

DOING BUSINESS ONLINE

IS ANYONE THERE?

FUNERAL DIRECTORS WEBSITES UNCOVERS INSIGHTS INTO FUNERAL-RELATED CONSUMER BEHAVIOUR ONLINE

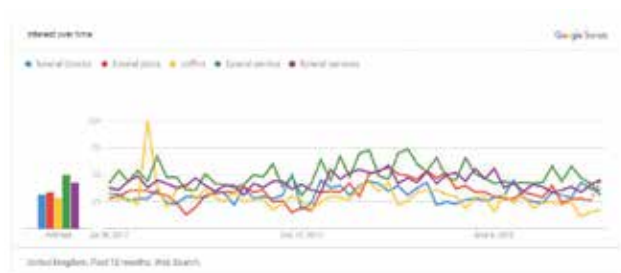
NAFD supplier member Funeral Directors Websites has revealed a wide range of unique and valuable insights into funeral-related consumer behaviour when searching Google and browsing the websites of funeral firms. Its research is drawn from aggregated Google Analytics Reports across its client websites, as well as wider information from Google Trends data.

Says Gerry King of i-Netco, which owns Funeral Directors Websites: "A website may look attractive, however we can't take it for granted that prospective customers are arriving on the website or that the website is serving them the information they are looking for. By making use of the tools available it is possible to ensure that a website is fit for purpose and that money invested achieves maximum possible returns."

This comparative overview of UK-wide funeral-related searches, which runs from July 2017 to July 2018, demonstrates that people are making more searches for wider funeral-related topics than they are for a funeral director and, by understanding what people are looking for, it can help you to build a better and more effective website for your funeral business.

Here are some of the key findings of the study.

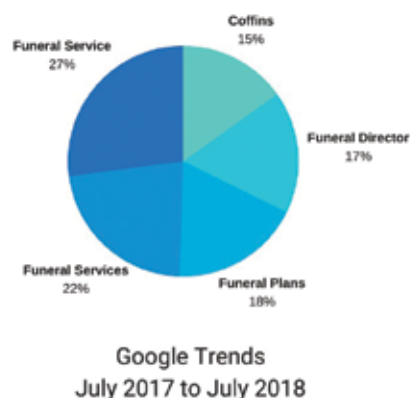
WHAT ARE PEOPLE SEARCHING FOR?



Google Trends shows that the search term "funeral director" was used in fewer searches than "funeral service", "funeral services" and "funeral plans". In relation to funerals, therefore, people are mainly interested in finding details of an upcoming funeral, a standout opportunity for any funeral business to draw people to their website.

MOST POPULAR SEARCH TERM

Interestingly, the most popular term from those we've looked at is "funeral service" at 27%. Why is this interesting? It's of interest because the next most popular search term at 22% is "funeral service". Bearing in mind our findings from our clients' websites (below) "funeral service" can relate to people seeking information about specific funeral details of someone they know, ie "funeral service of Tommy Brown".



WELCOME IN

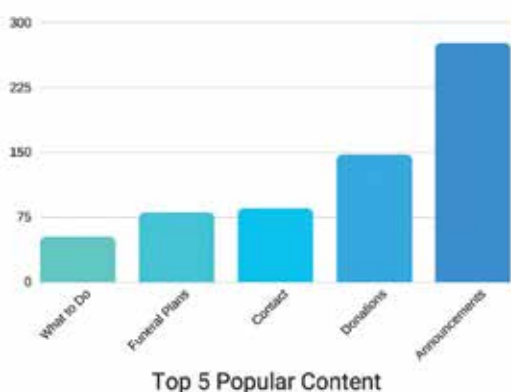
The search term popularity chart demonstrates that most of the audience are not necessarily at the point of need, ie they are not ready to buy. Marketing a funeral business can be a challenge. Death remains 'taboo' and most people avoid the subject.

A funeral director recently recounted the occasion where he was chatting to a friend outside his premises and invited her in for a cup of tea. The friend responded with "Oh no! I'm not coming in there!" The same can be said of a funeral director's website; the opportunity to attract people to 'come in' are limited - so you therefore need to be strategic.

WHICH WEBSITE PAGES ARE BEING VISITED MOST?

Approximately half of the websites in the study have a "Funeral Announcements" page. The graph below shows the aggregated number of page visits across all websites with

Funeral Announcements, they are consistently the most frequented page on websites that make them available.



'RESPONSIVE' DOESN'T NECESSARILY MEAN WHAT YOU THINK

The term "responsive" in terms of websites refers to how the website layout responds to different devices, ie mobile, tablet and PC. This is important, however, as "responsive" also has another quite different relevance. Is the website responsive to the information people are searching for? Is it providing what they want, or is it providing what you as a funeral firm have guessed they want?

YOUR WEBSITE AS A MARKETING TOOL

Your website has a truly ground-breaking advantage as a marketing tool when compared to more traditional advertising mediums. You can measure exactly what people are looking for, serve them that content and gain their trust.

A poorly prepared website, or no website at all, allows your competitors to gain trust over you by responding to prospective customer searches.

INBOUND MARKETING - GIVE THEM WHAT THEY'RE INTERESTED IN

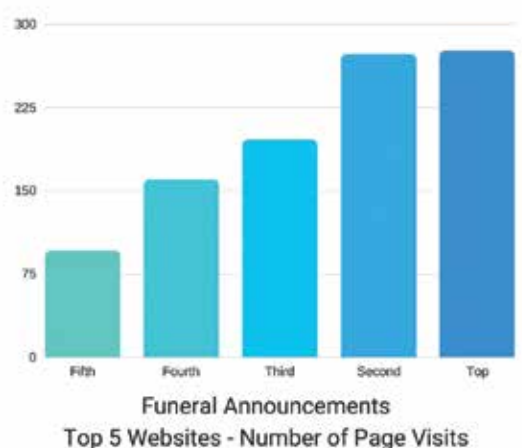
'Content marketing' or 'Inbound Marketing' is not complicated. It is, in fact, much more simple and transparent than the old ways of promoting a business. Look back twenty, or even ten, years ago and consider how much money was spent on press and publications where it was difficult to be sure of the effectiveness of the exercise.

Inbound marketing is a cornerstone of modern website design (known as 'Web 2.0'), in that it can be delivered through self-generated, timely content from the website

owner. 'Inbound' refers to the fact that prospective customers are willingly coming 'in' to view your content as they have an interest in that information.

FUNERAL ANNOUNCEMENT PAGES ARE KEY

This chart shows the number of visits to the top five funeral firm websites, hosted by Funeral Directors Websites, which have a Funeral Announcements page.



Adds Gerry: "Across our websites, Funeral Announcements are consistently the top performers with even the least visited announcements page on one of the lower traffic sites (75 unique visitors per month) ahead of the next most visited page (Contact) of the busiest website.

"If most related searches are not people 'at need', ie not ready to buy, then it follows, therefore, that a website should serve them with the information they are looking for. Because of known browsing habits, once we've attracted a visitor to the website (ie with funeral announcement information) there's every chance that they will go on to visit other pages.

"Once a visitor is on our website we can engage them with other useful content. Website content doesn't need to be speculative, we can make use of known facts and, by serving the people we want to engage with successfully now, we will gain trust and visibility later for when they are 'at need' or perhaps looking to purchase a funeral plan.

"The team at Funeral Directors Websites are experts in web design and online marketing for funeral directors. We work with Much Loved to specialise in website integration of advanced online announcement and donations features. If you would like to find out more or need help with your online marketing, you can find out more online and contact us at: www.funeraldirectorwebsites.co.uk."