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NEFMA 2018 Fall Conference

Website "Must-Haves" for Community Banks and Credit Unions: The cost of entry to succeed in today's digital world

Presented by:

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- When considering a new website or site upgrade, there are so many factors to consider. You can divide these into two groups: Must Haves and Nice to Haves
- Prioritize your resources on the “must-haves” first
 - The basics are required in order to compete and engage customers and prospects
 - This is more defensible to selling in your website project internally
- *(Interactive participation)* Ask the group to list 10 things that they consider “must haves”
- Overview of 20 “Must Haves” (including explanation and samples)
 - Responsive design
 - Site search
 - Basic SEO
 - ADA compliance
 - Content management
 - Quality content
 - Community/local content
 - Intuitive navigation and/or breadcrumbs
 - Rate management system
 - Easy to find Routing Number
 - Easy to find/use contact information
 - A form to let someone contact you
 - Call to action on every page
 - Easily changeable promotional areas
 - Easy to use branch locator



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- Online account opening
- Resources and calculators
- Fast, secure hosting
- Seamless integration with online banking and other third parties
- Reporting
- Poll the room to see who has successfully incorporated all the “must haves”
- Handout checklist that includes next tier of “nice to haves”