



Website improvement report for HiiL

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1 Introduction

Leapforce and HiiL discussed that some unused hours from the dashboard assignment could be used to provide an analysis and recommendation for the HiiL website. Leapforce has done an analysis of the website, and offered suggestions on how the results of the website could be improved.

2 Analysis

Below are all suggested changes Leapforce offers to improve the success rate of the HiiL website.

2.1 General analysis

This section describes improvements that could be made to the website as a whole.

- 1. The website seems to lack clearly defined goals that inform its structure that fit with the needs of various user groups, as well as the needs of HiiL.**

Visitors to a website always have a goal in mind, and different groups of people tend to have different goals. It is the responsibility of the website and its builders to offer the correct information to these users as quickly as possible.

To do this, the following information needs to be very clearly defined:

1. Who are the target audiences? What goals do they have?
2. What categories can we place these visitors in?

For example, the Leapforce website has two important visitor groups: possible clients and possible employees. As such, we placed two Call To Actions(CTA's), one for each group: A button to a marketing scan for clients, and a button to see all vacancies for those looking for a job.

This will also assist in knowing what CTA's to place for HiiL. See the [Homepage section](#) in this document for more information.

HiiL itself has a number of audiences:

- Governments that need support in the justice department;
- Organizations that want to research avenues of innovation in the field of

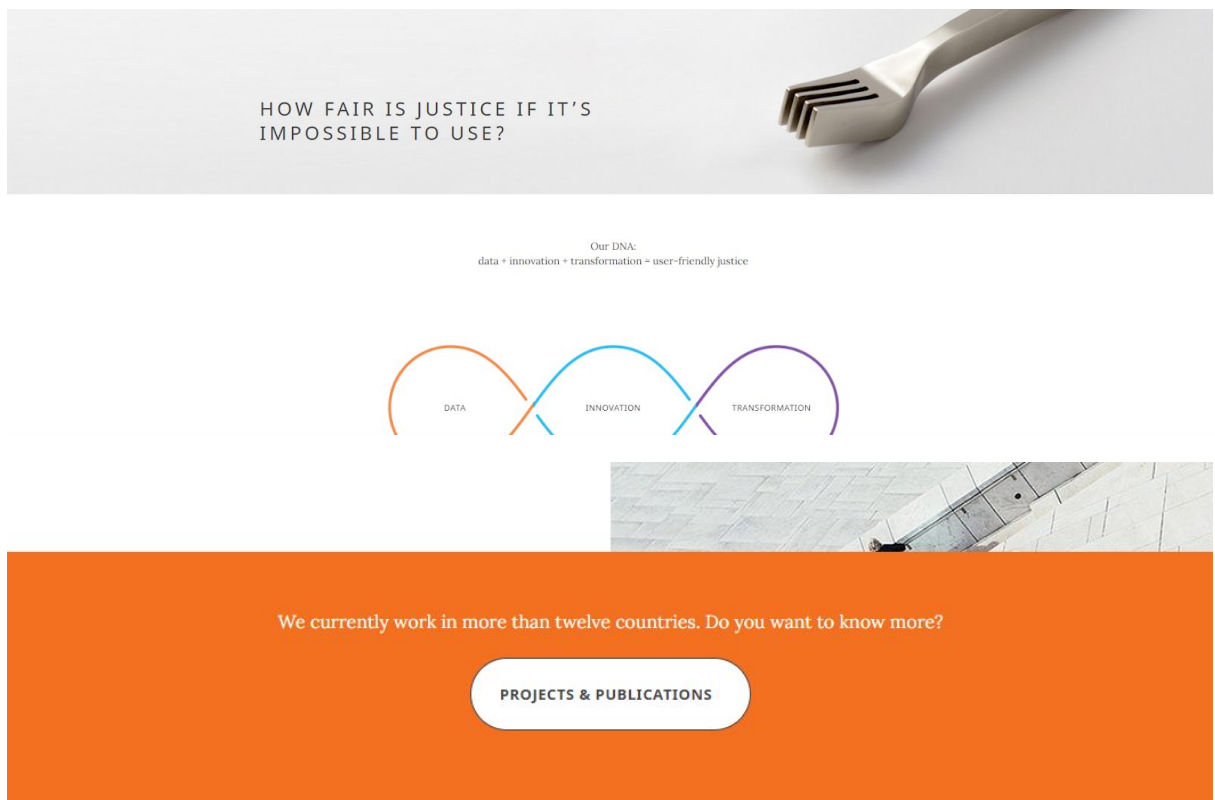
justice;

- Startups that need support and acceleration;
- Organizations that want to fund and support HiilL.

