Banyan Software: Website Insights & Recommendations
Feb 20, 2023

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Goal

A thorough assessment of the UX/UI, SEO data, Google Analytics dashboard and the competitive landscape to provide immediate recommendations, and even help to lay the groundwork for a future website redesign.

Outcome

A research-based plan on how to most efficiently implement an updated audience-centric website with integrations into your digital marketing efforts.

UX/UI Analysis

Methodology:

1. We first started with taking a look at the HotJar account. We looked at 40+ recordings that included mobile visits, engaged and unengaged visitors, regular recordings and even rage quits. We saw where these visitors were engaged with the content, where they showed signs of frustration, and where they lost interest in browsing and moved to another site or quit. We also quickly glanced through the GA dashboard to ensure that the recording data matches our assumptions, after comparing the actions of the site visitors.

2. We then used our own website UX/UI experience to take a closer look at other pages of the site which included, above-the-fold content, CTAs, image vs text ratio, page word length, navigation buttons, etc.

3. We finally put through all learnings and recommendations into quick pointers that must immediately fixed, to help decrease the bounce rate, and remove major pain points from the site. This also includes a short version of a content matrix aimed at giving you a direction on the placing of content into different pages, based on best practices that modern websites use.

Homepage

1. **Reduce content:** The homepage has the right amount of information above-the-fold. But as soon as users seem to scroll down, they read the amount of text and lose interest. Consider reducing the text below the fold.

    For eg. instead of text testimonials, use video testimonials. Instead of having multiple sections like the "what we look for in businesses" and the "candor and transparency" being text heavy for the eyes, push that information to the About Us, or have a separate page with information beneficial to the business owners who want to be acquired. With 1/4th of users browsing the site on their phone, they surely won't be scrolling to the bottom of a text-heavy page.

2. **Utilize homepage real-estate for important info:** The chances of someone filling up a form as soon as they land on the first page of the site is almost close to none. Have a separate Contact us page, to allow for people interested, to get in touch with you.

3. **Testimonials move too quickly:** While the business may have excellent testimonials, it wouldn't help if people aren't able to read them. Users can't seem to also figure out, that these testimonials need to be dragged to stop or read the next one. If using text testimonials, consider having just the top 3 without a scroll bar. Use a separate testimonials page to house the rest of it.
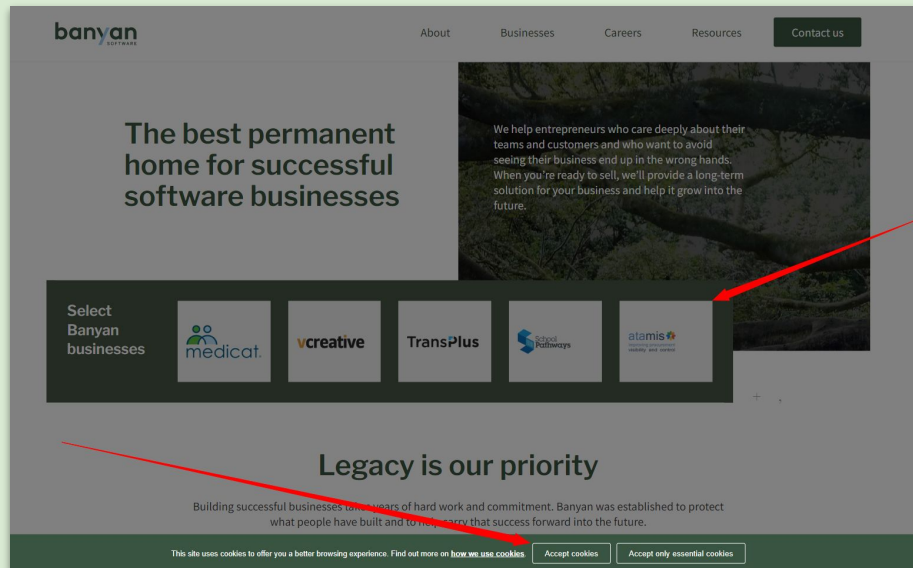
Businesses

1. **Remove the guesswork:** The Business page seems like a popular page among many site visitors. Upon entering the page, they seem to be interested in the businesses owned by Banyan, but as soon as they hover over the images, the images immediately switch to text and now the business information is not readable anymore. What's worse is that people can't seem to find the link within the copy when the text is displayed. To fix this, remove the subtext, and add in additional text in the subheader that mentions something like "click the businesses below to learn more". Each business can be made into its own page, with an explanation of the business, how it was acquired, a short testimonial from the seller, etc.

