sure, research has shown that 40 percent of consumers buy more from retailers who personalize their shopping experience across channels. We all want to feel special, and we buy more from companies that match their message to suit our specific needs.

Standard, static websites are a missed business opportunities that not only risk losing immediate sales, but also the chance to make a great impression and earn loyal customers. When building your website, the inSite plugin enables you to target a wider range of customer identities with less work. The hard truth is, static sites just don't make sense anymore.

As a WordPress user, you're in a unique position to increase your conversions by offering a feature that simply doesn't exist outside of enterprise-level solutions. Engaging your customers reduces the bounce rate and decreases the amount of effort it takes for a visitor to turn into a customer. And you can do it all in about five minutes with inSite.

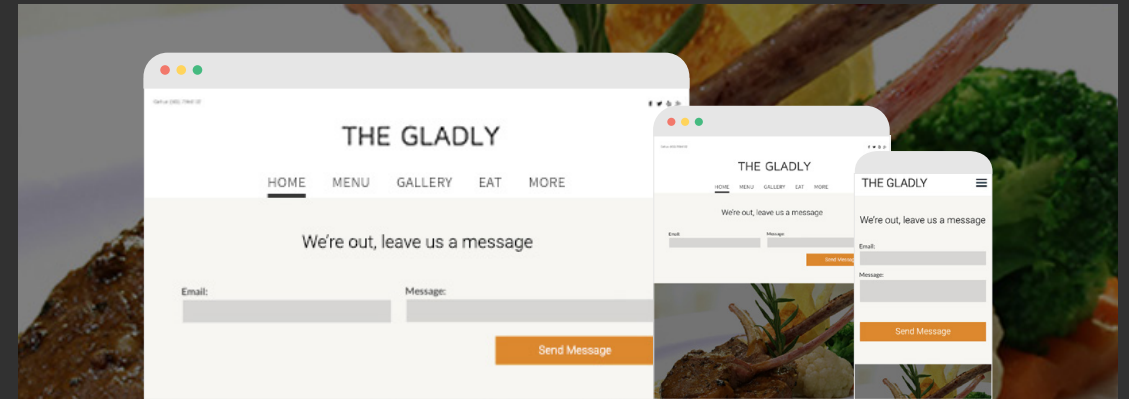
Now that we've covered the importance of website personalization and how it can increase conversions on your website, we'll look at a few inSites that you can use right away. While these ideas would help your business, the main idea is to get you thinking about creative ways you can personalize your site's experience to make your customers happier and your business more successful.



# TIME IS ON YOUR SIDE

Whether it's a morning greeting, a special during slow hours, or a contact form during off hours, the timing of your message and content is essential.

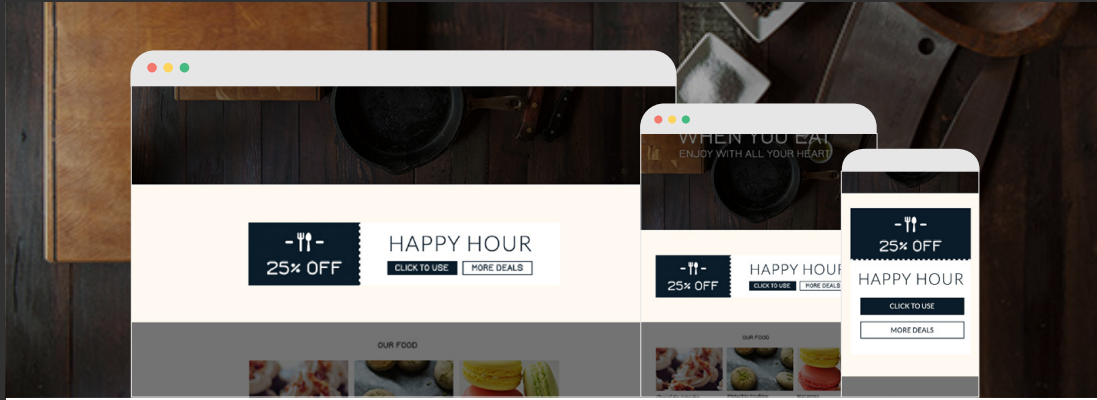
Here are a few examples of website personalization using the time of day as a trigger.