Currently, these audiences are not quickly and easily guided to tailored information that they seek. Instead, they have to search through webpages with more generalized information, which makes it difficult for them to find what they seek.

2. Some text is smaller than it should be, based on its relevancy to the reader

Some important texts on the website are comparatively small, which means that that section does not get the focus that it needs. Leapforce recommends that sections like these are set in a H2 or H3 heading. In the examples below, Leapforce refers to the “Our DNA: Data + innovation + transformation = user-friendly justice” and the “we currently work in more than twelve countries. Do you want to know more?” texts.



3. CTA buttons do not direct focus or do not look like CTA's.

The primary CTA should stand out more than it currently does.

4. Make use of bold important words.

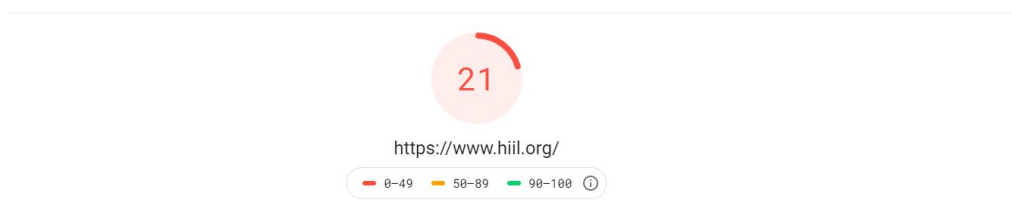
By making text **bold**, the eye immediately focuses on the term. This helps people to understand what is important in the text.

5. Add more internal links on the site

The goal of your internal links should be to invite people to look further on your site. Your internal links can be contextual (i.e., those that show up in a sentence), or separated from your content.

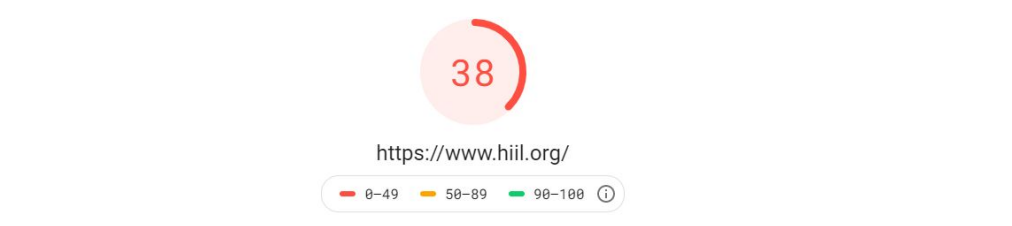
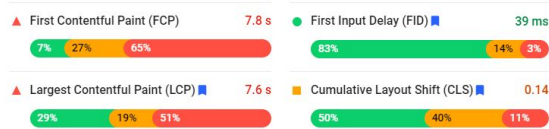
6. Improve the page speed of the pages

The speed of loading an article of a page is important. When the speed is slow, it will have a negative effect on the [bounce rate and conversions](#). Hiil.org currently scores a 21/100 on the Google Pagespeed test for mobile and a 38 for desktop, demonstrating that there is a lot that can be improved on website speed.



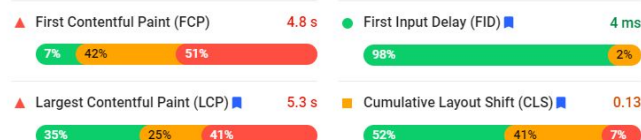
Field Data — The Chrome User Experience Report **does not have sufficient real-world speed data** for this page.

Origin Summary — Over the previous 28-day collection period, the aggregate experience of all pages served from this origin **does not pass** the **Core Web Vitals** assessment. To view suggestions tailored to each page, analyze individual page URLs.



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7. Install Hotjar on the website

[Hotjar](#) is a behavior analytics and user feedback service that helps you understand the behavior of your website users.

