element 8 news

Element 8 News, for the latest updates, insights, and creative sparks from the team at Oxygen Elements - where creative chemistry ignites brands!

In this issue:

- Shorter days, more screentime
- Your website; your hardest worker
- Is your marketing really unique?
- PHP attack, defend yourself against it
- Websites to be proud of
- Beyond the desk



Shorter days, more screentime - here's how to capitalise

With the summer coming to a close, people have less outdoor events to go to so they are staying indoors and spending more time in front of their screens. That means there are more opportunities for people to come across your business. This time of year is especially busy for e-commerce websites, as people are suffering from SAD (Seasonal Affective Disorder) they are looking for new dopamine hits, and that can come in the form of retail therapy. You need to make sure your website is ready for the uptick in traffic and competition. But what can you do to make the most of it?

1. Go to where your customers are

In the evenings when it gets dark early, people don't want to move so the dark evenings serve as prime scrolling sessions. Schedule your posts to be posted just before the evening so your posts are at the top, and make sure your visuals are eye-catching enough to make someone want to stop scrolling..

> *"Nearly 50% of people report a noticeable spike in screen time during the winter months."*

2. Keep content seasonal

Keeping your content updated makes it feel 100% more relatable and makes you look 100% more reliable. This time of year people are beginning to think about Christmas plans. Do you have your Christmas menu or offering easy to find on your website yet? Not only is it nice visually that your website is relevant but it is so valuable technically as Google values websites that are kept up to date.

3. Step into 2026 by embracing automation

Incorporating a chatbot onto your website makes finding info out of hours 100x easier for customers. Up to 70% of visitors leave before clicking onto a second page. A chatbot on the homepage brings the content to them without making your beautiful homepage look boring and wordy. You keep your looks while also driving up engagement.

Being where your audience is is the best way to get your customers' attention. With Oxygen Elements you can target your audience with pinpoint precision. Discover what you can be doing to meet your audience by getting in touch.

Your hardest working employee is your website



Wouldn't it be nice to have an employee that works all day and night, doesn't need a smoke break, while also doing and saying exactly as you want them to say. It almost sounds too good to be true, until you realise that your website is exactly that. If you do right by your website, it will do right by you.

Your website should be a Salesperson

More often than not, your customer is researching you and going through your entire website before they call you. It can also often be the only impression they get of you, so it is important that that first impression is a good one and sets the tone for your working relationship together. To make your website a good sales person it needs to explain clearly what you offer, it's features that set you apart, answer any common questions, and steer visitors towards a buy or contact button. Most of what a visitor needs should be found on your website before you have said a word to each other.

Your website can act as a Receptionist

A receptionist's job is primarily to answer enquiries and other general questions, direct callers to the correct people, and book in meetings. All of these features are possible to do through your website so why aren't you?

A website which has strong, interesting content already should be able to answer commonly asked questions through service pages. Your booking form for either enquiries or meetings should be easy to find from every page whether that is in the top menu or throughout a page. It is good if you have these on your website, but website visitors are becoming increasingly lazy and want their info fed to them on a platter. To accommodate new searching behaviours, chatbots are becoming receptionists. These bots are able to roll the jobs of a receptionist all into 1 little area in the corner of your website 24 hours a day.

Make your website a Marketing Officer

All of your marketing activities no matter the platform should always lead back to your website, whether that is a dedicated landing page for that campaign or a general page depends on your strategy. Having your own website as the hub of your marketing activities means you can dictate how every aspect of your message is perceived. It also makes it a lot easier to track campaign performance because you can track how people move around your website a lot easier than you can through Meta or Mailchimp.

Make your website work for you

To get your website to work as hard as it can for you, you need to provide it with the tools to do so. In this article we previously mentioned compelling content, a chatbot and marketing landing pages. All of which are powerful website tools. Knowing what your website needs to succeed can be a difficult task. Oxygen are able to diagnose what your website needs, and we also have the solution. We have one off and package solutions to get your website working for you. For example if you need stronger compelling content which targets your ideal customer you need SEO. If you want to sell at all hours of the day, putting a chatbot on your website would help with that.