## Off Hours

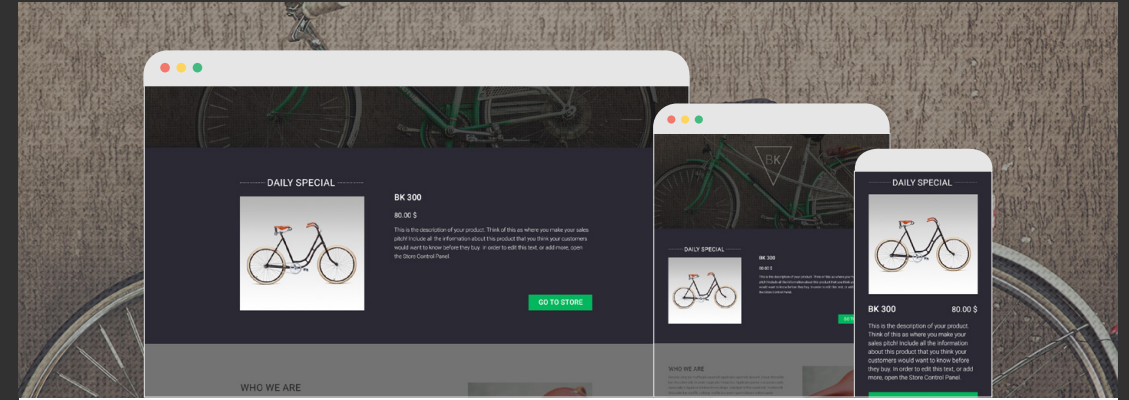
Many businesses have hours of operation and times they are closed. However, just because your client is closed for the night doesn't mean they should lose potential business because of it. Using inSite, you can use off-hours as a trigger to display a contact form at the top of a website that lets potential customers know your client is closed, but will happily follow up with them in the morning.





## Happy Hour

Running a restaurant website with a happy hour special during the slow hours? It wouldn't make a lot of sense to post a message on the homepage at 8am saying "Come in right now for our world famous happy hour." With the inSite plugin, you can use the time of day (in this case, let's say between the hours of 4 p.m. and 6 p.m.) as a trigger to display that message only at the designated time.



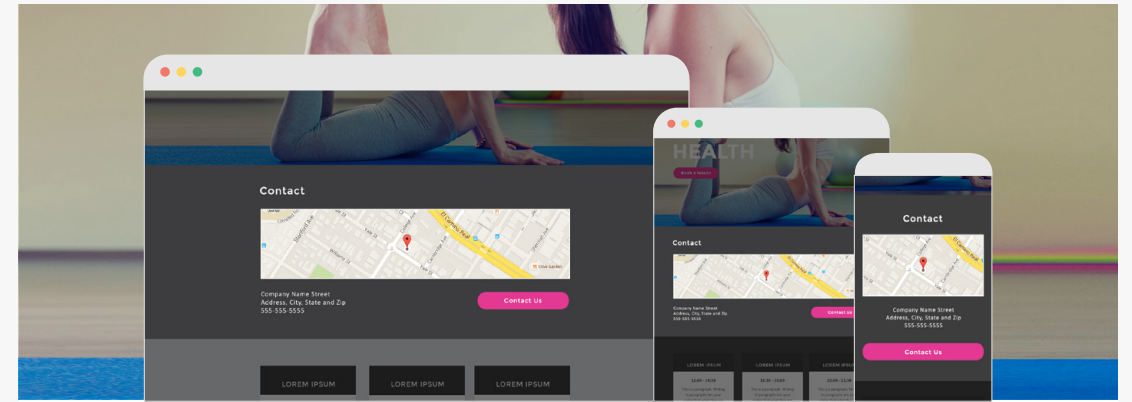
## Daily Specials

Perhaps the business you work with has a daily special. Maybe it's a sale on a new bike, or a discount on a particular group of products on a given day. Using inSite, you can add the daily special to the homepage and set the day of the week as a trigger to display the right special on the right day. The best part is that once you set it up, it runs itself and leaves you with little to no maintenance.

These are just some of the ways to use the time trigger when thinking about website personalization. You can also list lunch specials, flash sales, eCommerce promotions, holiday promotions, etc. But don't forget that you can also build your own custom inSites just as easily.