1. Heatmaps show where users click, scroll, and hover their mouse pointers in aggregate on your high-bounce pages, so you can start seeing what they interact with or ignore.
2. Session Recordings help you review individual (anonymized) user sessions, so you can see what people actually do on the page before leaving it.
3. On-page surveys and other feedback tools let you ask users for feedback about their experiences.

8. Add more buttons to articles, projects and other pages

On the website most of the clickable internal links are just a simple lines of text. To focus more on letting people click on these articles, projects and more, add a button instead of a clickable text, to increase the chance of visitors click further on the page, which reduce bounce rates.

9. Decrease size of secondary header menu

The secondary menu (Projects, News, Join our Team, Contact) has a font size that is almost as big as the primary menu (What we do how we work, who we are). This creates the urge for the eye to jump between the two menus, which hurts navigational abilities. Solve this by reducing the font size of the secondary menu.

10. Restructure the site in a grouped, hierarchical manner

Some pages that belong together are not grouped together, making it harder for Google to understand the structure of the website. It is recommended to group pages Examples: country pages like [/jordan/](#), [/netherlands/](#) and [/nigeria/](#) are not grouped, nor are information pages on legality like [/community-justice-services/](#) or [/problem-solving-courts-for-criminal-cases/](#).

11. The footer lacks navigational links

In many websites, the footer is used to give an overview of all the important pages on the website (most current news articles, most visited pages organized in groups as

they are featured on the website etc). This is currently not the case, which makes it harder for a visitor to get an overview of the website. Leapforce recommends adding overviews of the most important pages on the website.

12. Pages lack meta descriptions

[472 pages](#) currently do not have a meta tag, which carries a large punishment from Google. We recommend going through the list and adding meta descriptions to the pages that are important to make findable.

13. Images lack alt texts

[1321 images](#) currently do not have an Alt tag, which makes it impossible for people with disabilities to understand what is to be seen on the page. Google also considers this an important factor in SEO score. Adding an alt tag to these pages would be valuable.

2.2 Homepage analysis

14. There is no immediate direction for most visitors to go to that is relevant to their interests

When a visitor lands on the homepage, the CTA “Our mission” is not actually visible as a button, because it just looks like it is plain text. It is also written from the perspective of HiilL, and might not actually be what the visitor wants to find on the website.



Making this text a clear button allows visitors to go straight to their goal if they want to, also they can visit more internal pages, which reduces bounce rates. Add a secondary call to action, so you give visitors a choice. For example: a button with **Read our cases**.

What CTA should you place? Consider the primary audiences that are visiting the

website, and what information they are seeking most. If you are not sure what groups of people visit the website, researching and verifying this is important. You can then place the best possible CTA for your users.

It is also recommended adding these CTA's at the bottom of the screen.

15. It is not clear in the first 5-15 seconds what HiiL exactly does as an organization

HiiL's headline "How fair is justice if you can't have access to it?" illustrates the need of HiiL's services well, but it doesn't exactly say what HiiL does. Adding a slogan between the headline and the CTA will clear this up. An example would be: "We use data & technology to solve legal issues worldwide."

16. Too much on the page is static

Small animations attract attention to the right thing at the right time. This helps guide the visitor through the website.

17. The arrow down sends you back to the top of the page

The arrow down on the Hero Image doesn't actually send you downwards when pressed, but sends you back to the top of the page. Either remove the link or let it send the user to "what we do".

18. "What we do" describes features instead of benefits

The four topics of "what we do" describe what HiiL does, but there is little immediate content of what HiiL has been able to achieve in their projects for the common people they are supporting. By making the results and what it means for the people without access to Justice, the activities of HiiL become much clearer, more visceral and more convincing.

19. There is little social proof from the peer group of the visitor

There are no quotes from people who used the services of HiiL and are very happy about the results. Social proof from peers is very important for persuasion.

2.3 Project/News pages

20. Big news articles do not set the expectations of the reader

This way, the reader can assess at the start if the article is relevant (enough) for them.

21. There is little mixed media content on the website

Research shows that people digest information in different ways: some prefer to read, others prefer to watch something.

2.4 Contact page

22. There is no easy way to contact HiiL directly

For most visitors you have to lower the threshold in order to get more conversions.