2. **Testimonial page content:** The content on this page is text-heavy and is geared more towards what a testimonials page would have, versus what you'd want showing the businesses the company manages. With an average on-page time of 1 minute*, people visiting this page clearly aren't interested in reading the content the length of the page. This time also includes a lot of idle time that we correlated to the Hotjar account, which means that the real page on time would be much lower. Consider renaming this page to "Testimonials" and creating a separate page for showcasing the businesses.
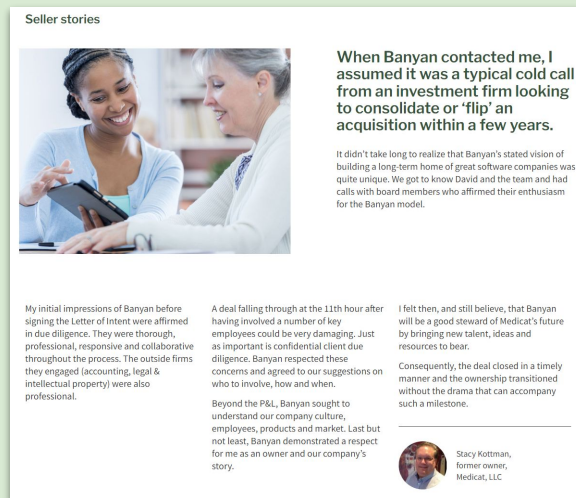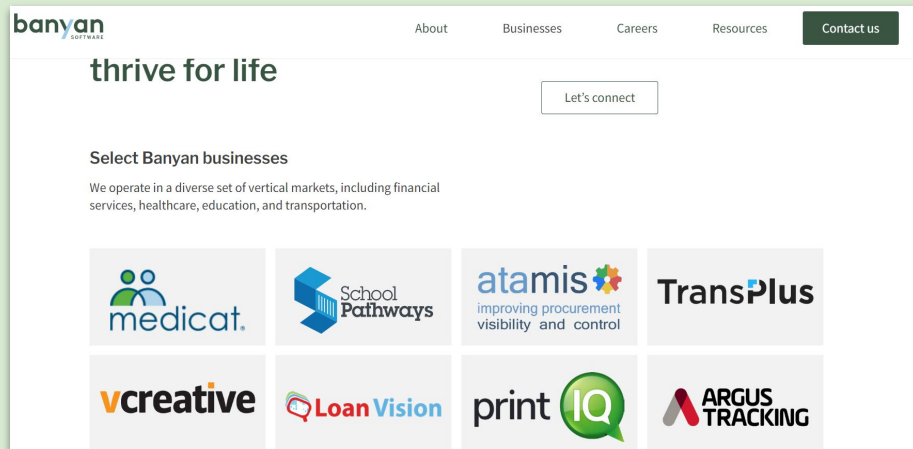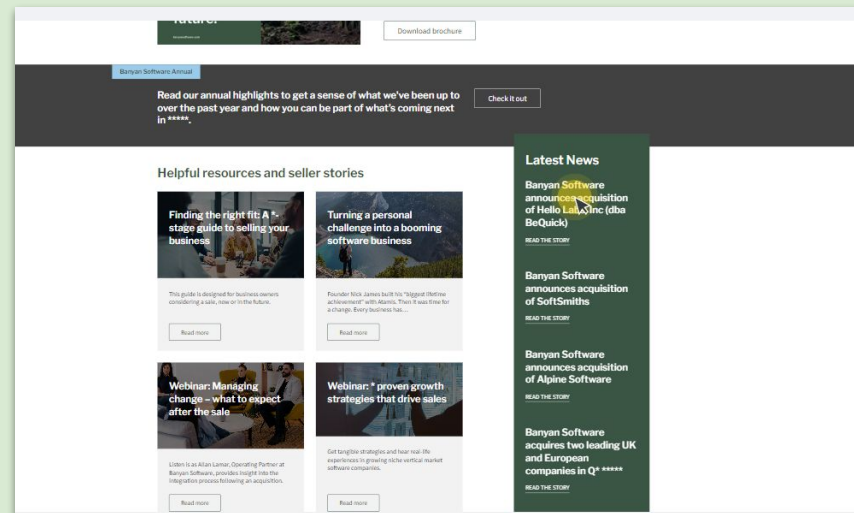
About

1. **Title:** Considering renaming this to "About Us" or "About Banyan"

2. **Choosing one font size & colour:** Currently, the font and size of font on this page varies greatly. The user is confused as to what is the most important content that you're trying to push forward and this again can be frustrating.