> *"Having your own website as the hub of your marketing activities means you can dictate how every aspect of your message is perceived."*

Oxygen has a plethora of services to help your website. Get in touch to get a FREE website audit and find out how you can provide your website with the tools to be your best employee.

How can you be unique if you look like everyone else?

AI is such a powerful tool which can help you with so many aspects of your business there is no denying that. If you need to do anything written, reading or admin based they can be great ways to cut down on time and costs. But these tools fall very short with any creative task which requires graphics such as a social media post or a flyer. AI tools have coded into their system what a 'good' universal design looks like, but it isn't necessarily a good design for your business, platform & audience. Look at these designs, which ones stand out? Despite them all advertising different occasions, none of them really stand out. They follow similar design patters (font, layout, that odd highlight scratch behind text, tiny call-to-action) which makes it impossible for them to truly stand out from others. As these tools become more widely available, we are seeing designs everywhere which look the same, it's becoming an eye-sore and data is showing it is harming businesses.

Using ai for design activities is turning away HALF of your potential customer base. The most effective designs which produce the strongest outcomes for your business are creative designs which set yourself apart from competitors. Creative designs which work for you come from the human mind, AI engines can only reproduce what they have been programmed to think is 'good'. Oxygen Elements' creatives are filled to the brim with unique ideas for a singular social media post to a whole brand identity. Get in touch to make the most out of your design projects.



53%

of shoppers mistrust ai generated social media content (58% amongst gen-z)

63%

of shoppers are less likely to purchase from brands using ai generated ads

20%

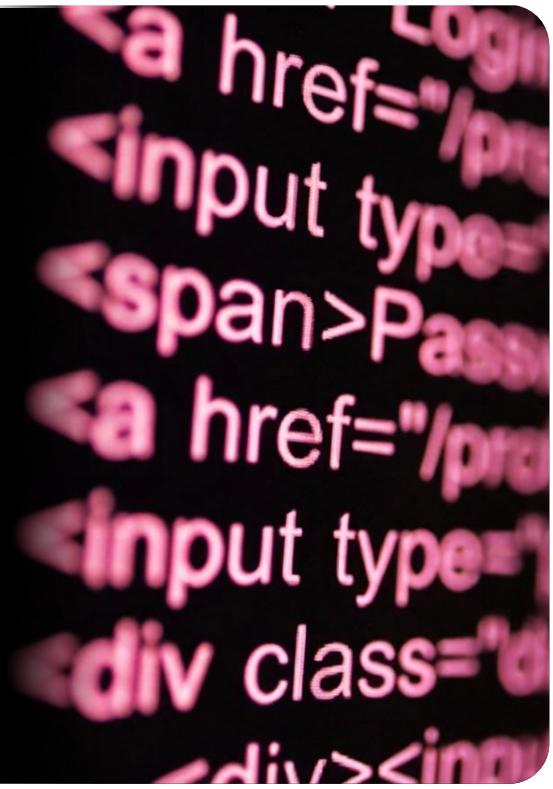
of website visitors leave a website when they suspect ai is used

What's the best defense against PHP attacks?

- Oxygen Elements has the answer

You are probably aware of the recent attack on PHP and WordPress websites (70% of the internet uses both). It was an international cyberattack on PHP's scripting language. The security of your websites are our top priority, you don't need to take any further action.

Unfortunately smaller sites which aren't actively managed are most at risk. Thankfully our team are at hand to help. Our support team worked through the night to get the security update added to all of our hosted websites to minimise any damages to your businesses. Not being on the latest PHP version or having a team on your side which can implement any security updates when they are released can be detrimental to your website. To avoid future attacks, updates to plugins is also advised. Our website support packages do that and so much more. If you want to defend yourself from future attacks the best you can, enquire about Oxygen Elements hosting services and/or website support packages.



How to Attract more local business



Are you visible to people in your local area? There is so much value in local business, when customers are searching for a service online it is typically followed by 'near me'. It is important you are at the top of the 'near me' searches to increase your chances of gaining highly valuable local business, and here is what you need to be doing to do it.