3 Recommendations

Below are concrete recommendations made to improve the website. These are placed in order of priority, and an ease/impact score has been added. If both scores are high, the recommendation should be executed earlier.

3.1 Increase Visitors

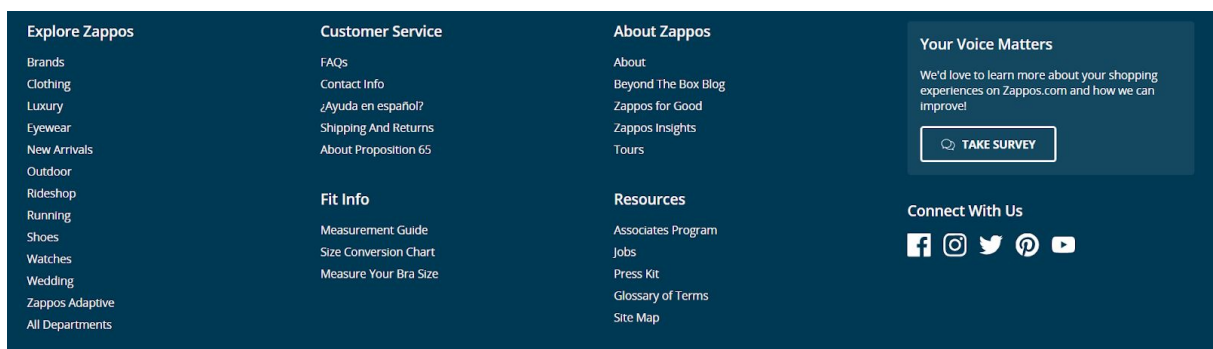
To increase the number of people visiting the website, take the following steps:

1. Add navigational links to the footer

Ease: High

Impact: High

An example of a footer that allows better navigation:



2. Improve the page speed of the website by various optimization methods

Ease: Medium

Impact: High

(delaying Javascript & CSS, reducing image size etc)

Check speed at [Google PageSpeed Insights](https://pagespeedinsights.google.com/)

3. Restructure the site in a grouped, hierarchical manner where this is not the case yet

Ease: Medium

Impact: Medium

Examples: country pages like /jordan/, /netherlands/ and /nigeria/ can be grouped under a central page called countries, making the full URL as follows: Hiil.org/countries/netherlands/

In the same way, A group of /services/ could be made with the following pages: /solving-and-preventing/, /problem-solving-courts-for-criminal-cases/, /community-justice-services/ etc.

4. Make the website more interconnected through internal links.

Ease: Low

Impact: Medium

Explore the most visited parts of the site, and consider what other content would be relevant on these pages. Add Hyperlinks to connects these pages together like a web. Add these terms to the actual words that talk about the topic (so do “here are our [projects](#), not “[here](#) are our projects”)



5. Add meta descriptions to important pages

Ease: Low

Impact: Medium

Go through the list of [472 pages](#) and adding metadescriptions to the pages that are important to make findable.

6. Add alt tags to relevant images

Ease: Low

Impact: Low

[1321 images](#) currently do not have an Alt tag, which makes it impossible for people with disabilities to understand what is to be seen on the page. Google also considers this an important factor in SEO score. Adding an alt tag to these pages would be valuable.

3.2 Increase Conversion

7. **Define what the target groups want and make sure you give the two most relevant CTA's depending on the goals of the visitors.**

Ease: High

Impact: High

Identify your most important target audiences. Leapforce understands these target audiences as follows:

- a. Governments that need support in the justice department;
- b. Organizations that want to research avenues of innovation in the field of justice;
- c. Startups that need support and acceleration;
- d. Organizations that want to fund and support HiiL.

Then, define what each of these audiences are looking for. Redesign the homepage to allow these audiences to self-select their journeys on the site, and build content pages that answer these audience's most pressing questions.

8. **Add conversion CTA's**

Ease: High

Impact: High

Filling out a contact form tends to feel a bit "much" for most people to do. You can lower the threshold of making contact by first giving something of value. This can be done by giving the audiences above exactly what they seek. For example, HiiL can create a PDF of 3-10 pages that explains every major step of the data-gathering process behind optimizing justice. This PDF should be impressive and give the visitor all the information that they seek. HiiL can then offer to send this PDF straight to the visitor's inbox. This email can then be used to send the newsletter if the visitor opts to do this (often, about 30-60% of people allow this). This makes it much easier to build up a relationship with the visitor.