3. **The mission statement/philosophy:** The mission statement is an extremely important part of the site. It should ideally have its own page. For an immediate fix, consider switching the bio component of David, with the mission statement.

4. **Divide content:** Fewer pages on a website is generally better. But since the Banyan site has a lot of important information, consider having the team and the CEO hosted on a separate page and name it "Our Team" or "People". This doesn't force the reader to go through all the bio's just to understand basic information like who the company is, how many businesses does it manage, where is it located, etc. Also, links to the team's LinkedIn profiles would build more authenticity.
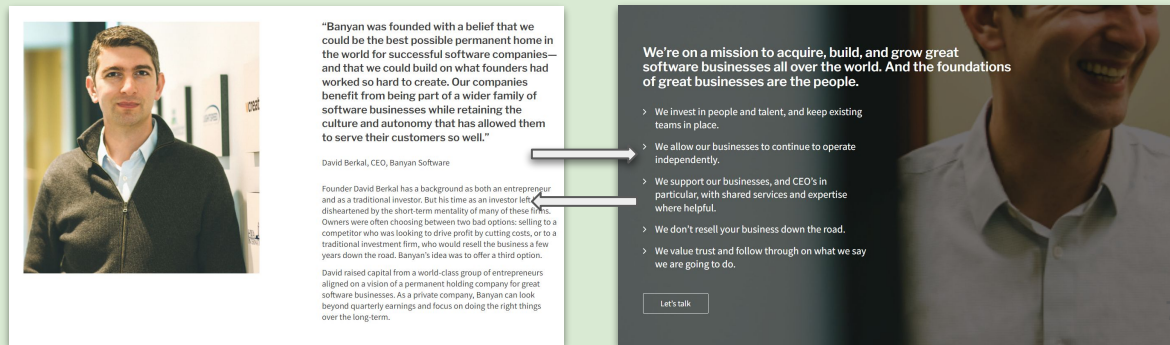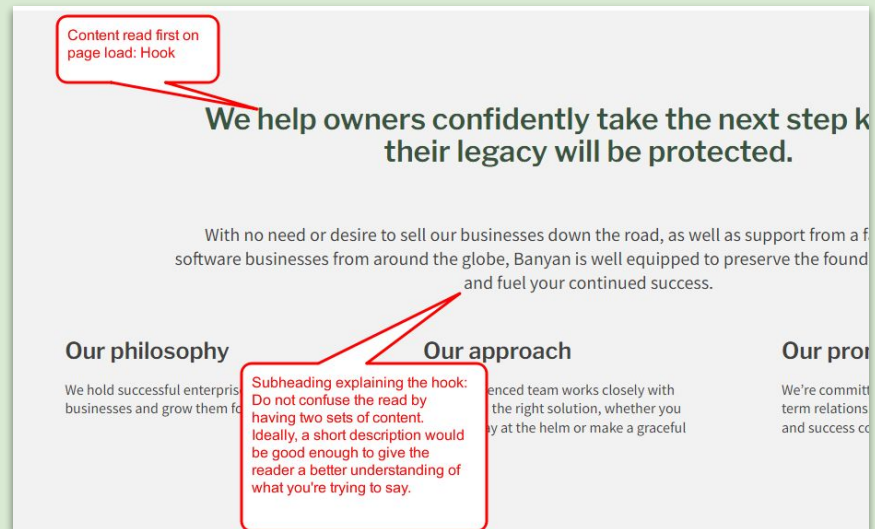
Resources

1. **Latest News:** The News section, which is one of the most frequently viewed sections by customers, appears to be obscured from the rest of the page's content. Additionally, when a user clicks on "Read the story", the page opens but they then need to return to the resources page to view additional stories, causing confusion and frustration. It is recommended to include a "Suggested Stories" section below each story to allow the user to easily browse to the next story, reducing the need for excessive clicking.

