

Effective Web Design Get Desired Results

POWERED BY



U.S. Small Business
Administration



— “ —
dedicated to our mission of fostering
vibrant small business communities
through mentoring and education
— ” —

EST. 1964



Washington, D.C.



> 10,000 volunteers nation wide



Exist through a collaborative agreement
with the SBA



> 250 regional chapters



7,230,200 mentoring sessions in FY2020



9,800 workshops/webinars in FY2020

Why Have a SCORE Mentor?

- We can help you start a business or work with you to grow your existing business!
- We are here for the life of your business
- We are conducting safe sessions through Zoom or phone
- Sessions are one hour with appropriate assignments and as many follow-up meetings as requested (at no cost to you!)
- We have the experience!

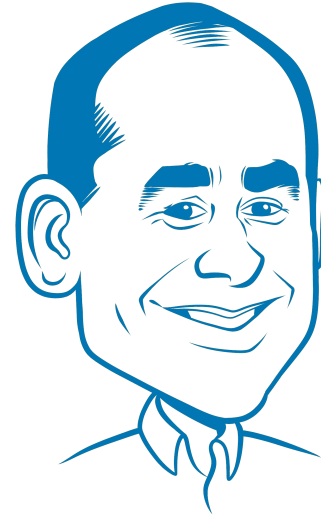
Today's Webinar Housekeeping Notes

- You are all muted
- Questions can be typed into the "Q/A" feature
- We will answer as many questions as possible throughout the session and after the presentation
- All registrants will receive an email with instructions how to access the recording of this webinar, and the link to connect with a mentor
- Use your Chat function to ask for a mentor

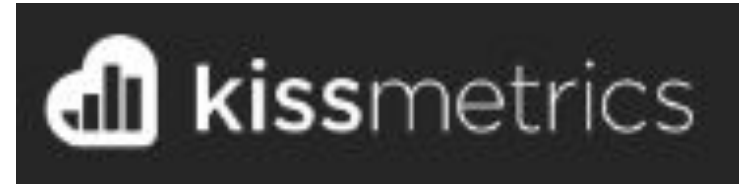
Our Presenter

Dale Shadbegian

*CEO, Digital Strategist
Cape & Plymouth Business Media*



Information Sources

The Google logo, featuring the word "Google" in its signature multi-colored font.The HubSpot logo, with "HubSpot" in a dark grey sans-serif font and a stylized orange robot head icon to the right.The Adobe logo, consisting of a red stylized "A" icon followed by the word "Adobe" in a bold black sans-serif font.

TIP: Stats and studies are not the Gospel. They evolve over time. View them as guidelines. Use your best judgement for what applies to you. Your customers feedback will always be your best Analytic!

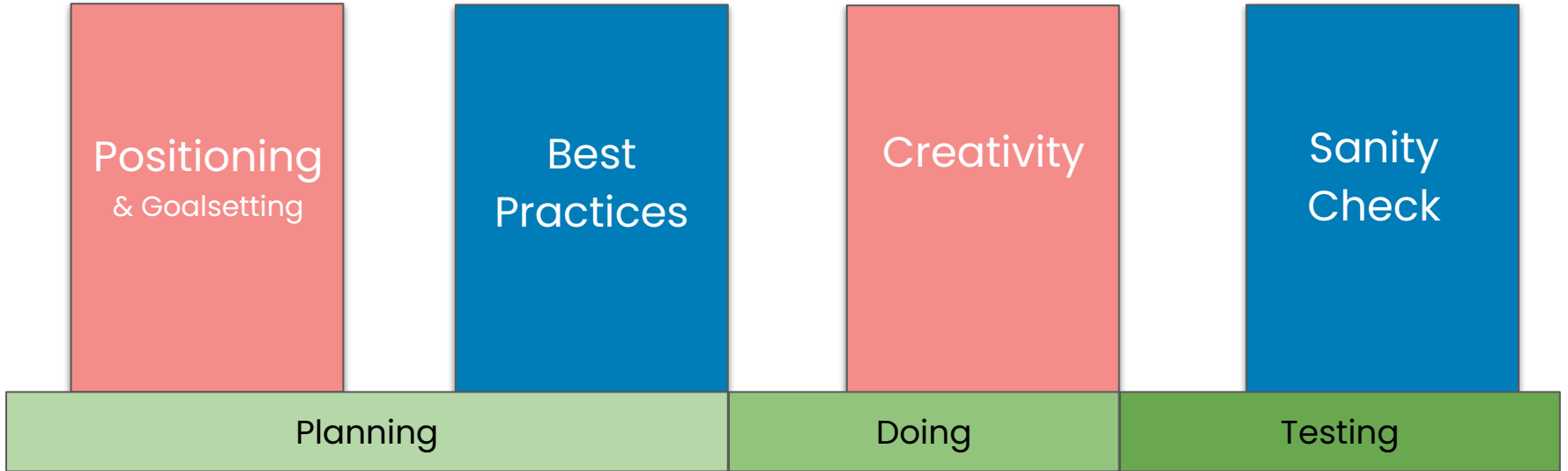
Define: “Effective”

Adjective

1. successful in producing a desired or intended result.
2. fulfilling a specified function in fact, though not formally acknowledged as such.