# LOCATION, LOCATION, LOCATION

You've heard the epithet before: "It's all about being in the right place at the right time." Now you can offer the online version of this mantra by ensuring their visitors see the most relevant content based on their location with inSite. **Here are a few examples →**



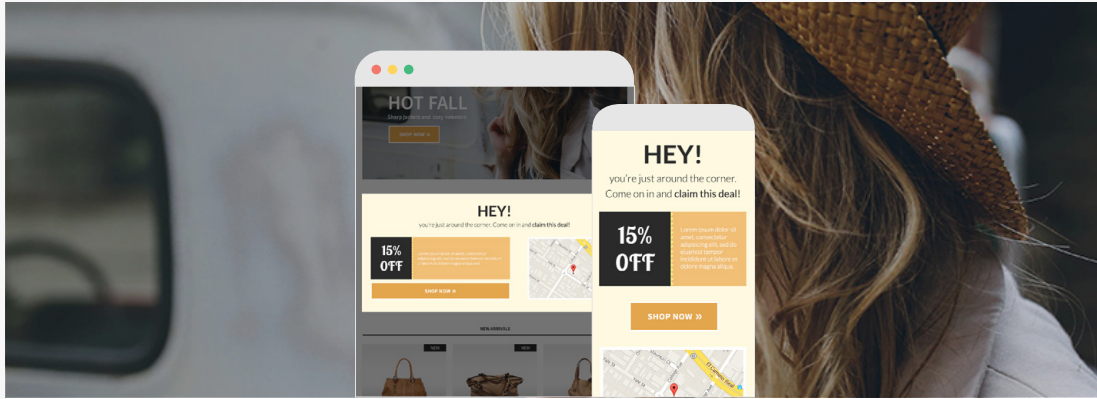
## Branches

If a business has more than one location, then each branch likely has its own staff, offers, phone number, address and contact details.

It's important that someone visiting the site gets the contact information for the location closest to them. This avoids any confusion and allows a visitor to engage with the business as quickly as possible.



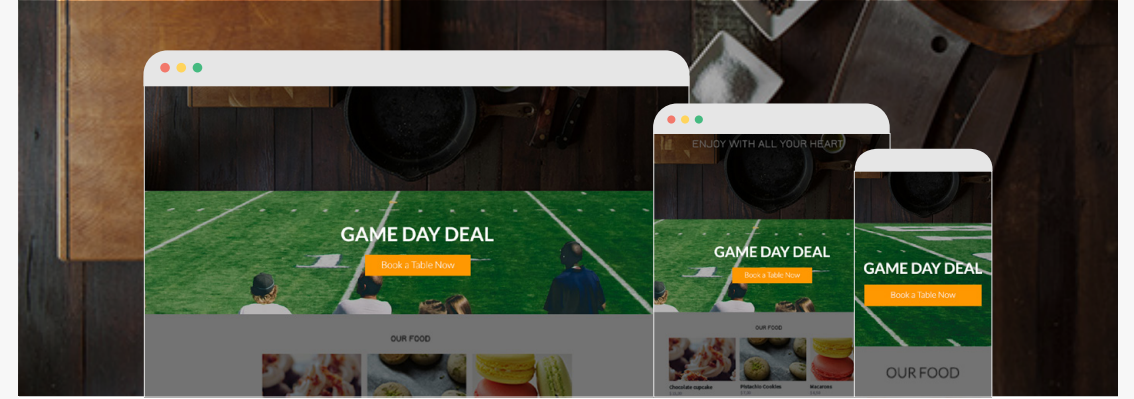




## Nearby Offer

Part of ‘being in the right place at the right time’ is notifying a potential customer when he or she is nearby a brick-and-mortar storefront. If a visitor lands on a website while they are close to the business, inSite can help bring them through the front door by showing an enticing promotion or coupon.

For example, if someone visits the site on their mobile phone, and is within the same zip code of the business, the inSite plugin will display a discount coupon, a map and a message saying, “Hey, you’re just around the corner. Come on in and claim this deal.” This personalized message increases the chance that the digital visitor will become a real-world customer.



## Take Me Out to The Ballgame (Celebrate an Event)

Who doesn’t want to support the home team or go out to celebrate after a good game? Just add inSite to post a great offer after a big game for nearby people, display a compelling message on the site with support for the team, or show the team’s colors in the site’s background. A little added touch like this can go a long way towards conversion. Showing your loyalty to a local team will increase customer loyalty to your clients.