These should be placed on the info pages of the services, on relevant projects and other pages visited by the relevant target audience.

9. **Make CTA's clearly visible.**

Ease: High

Impact: High

Add contrasting colors or place a thick line around the CTA. The current color of buttons is white, which is one of the lowest-converting button colors because they do not contrast strongly with the background.

Which color works best for conversions could also be A/B tested.

10. Add a slogan to the initial image on the homepage that informs what you exactly do.

Ease: High

Impact: High

An example would be: "We use data & technology to solve legal issues worldwide."

11. Decrease size of secondary header menu.

Ease: High

Impact: High

This step might also involve reorganizing the priority of the pages. Which would you want to have in the primary navigation that will get most focus, and which would you add in a lower priority?

12. Implement testimonials on the home page and other landing pages

Ease: High

Impact: High

Nothing gives confidence like a peer of the visitor vouching for your organization. An example of how this would look is added below:



We don't believe we are fragile anymore.
Our managers will always be asked to get their results, and they will always have insufficient resources. In this program we saw a big increase in team engagement from the attendees. The accountability of the leadership team to meet their goal has increased. There are less excuses, more real dialogue around commitments met and missed. We have stronger conversations with each other on expectations.

Derek Bullen, President & CEO, Si Systems
Largest Canadian IT staffing firm with 390M Revenue

13. Write the “What we do” section in terms of advantages

Ease: Medium

Impact: High

The four topics of “what we do” describe what HiiL does, but there is little immediate content of what HiiL achieves in these services. An example of how this could be rewritten is:

“Measuring justice

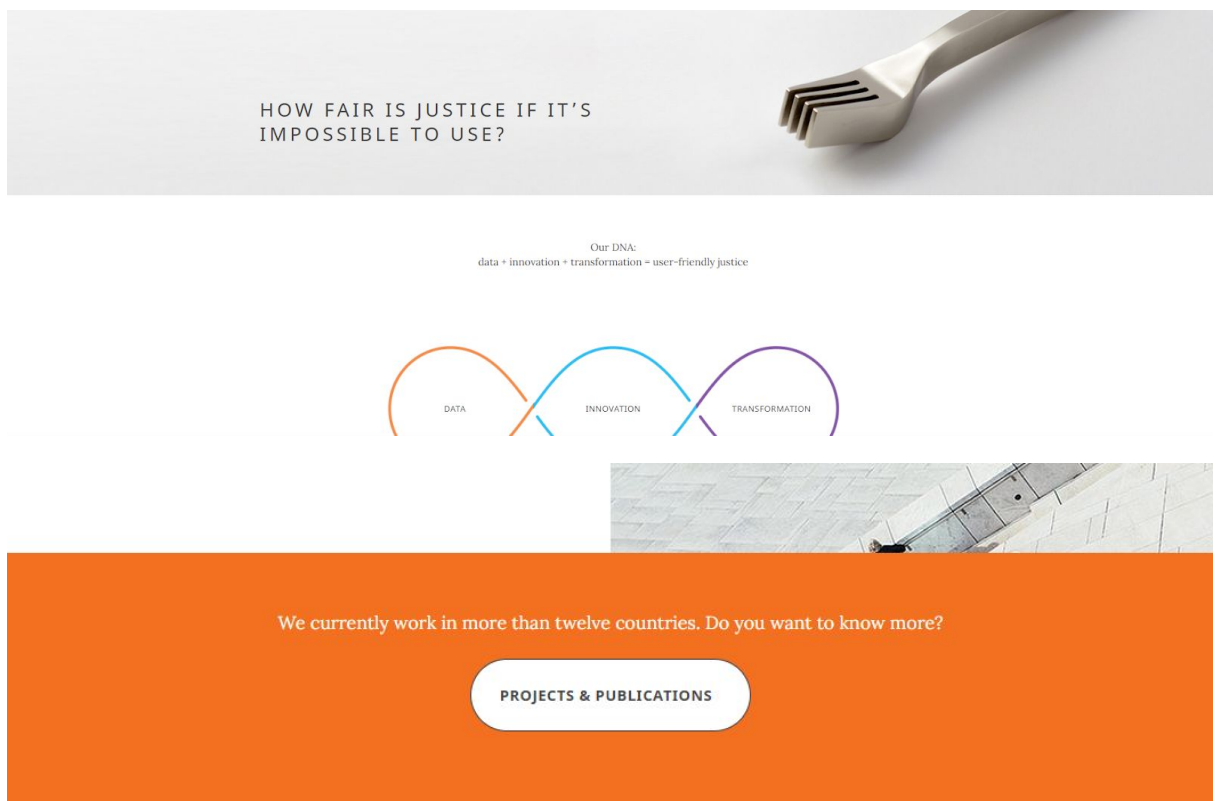
Justice is about the common people, so we go straight to them. We clarify their current justice satisfaction and gather their legal needs, so that the country’s justice system has the right information to adjust their procedures. This will help make the country more just for all.”