Synonyms: successful, effectual, potent, powerful

4 Pillars of an Effective Website Process



1. BUT FIRST!

Remember “Typical” Digital Consumer Behavior

*“Want or Need” – triggered
by a thought, a friend, an
email, or ads!*



1. Positioning – Align with Business Goals

a. List your main goals for all pages.

A “place to go”? Sell stuff? Convey your passion? Call you? Email You? Educate? Accept Donations?

b. Identify Target Visitors

Audience 1: Ages 30–55, Professionals of Industry _____ who _____

Audience 2: People who are just plain tired of _____

c. What BIG problem do you solve? (**VIDEO?**)

1-2 sentences you want people to know if you only had 8 seconds to tell them.

d. What specific Information do you want to list?

HINT: Must support #1 above.

TIP: Identify decision makers and get them involved for this exercise.

2. Design Best Practices Checklist

1. PLAN YOUR FLOW
2. Blocks. People read left to right.
3. Mobile devices will vertically stack your site.
4. Calls to Action (CTA) in every section.
5. Add a section for “Social Proof” (testimonials or stats)
6. 50% of people only scroll past 3 sections.
7. 10% make it to the footer! (Put your SEO text just above footer!



2. Best Practices Checklist

1. Fast Loading (under 4 seconds).

Optimize images for size. Optimize Code. Look up GTMetrix

2. Secure

SSL - is a MUST

(patched and monitored no hack warnings). GravityScan, Sucuri provide free scanners

3. Mobile (almost) First

This does a decent job: <http://quirktools.com/screenfly>

4. High Focus: "Above the Fold"

1-2 Sentence Positioning Statement Geared toward your audience.

2. Best Practices Checklist (p2)

5. Demonstrate Market Leadership.

Prove you can handle your target visitor with success. Give examples, provide testimonials. Be Authentic... use 1-2 sentences. Try to only reference product and services you still offer.

6. Uncluttered.

Think Grid (Left to Right, Top to Bottom).

7. WordPress: Pick a theme with flexibility and longevity.

Some designers will create a “custom website”. But their coding skills may be lacking, and they may not foresee how the mobile landscape and the web is changing. Make sure you can “take your website somewhere else”.

2. Best Practices Checklist (p3)

8. Consistent Fonts

Keep headings and text blocks consistent with style, size, and color. Go in descending order: H1, H2, H3, etc

9. “Professional”

Be consistent about design and colors.

Use large, high quality photos.

Feature the kinds of products and services your customers ask about – and you still offer.

Are you using more icons or photos? Are you pantone, colorful, or muted?

10. Accessibility

Avoid text / image collision. Whitespace. Contrasting Colors. Try tabbing through your website.

Look at: <https://webaim.org/>

11. Gift Cards

Whether you offer Gift Cards or not, list it on the website.

2. Best Practices Checklist (p4)

12. Easy Access to the Most Important Info

Phone (tap on mobile!).

Directions (tap on mobile to maps/directions).

Live Chat or Book Now.

Header, Footer, Contact Page

13. How is your site used?

Google Analytics – What pages are visited? Where are they coming from? What are their demographics?

Try out heat maps.

14. ADA

It's the LAW (vaguely). <https://www.mass.gov/guides/web-accessibility-standards>

<https://118group.com>

15. SEO – Get Found in Google.

Add great content to your website. Run On Page Content and Technical Audits. Attend Free Workshop :)

Free Business SEO Audit here: <https://capeplymouthseo.com>

3. Creativity & Design: The Next Level

1. Meaningful Professional Photography.

Hire a professional! OR iPhone or try unsplash, pixabay, photodune, pexels.

2. VIDEO! Is Huge esp < 40 yr olds

3. Use of “negative space”

4. Color palettes.

(check out colorhexa.com)

5. Add a fun background.



3. Creativity: Consistent But Play

Break typography consistency best practice.

sparingly to be **FUN** or to place **emphasis**.

LESS is **MORE**.

4. Sanity Check: REVISIT PILLARS 1 & 2

1. Original Goals Met?
2. Best Practices Met
3. Messaging: Am I hitting all points of the buying cycle?
4. Grammar & Spelling!
5. LET IT GO.

Don't drive yourself mad creating the perfect website.



Live examples. Q&A

<https://www.thaidivacuisine.com/> -vs-
<http://www.wowbao.com/>

<https://www.empirecls.com/> -vs-
<https://metlimoofboston.com/>