This type of website personalization can be leveraged with any event (not just sports related) happening near your business, so make sure to keep a calendar of events that you could leverage to help your business.

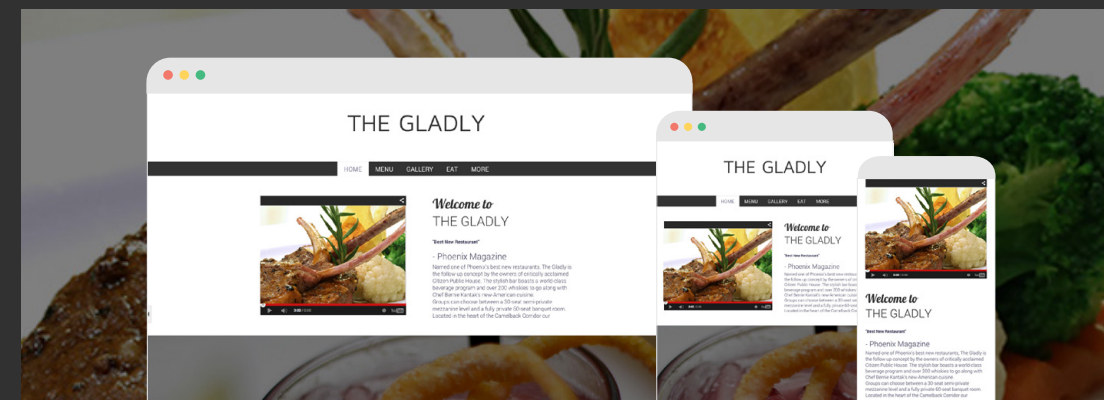


# HANDLING FIRST-TIME AND RETURNING VISITORS

The number of times a visitor has been to a business' site can have a substantial impact on what their best website experience might be. For example, if a potential customer is landing on a site for the first time, they may not be very familiar with the business or its services. In this case, it's probably best to display something on the site that would help give the visitor a good overview of who you are as a business.

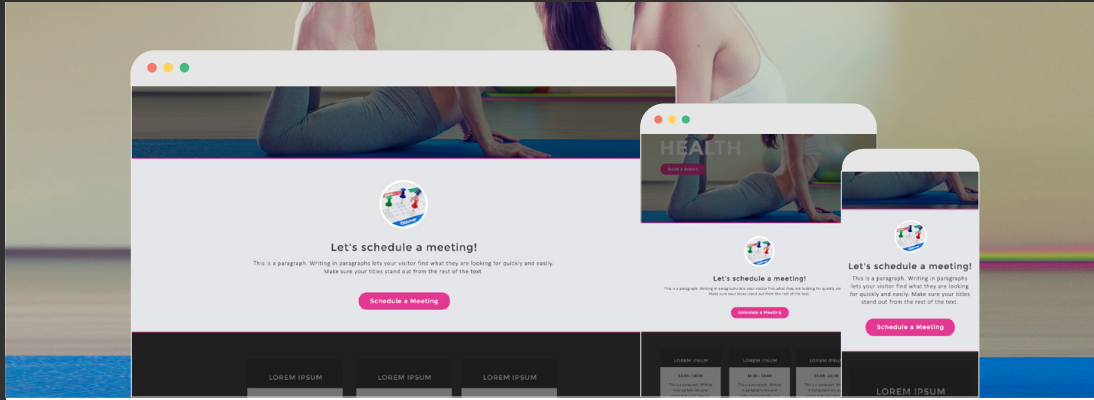
However, a loyal and frequent visitor is likely looking for something more specific than general information. For these customers looking to complete a specific action, showing off a commonly-purchased product or an OpenTable widget (in the case of a restaurant) is the preferred experience.

Here are a few more detailed examples of how you can use dynamic content to adjust your websites based on the number of times a visitor has landed on a site.