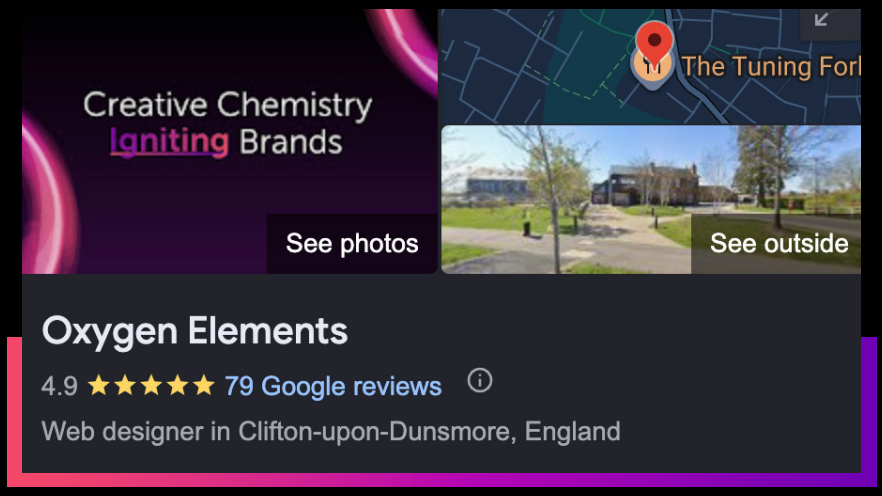
Claim/Complete your Google Business Profile

1 In local searches the map listings appear ahead of main website listings, meaning in many cases a business profile is much more likely to appear ahead of a website. Owning a Google Business Profile allows your business to be seen in map searches, and puts your info right at the top of 'near me' searches. Google business profiles also provide info about your business before a customer has to click into your website. It will tell searchers opening times, services, updates, reviews & images. This info is such a strong tool in building trust and credibility.

Create dedicated location pages

2 If you operate in a couple of towns in a certain area, a singular paragraph or image showing where you cover isn't enough to appear in your preferred locations. Search engines like to show businesses local to the place the searcher is looking for. A dedicated page to say your business works in a specific location is the most powerful tool you can have to attract location targeted customers.

On these specific pages it is important to mention services, landmarks, and examples of local projects you have done. To make each location page liked by search engines it is important that each page's content is altered so that the pages don't seem copy and pasted.



Physical loyalty schemes

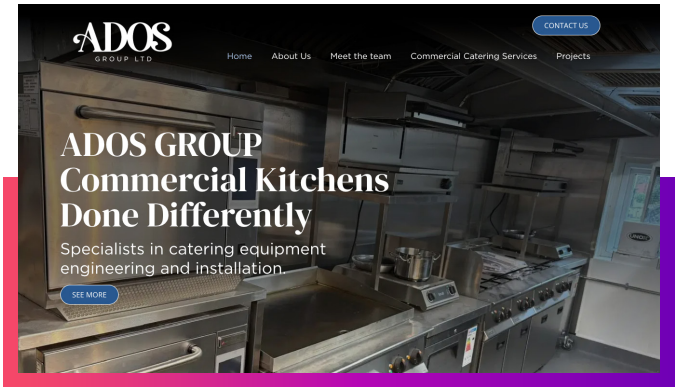
3 Trying to win new customers over and over can cost a lot more money and time than retaining a local, strong, loyal customer base. Building that customer base can keep you in business forever, and incentives are the best way to build that. If your business allows for it, loyalty reward schemes are worth their weight in gold. Whether it is a stamp loyalty card or membership cards that repeat physical in-store business will build up your reputation in your local area.

Add a local business schema to your website

4 Adding a local business schema is the quickest way to help boost your online presence in your local area. They are a piece of code which tells search engines your exact location, opening times, social media handles, price ranges, service area. Providing this info for search engines means they can push your website and business to the correct people which are looking for services most similar to your business. Think of it as Google vetting for your best clients.