14. Change small texts to headers.

Ease: Medium

Impact: Medium

Below are two examples where a text does not command the size it should have, based on its relevance:



15. Make elements like the Hero Image and the CTA's animated to grab attention.

Ease: Medium

Impact: Medium

What if the door on the hero Image, and the ladder that is not connected to it, would slowly move towards and away from each other? This grabs attention to the first thing you want people to see on the website, and illustrates the metaphor further.

16. Start the big articles with a summary of what the reader can expect as well as how many minutes it would take to read.

Ease: Medium

Impact: Medium

17. Add Typeform or regular contact forms

Ease: Medium

Impact: medium

Typeform is an engaging way to make contact, because it lowers the barrier to contact in a conversational way.

18. Don't let the arrow on the homepage send you back up. Let it send you down or remove the functionality.

Ease: High

Impact: Low

19. Keep one primary CTA on screen while you scroll down the webpages

Ease: High

Impact: Low

Keep one primary CTA on screen when visitors scroll through webpages. For instance: if your primary CTA is: **contact us**. You can lock the menu block on top of the screen, so the **contact us** button will always be visible wherever you are on the page.

20. Optimize the site based on the behavior of the user

Ease: Low

Impact: High

By using Hotjar, you can see the movements of users so that you are better informed

what they are looking for on a page.

21. Link to relevant pages from other pages, and relevant CTA's at well-read project or news pages

Ease: Low

Impact: Medium

22. Add video's on the pages

Ease: Low

Impact: Medium

If possible to produce, video's show much more viscerally what the topic is for the user, and many prefer video over text.

4 Conclusion

The website is already well-designed and has a lot of content present in the form of projects news and other pages. However, it lacks clear goals and ways to achieve these goals for both visitor and HiiL.

This makes the website function as a great greeting card, but not as a tool that systematically and measurably assists the organization in completing its objectives. It also lacks certain important tools based on Online Marketing that help web visitors that look for HiiL and the services it offers to truly find HiiL. Examples of this are a lack of SEO-optimized content and no strategy to convert visitors. This means that currently, the target audiences have a harder time than necessary to:

1. Find the website when they are in need of the services of HiiL
2. Finding what they are looking for on the HiiL website.

Both of these mean that HiiL is currently missing out on clients, partners and other stakeholders that would be relevant for HiiL.

Imagine, for example, that a managing director of an investment fund is looking for strategic partners to help improve the quality of justice in a better way than before. This director would reach out in their circles, and look online for anything he has never heard of before. Both from his personal channels and by looking for “Justice innovation” online, he comes across HiiL.

He visits the site, and quickly understands the methodology of HiiL. He sees a button with “information for strategic partners” on the homepage, and immediately clicks on it. Within a minute, he has all the general information he would like: The innovative methodology, the ways HiiL has already applied them and the partners HiiL already works with (all organizations the director already knows). All this information was brought just for him and nothing more, as if a butler gave him the most relevant notes of the newspaper. At the end of the page, he is offered a full report of current trends in the justice system of developing countries, which he can read at another time at his leisure. A press of a button and two lines of text, and he has the report in his inbox for the evening.

Although the above is just an example and might not be Hiil's priority, it showcases the power of online visibility, and of reducing friction for the visitor.