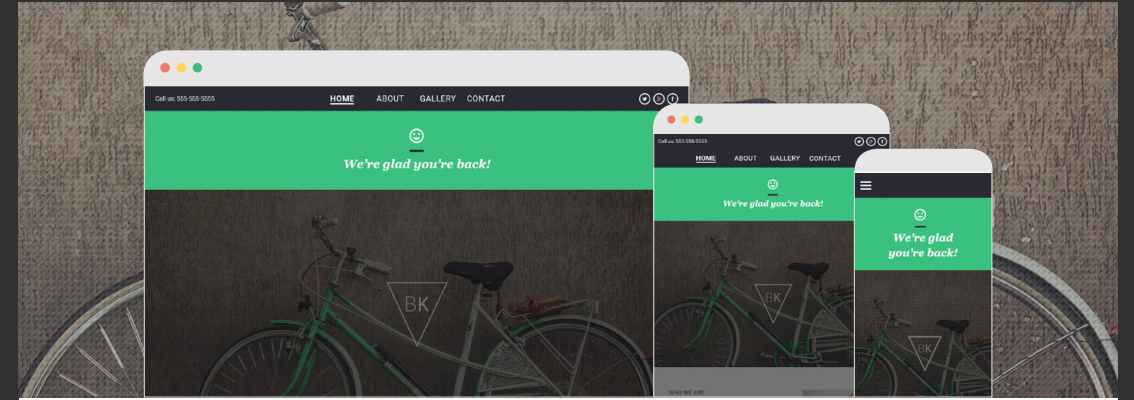
## Welcome Video for Introductions

There are a few reasons why adding a welcome video is a great way to introduce a new visitor to a business. Adding a face to the business in this way enables you to direct the conversation by talking about what's important to your client. Instead of allowing a visitor to dive in to the site and ignore critical parts of what you're trying to communicate, it puts them on a path toward a fuller, more well rounded picture of what the business is all about.



## Online Scheduler for the “Regulars”

If your client’s business is the kind that has lots appointments to keep (think hairdressers, yoga studios, dentists, etc.), then serving up an online scheduler inSite for returning visitors is a fantastic idea. These customers are likely already familiar with your client’s business, so getting them closer to conversion by prompting them to make an appointment can certainly help.



## Adding a “Welcome Back, Customer” Message

Have you ever logged in to an online service to find a message welcoming you back? The answer is probably yes. Sometimes it’s subtle, sometimes it isn’t, but showing a message to a visitor saying “We’re glad you’re back” is more than just a friendly greeting. It increases engagement with the website and boosts customer loyalty as well.

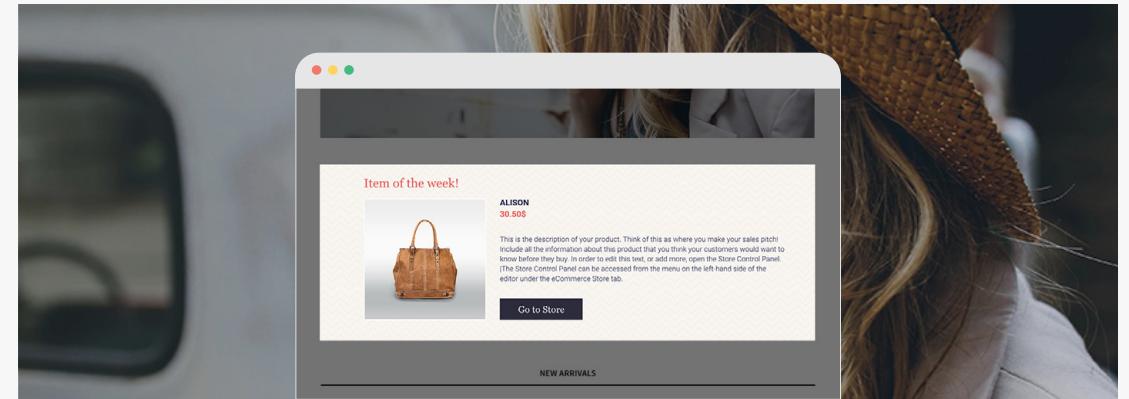
These are only three examples of how you can use the number of previous visits to determine what kind of content is seen by visitors. Depending on the needs of your clients’ customers, and how in-depth you want to go, you could create a personalized experience on the same site for the first, second, third, tenth or even 100th time a customer visits. It’s important to remember that each business is unique and you should find a strategy that works best for your client.

# DIFFERENT INSITES FOR DIFFERENT DEVICES

When implementing dynamic content with inSite, it's important to keep in mind that desktop, tablet and mobile devices are very different animals.

The varying screen sizes and functionalities mean that an element or widget that works perfectly on one, may not be such a good fit on the others.