2. **Split the content:** This is another page where different categories of content is dumped on one page. Consider splitting the content into different sub-pages, like "In the News", "Annual Reports", "Latest Brochures", gives the reader the ability to click on exactly what they are interested in reading.

3. **Generate leads with your resources:** Currently the brochure is ungated, as it doesn't need any form to download. Consider using a form to this content like this. This will help the company generate email leads, and can as a softer sell to educate your audience on the value of your brand, or keep them engaged.

Recommendations

1. Rename certain navigation item titles to make it more personable. For example: consider renaming "About" page to "About Us" or "About Banyan".
2. Make technical information digestible by using visual content such as an interactive map, video or infographic on homepage and businesses.
3. Use high visibility spaces to present important business information and USP. Competitors used that space for positioning lines, CTA buttons and engaging video animations.
4. Recommend creating individual pages for Banyan's Philosophy, People/Team, Testimonials, Businesses, Contact Us, Resources, sub-pages to divide the content for easier navigation and user experience.
5. Consider the audience journey to internally link to relevant pages, so users can find relevant information. For example: Add a CTA on home page for users to navigate to "portfolio/businesses" page. This will also help with SEO.

Suggested Content Matrix:

   a. **Home**: content for the page includes the mission statement, "legacy is our priority" section, a new "scale of the business" section, and end with the current testimonials section. A simple contact us button at the bottom on the page can link to the contact us page. Do not have a form on this page.
   b. **About Us**: start with the mission statement/philosophy section, "candor and transparency", showcase the team and finally end with the information about the owner. This is a good flow starting with who the company is, the values, the team, and finally ending with the owner and CEO.
   c. **Being Acquired**: use this new page dedicated to information on what business owners need to know to be acquired by Banyan. The "What we look for in businesses" section would fit perfectly here. This page should also include a form, with/without qualifying questions, and will be directed to business owners looking to sell their businesses.
   d. **Businesses**: content for this page would include businesses acquired by Banyan, testimonials by previous owners about how the process of selling went, current state of the businesses, etc. Instead of being text-heavy, video and picture testimonials would be a great way to tell the seller stories and maintain the audience's' attention.
   e. **Resources**: have a dropdown and divide this into four pages - news, webinars, blogs and a gated ebook (brochure)
   f. **Contact Us**: instead of linking to the homepage, create a separate page with three major pieces of contact information only - phone number, contact us form and email address.

COMPETITOR ANALYSIS

Arcadea Group

What's working?

1. Landing page is clean and inviting providing clear directions and describing their business offering in one paragraph.

2. Throughout the site, visitors are guided through their journey with clear and direct call-to-actions directing them to contact their team.

3. They have well-structured content with clear and unique page navigation.

Where are they getting stuck?

1. Less imagery and video content throughout the website.

2. Simple, basic website with limited information.

3. Too much white space letting the user zone out and lose attention.

4. Content not optimised for SEO.

Lumine Group

What's working?

1. The homepage has an inviting and visually appealing design with a video background that helps make the content more digestible.

2. "Lumine Ecosystem" section demonstrates their global reach and trustworthiness, showing a pattern of positive growth.

3. The Resources page is well structured with defined formats for blogs, infographics, press releases and videos. The filter system make it easier for visitors to find relevant information.

4. The content on resources page provides actionable insights, knowledge and tools that is educational and helpful for the audience.

5. "Your Role" page is well thought, personalized and provides valuable information with clear pathways for those looking to sell their business or get acquired.

6. Using internal links and backlinks to raise visibility of pages, on-page SEO optimised (heading tags, metadata, keyword phrasing).

7. Using consistent yellow background colour to distinguish CTAs from other site content.

Where are they getting stuck?

1. Text animation on all pages is impacting the speed of the website.

2. Video content on home page could be better served elsewhere. It is easily missed.

Recommendations

1. Simple, personable and unique navigation items engages the user.

2. Using above-the-fold space for video animation or an engaging infographic draws user's attention.

3. Emphasizing competitive advantage on the homepage can position Banyan as a "leader" in the acquisition business and embody confidence and trust from an audience perspective.

4. Well-structured landing pages with optimal content and visuals engages the user to learn and read more about them, thus, increasing the website engagement rate.