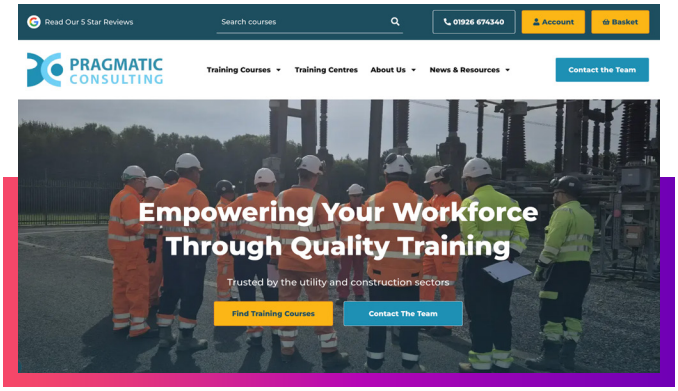
A schema paired with a service such as SEO means once you are seen your website is able to back you up with strong performances and up-to-date content to gain some high value interest or secure a conversion. Get in touch to get your website out there and seen by your local area.

Websites to be proud of



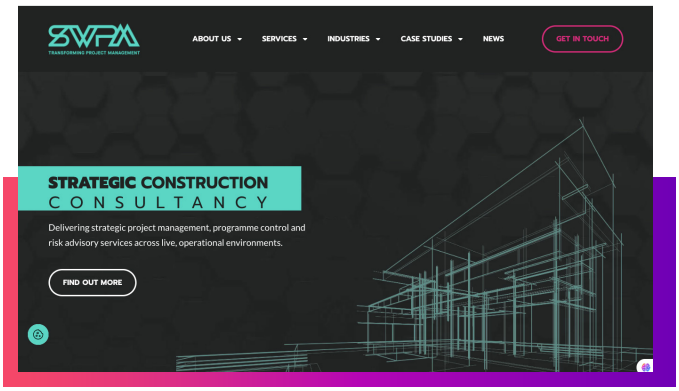
ADOS Group

With your own website, you dictate how you are seen. ADOS Group's website means they create the customer experience they send customers on. The examples of previous work and expertise also serve as great trust builders.



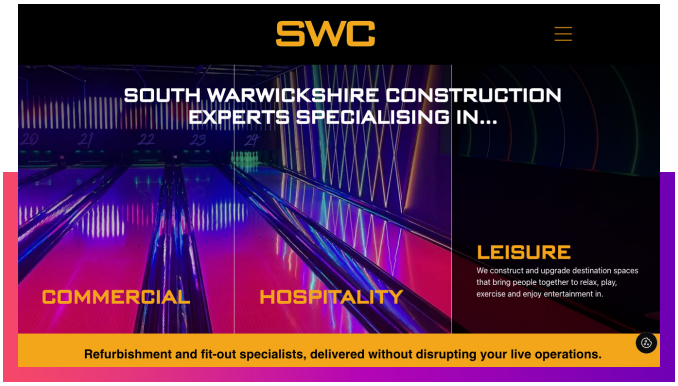
Pragmatic Consulting

As our business grows, we wanted a website that better reflects who we are and what we do. What's new? A fresh, modern design, easier navigation, and improved access to our training courses



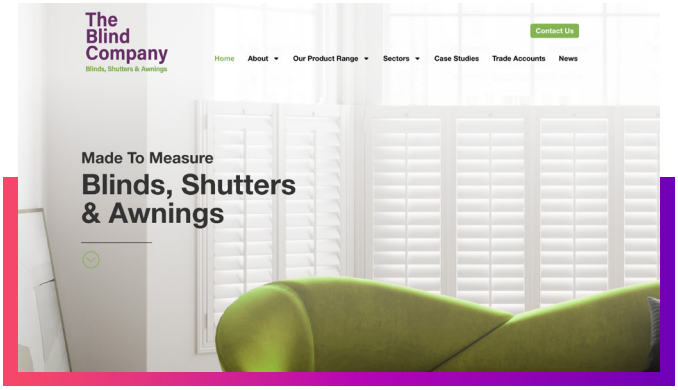
SW Project Management

Our website is vital in how we represent ourselves, particularly during tender submissions and procurement processes. Thew website reflects the professionalism of our company and creates a great first impression.