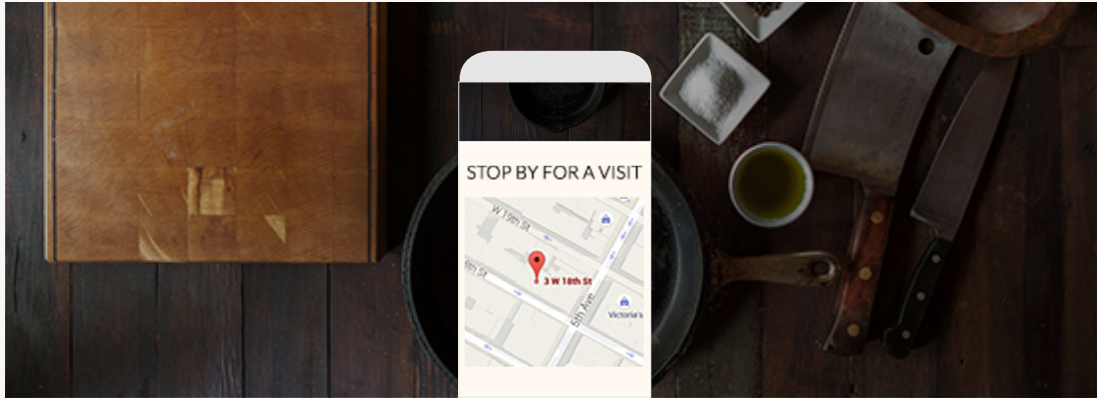
Let's go over a few quick ideas for diversifying your inSites by device type.



## Highlighting a Best Seller on Desktop

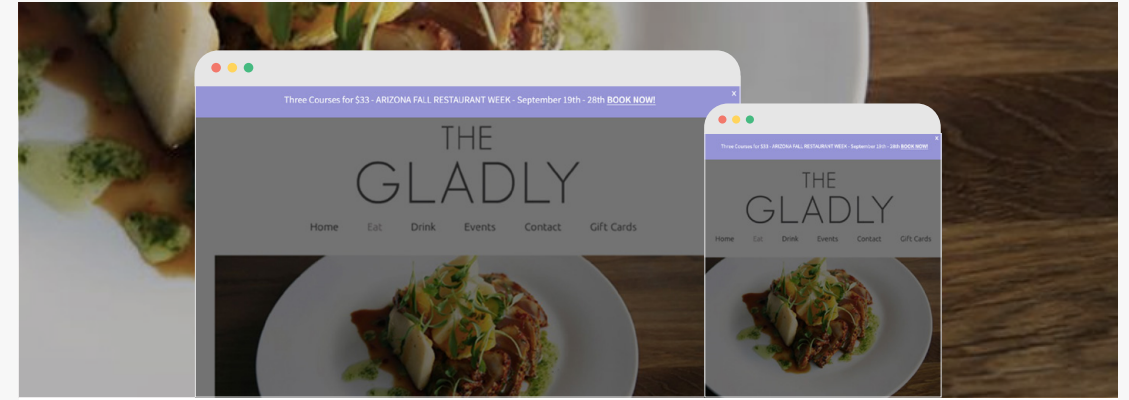
According to HubSpot, there's a fair chance that a user on a desktop computer is looking to start a more complex task, like researching a product. Since these potential customers may not be looking to take immediate action, setting up an inSite for visitors on a desktop that displays one of your best-selling product with an in-depth description might help them find what they're looking for.





## Map Feature for Mobile

If a visitor is on mobile, and in the same zip code as your business, a map feature that displays step-by-step directions makes perfect sense. However, if they're a little farther away, showing an informational video about the business may be more appropriate because the potential customer is less likely to take the immediate action of coming to your brick-and-mortar location.