5. Using internal links and backlinks to raise visibility of pages, on-page SEO optimised (heading tags, metadata, keyword phrasing).
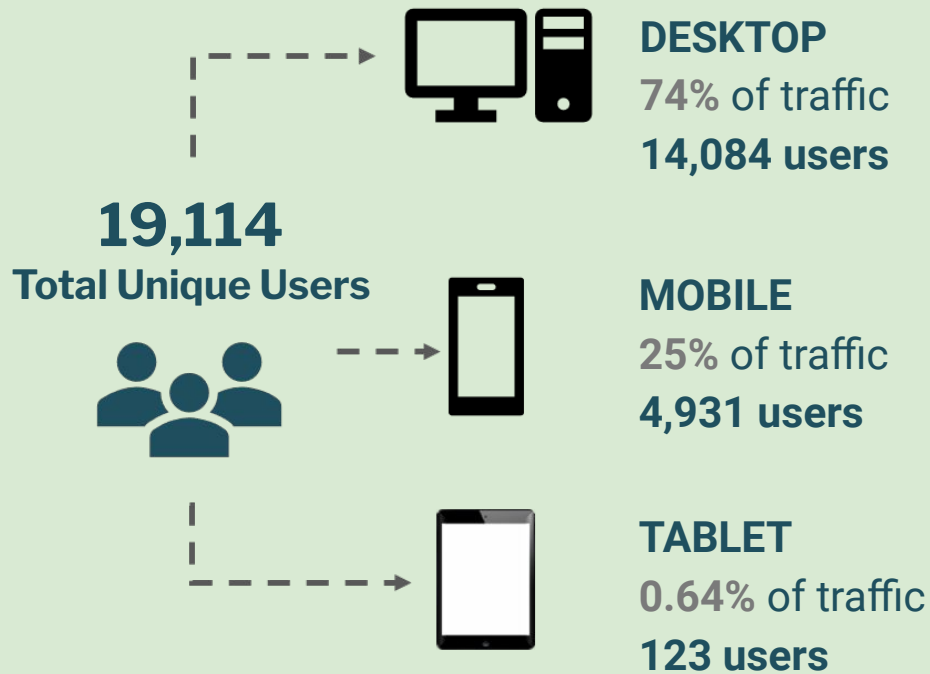
Google Analytics Audit

Methodology:

1. To base our analysis for most dimensions, we generated multiple reports on GA4 for the past six months (Aug 1st 2022 to Feb 1st 2023).

2. Additionally, we compared the analytics summary slides from January 1st 2022 to July 31st 2022 to observe any decreases or increases.

3. We look at parameters like top content, sources of traffic and engagement, as well as the user journey.

Analytics Summary

DESKTOP
74% of traffic
14,084 users

MOBILE
25% of traffic
4,931 users

TABLET
0.64% of traffic
123 users

19,114
Total Unique Users

Total Unique Users
⊘ **-2.9%** (previous 6 mos)*
19,114 Users

New Users
⊘ **-4.2%** (previous 6 mos)*
18.901 New Users

Total Sessions (Session start)
⊘ **-4.8%** (previous 6 mos)*
29,839 sessions

Average Eng. Time/User
(No difference)
1 min 20 secs

Engaged Sessions *(session lasted longer than 10s/ had 2-3 screen views)*
⊘ **-7%** (previous 6 mos)*
17,690

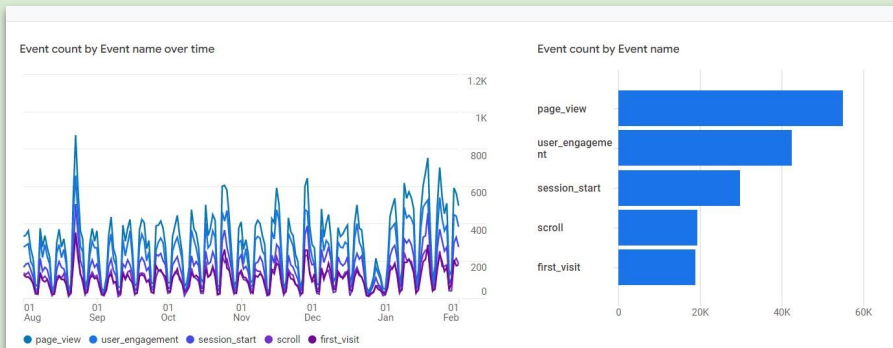*(*Data - Aug 1st 2022 - Feb 1st 2023 compared to Jan 1st to July 31st 2022)*

Traffic & Engagement

Observations:

1. **Organic Search** is the source with the highest traffic. This is because branded keywords like "banyan software", "banyan company" and even just "banyan" in some cases are showing up to top of search results. The SEO is complimenting the word of mouth marketing. This source also has the highest engagement rate, which is slightly above the industry standard for B2B companies.