South Warwickshire Construction

Our website reflects our company. Our old website was live for over 4 years and never received a single call for a project from some one who had found us online. Within two weeks of out new website, we had already had 8 project inquiries.



The Blind Company

A huge thank you to the team for all the work on the website. I'm so impressed by the the dedication and commitment. It's reassuring to work with a good team helping me to build my dream online to help my business.



Rugby Bodyshoppe

Their website hadn't updated their website since it was launched. The new website pridefully displays themselves, their history, and their expertise at the forefront, resulting in an inviting and trustworthy digital presence and website.

Beyond the desk

What scares our team?

We asked our team what the scariest design elements are.



Fiona
(Designer)

Something a client could say that gives you a fright? "It shouldn't take too long"

A spinetingling font? Comic Sans & Papyrus

A blood-curdling colour combo? Primary Red & Blue - both have a similar tonal colour weight which together, hurt my eyes

A common design feature that needs to be burned at the stake? Adverts generated by Ai, there's no obvious hierarchy of text and too much info all crammed in competing with each other

---



Joe
(Marketing)

Something a client could say that gives you a fright? "Make our social media go viral"

A spinetingling font? Futuristic, tech fonts

A blood-curdling colour combo? Red & Green - it shouldn't be Christmas every day

A marketing feature that needs to be burned at the stake? Large companies using Ai for their TV adverts. Watch Fantas halloween one or any Mr Q ad and tell me they don't look lazy. They also make no sense storywise!



Jamie
(Web Developer)

Something a client could say that gives you a fright? "Make my logo bigger"

A spinetingling font? Comic Sans

A blood-curdling colour combo? Red & Green should never be seen

A website design feature that needs to be burned at the stake? Popups that appear as soon as you land on a website and continue to appear every time you click through to another page. They are so annoying and turn customers away.



Natalie
(Director)

Something a client could say that gives you a fright? "I haven't registered my business yet"

A spinetingling font? Brush script! The writing on most beautician business pages and signage!

A blood-curdling colour combo? Neon Green i'm not a fan of many neon colours, unless it's Pink!

A common design feature that needs to be burned at the stake? Aesthetic's company logos.

Understanding GA4 Terms

If you have a website you will have heard of Google Analytics. You may hear it from a support provider, or you look into it yourself. Either way it is important to understand what it is trying to tell you. Here are some terms we believe it's worth knowing so you can understand your website:

User - A person which has entered your website within a certain time period you set. If a user goes onto your website 5 times in that period, it will only count at 1 user.

Session - A time someone goes onto your website. It starts the moment they go onto your website. Unlike in how users are tracked, 1 user can have multiple sessions depending on how many times they go on your website.



Engagement Rate - This is the percentage of sessions that had the user either stay on your website for more than 10 seconds, visit 2 or more pages, or complete a key action.

Events - Any action a visitor takes on your site. Events include loading a page, scrolling down a page, clicking a button,or filling out a submission form. Events are a great way of grasping whether people are just seeing your website or actually using it.

Traffic Acquisition - Tells you where people are coming to your website from. These include; organic search results, direct (typing out your website address), referral (clicking from another website), organic social media, paid search results, emails.

Landing Page - The first page a visitor sees when they click into your website. It shows you which pages are being seen first most frequently. A visitor's landing page isn't always your homepage, so that's why it's important to ensure every page is optimised and tells visitors what they want to know.

Key Action- An event you designate as being key to how your business makes a return. Key events can be form submissions, file downloads, sign-ups or purchases.

We'd love to hear from you

E. info@oxygenelements.co.uk
T. 01788 561991
www.oxygenelements.co.uk

oxygenelements
oxygenelements
oxygenelements

Oxygen elements
Creative Chemistry Igniting Brands