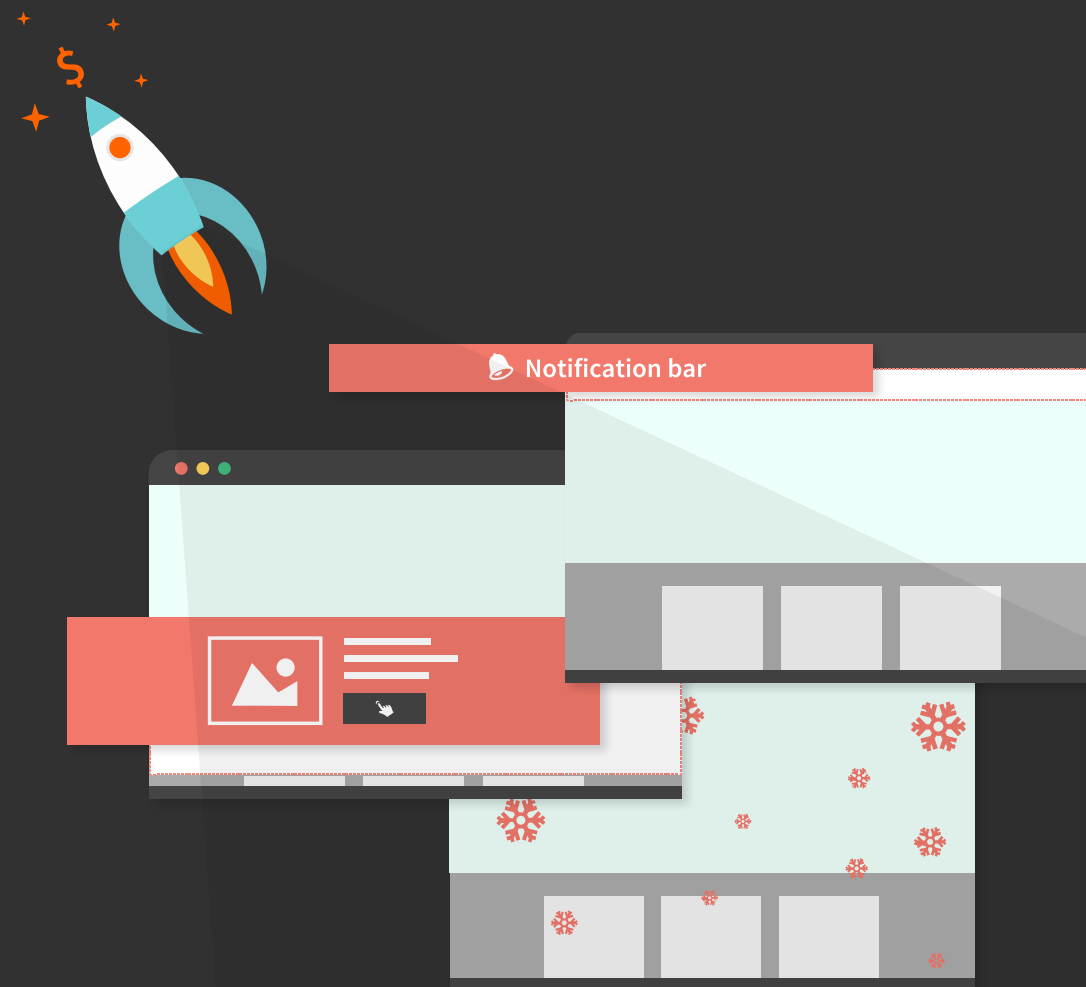
## Notification Bars for Desktops and Tablets

Showing off a special message in a notification bar is a great way to engage visitors. It's a fantastic way to display a special sale, wish people a happy holiday, promote a special event, or communicate any other message you might want to push out to customers. However, length can be an issue. What looks short and easy to read on a desktop or tablet, may look overbearing and wordy on mobile. If that's the case, it's best to reserve your rendition of "The Iliad" for the larger screens and maybe go for more of a haiku on mobile.

It may take a little bit of extra thinking through, but ensuring that each inSite you create is appropriate for each device will go a long way towards increasing your client's customer conversion and loyalty.

## PUTTING IT ALL TOGETHER

Though it may seem like a lot, we've really only scratched the surface of what's possible using dynamic website personalization to better your websites. You can create all kinds of personalized experiences for the businesses you work with using the inSite plugin, so download it today and watch conversion rates skyrocket.



## ABOUT DUDA

Duda is a leading DIY website builder for web professionals and small businesses via its products; [DudaMobile](#), a mobile-only site builder; [DudaOne](#), a responsive website builder and eCommerce platform and [DudaPro](#), which enables entrepreneurs, designers and agencies of all sizes to create personalized and dynamic web presence solutions without the need to invest in hours of costly development time.

Duda is based in Palo Alto, California, currently hosts over five million websites and won over ten awards in the last year, including ranking #185 on the Inc. 500|5000 and Small or Medium Business Service of the Year.



## CONTACT US

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