2. **Referral Traffic** is Google's method of reporting visits that came to your site from sources outside of its search engine. When someone clicks on a hyperlink to go to a new page on a different website. In this case, these could be mainly press coverage from other sites, leading to news of acquisitions. This is another source of high traffic and high engagement.

3. **Engagement:** "Content Clicks", "File Downloads" have significantly decreased, more scrolling and multiple jumps to pages is observed which can be ascribed to wordy, content-heavy pages without a clear call to action or next steps, or missing links to provide a connected, seamless journey.

	Session default channel group	↓ Users	Sessions	Engaged sessions	Average engagement time per session
		19,040 100% of total	29,916 100% of total	17,690 100% of total	0m 51s Avg 0%
1	Organic Search	9,830	16,888	10,999	0m 56s
2	Direct	7,203	9,646	5,248	0m 46s
3	Organic Social	1,298	2,045	1,072	0m 39s
4	Referral	639	860	538	0m 49s
5	Display	568	573	16	0m 00s
6	Unassigned	93	106	1	1m 04s
7	Organic Shopping	29	29	0	0m 00s

Event count by Event name over time

Event count by Event name

page_view, user_engagement, session_start, scroll, first_visit

Top Content

Observations:

1. **Filtration of content:** One of the most often visited pages is "About", "Businesses", "Careers", "Resources". There is an opportunity to break-up the resources page into sub-categories for blogs, annual reports, videos, press releases. There is also an opportunity to attract these "job seekers" or general audiences by presenting Banyan's work culture, core values and employee videos, to gradually raise trust and content engagement.

2. **Give each business a story:** The most time is spent on "Businesses" page, indicating interest. Potential to lengthen the time spent and the customer journey by offering each business to have its own section with an explanation of the business, how it was acquired, a short testimonial video from the seller, clear CTA to "click the business below to learn more" (directing to their website) to increase engagement.

Top Page path + query string by Users

Aug 1, 2022–Feb 1, 2023

PAGE PATH + QUERY STRING	USERS
/	14K
/about/	6K
/businesses/	5.3K
/careers/	2.8K
/resources/	1.6K
/banyan_brochure/	730
/2022/08/23/printiq/	
/2022/11/28/fyb/	
/2022/10/...novatum/	
/annual23/	

	Page title and screen class	+	Users	Views per user	Average engagement time
			040 total	2.89 Avg 0%	1m 20s Avg 0%
1	Banyan Software		186	1.46	0m 33s
2	Home - Banyan Software		484	1.47	0m 33s
3	About – Banyan Software		192	1.53	0m 49s
4	Businesses – Banyan Software		968	1.49	1m 00s
5	About - Banyan Software		855	1.51	0m 53s
6	Businesses - Banyan Software		388	1.49	0m 59s
7	Careers – Banyan Software		501	1.58	0m 40s
8	Careers - Banyan Software		342	1.63	0m 43s
9	Resources – Banyan Software		869	1.65	0m 30s
10	Resources - Banyan Software		754	1.81	0m 29s

Acquisition and User Journey *(Data from Dec 17, 2022 to Feb 12, 2023)*

Observations:

Organic Search channel is the biggest driver of traffic followed by Direct and Organic Social

1. **Organic traffic:** While direct traffic usually only visits two pages in a session, organic traffic typically travels further, sparking higher curiosity or interest in learning more.

2. **Referral, Paid and Email:** are untapped channels that can be utilized to communicate news updates, highlight Banyan's contributions to businesses, success stories and gradually cultivate more founders and entrepreneurs who are looking to sell their software businesses.
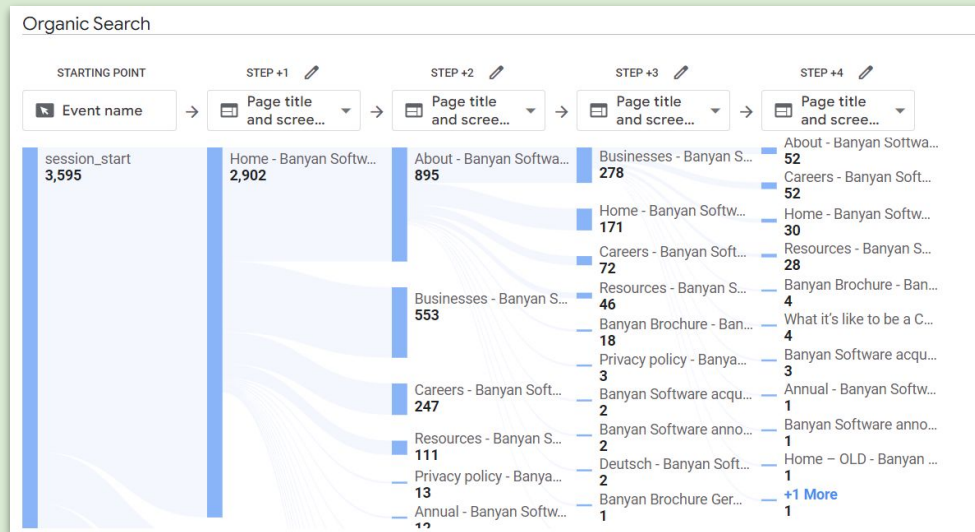

Pages where the majority of visitors begin their journey from search are home page, about, careers, businesses.

Most of the users drop-off after viewing about or businesses page, lot of users show repetitive behaviour of going back to home page in search of validation or more information.

Recommendations

1. Streamline the site layout for easier reading, eliminating text-heavy content, and providing use case videos to engage users and deliver consistent information. It is crucial to guide audience's attention to the main topics and offer them with a connected flow between articles or sections in order to create a smooth experience.

2. Having a simple and streamlined navigation with appealing CTAs, helps convert new users into repeat site visitors by giving them a variety of content to consume. Having a few but relevant CTAs also helps visitors focus on what exactly you're trying to say. In the age of attention spans, lesser is mostly easier to consume.

3. While organic and direct traffic are the primary sources of traffic, there is a potential to use paid and email channels to raise awareness about the Banyan's credibility, approach and successful business acquisitions to nurture support and generate advocates over time.
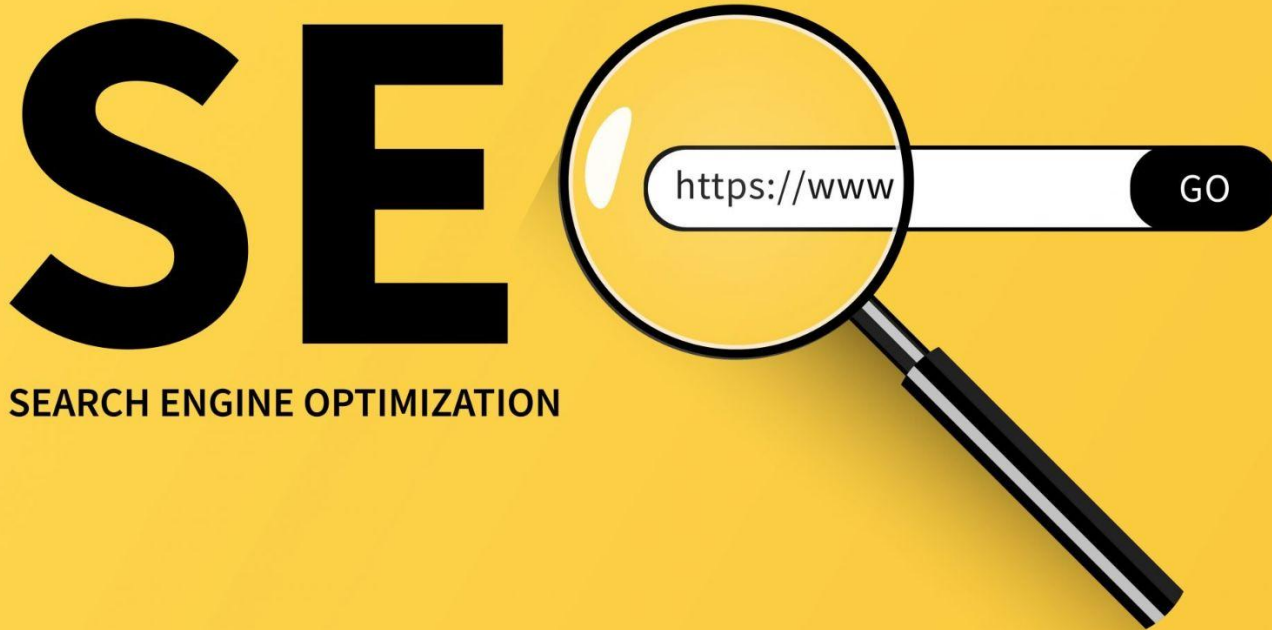
Search Engine Optimization Audit

Methodology:

1. We started our initial research by doing a simple google search to see what other companies have been using for their meta titles and descriptions. Along with that, we also compare our initial keywords with those that are seen on Google Ads. This gives us a comprehensive list of keywords, which we then input into SemRush.

2. Using **SemRush**, we research related keywords and choose only the ones with a **high or medium** search volume and the ones that people seem to be interested in.

3. We've looked at the main pages of other competitors to see what common keywords were being used. With a good mix and match technique, Banyan's offerings, and by following SEO best practices, we've created the meta titles and meta descriptions for the main pages of the Banyan Software website.

4. We recommend implementing these initial suggestions to help move the SEO needle. For a longer term strategy, a content plan, internal linking and backlink strategy would be needed. As SEO is a longer term strategy, for immediate increase in traffic, Google paid ads would be the best way to go.

Current State of Organic Traffic

Observations:

1. **Branded keywords:** have the highest search volume and are bringing most of the traffic to the site.

2. **Acquisition related keywords:** too have a decent search volume and are bringing in traffic. Those pages must be optimized, and the related keywords must be utilized more, to ensure you get more traffic from those.

3. **Potential Opportunity:** While the main pages of the site like the home, about, businesses generate most of the branded traffic, the news and press release pages are also an important source of traffic for the site. Consider creating more articles about the companies acquired, after the acquisition announcements. This will help increase traffic. Example: For a companies acquired, create blogs on topics like "1 Year later with Transplus", or "A meeting with Medicat"

4. **Site Speed:** based on the score from GTmetrix, the desktop website received a score of 60 of 100, denoting that the site speed is good, and the pages loaded up within 2 seconds or less. The score was much lower for mobile at less than 30 of 100 which is average, showing that there is an opportunity to reduce resources to make the page load quicker on mobile.

On the next slide, we will provide recommendations for the meta title and descriptions for key pages of the site.

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Home Page

Suggested Title: Banyan Software | Leading Acquirer of Vertical Market Software Businesses

Suggested Description: Banyan Software is a mergers and acquisition company that acquires, builds, and grows enterprise software businesses to operate independently and continue thriving long into the future.

Current meta title and description

TITLE ⓘ	Home - Banyan Software
22 characters	
DESCRIPTION ⓘ	Not specified
13 characters	

About Page

Suggested Title: Banyan Software | About Us

Suggested Description: Banyan Software is an M&A company that provides successful software businesses with the expertise and resources needed to help them grow into the future.

Current meta title and description

TITLE ⓘ	About - Banyan Software
23 characters	
DESCRIPTION ⓘ	Not specified
13 characters	

Businesses Page

Suggested Title: Banyan Software | Businesses We Manage

Suggested Description: Banyan Software operates in a diverse set of vertical markets. Learn more about our companies including medicat, transplus, camis, vcreatives and argus.

Current meta title and description

TITLE ⓘ	Businesses - Banyan Software
28 characters	
DESCRIPTION ⓘ	Not specified
13 characters	

Careers Page

Suggested Title: Banyan Software | Careers

Suggested Description: At Banyan Software, we're proud to provide a permanent home for enterprise software companies. Ready to take on exciting challenges, unlock new growth opportunities, and be part of a fun, dynamic team? Join us.

Current meta title and description

TITLE ⓘ	Careers - Banyan Software
25 characters	
DESCRIPTION ⓘ	We're a group of successful software businesses, dedicated teams, and great people. And, we're hiring!
102 characters	

Resources Page

Suggested Title: Banyan Software | Resources

Suggested Description: Learn about all things Banyan Software. Sharing our team's thoughts, ideas, and insights into the world around us, in addition to recent news, and company updates.

Current meta title and description

TITLE ⓘ	Resources - Banyan Software
27 characters	
DESCRIPTION ⓘ	Get the latest news, insights, and best practices to inform and support your journey.
85 characters	

THANK YOU