

# Course 9



**Website Course**

***Knowledge is Power.***

***Stop Guessing. Start Knowing.***

**BizAdemy** 

***GoDaddy Pro PPlus Partner ★★★★★ Rating.***

# This course will cover:

## **How to Deliver a Successful Website User Experience**

- Why is the user experience critical to your website?
- What are the user experience design principles?
- How do you deliver a successful user experience?
- What are the best practices for effective web pages?
- What are the best practices for effective homepages?
- Why design the for the mobile experience?
- How you can support mobile users with design?
- How to create a mobile optimized experience?



**WHY IS THE USER  
EXPERIENCE  
CRITICAL TO YOUR  
WEBSITE?**

# 86%

of all SMBs cite **websites as their most important** digital marketing tactic.

Right Content  
+ Right Person  
+ Right Time

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**A Good User  
Experience**

# 19%

sales increase by creating a personalized website experience.



# WHAT ARE THE USER EXPERIENCE DESIGN PRINCIPLES

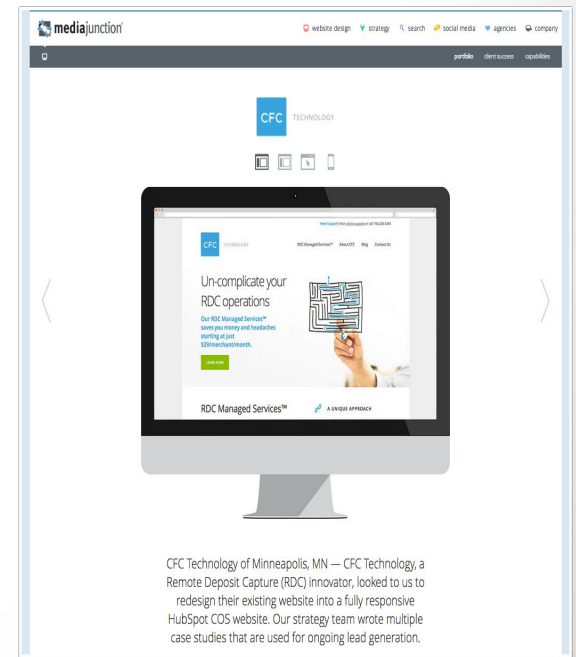
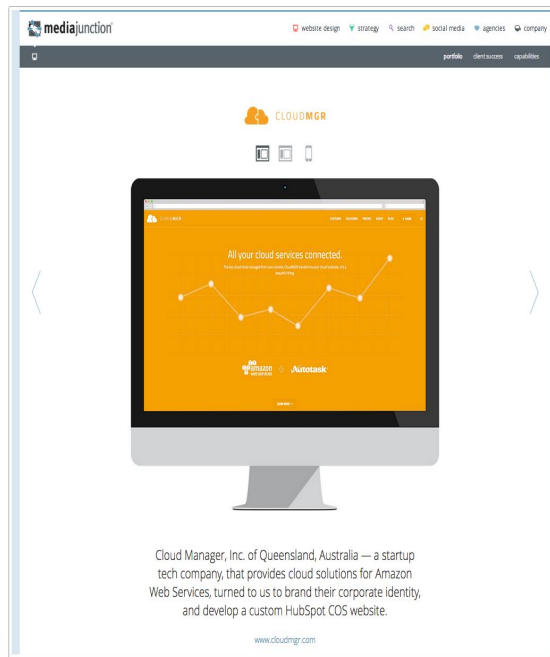
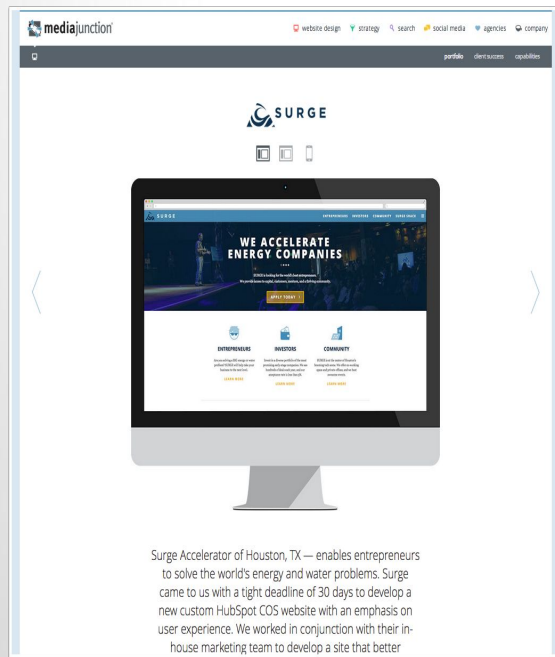


# PRINCIPLES FOR USER-FOCUSED DESIGN

- Consistency
- Visibility
- Affordances/Signifiers
- Mapping
- Feedback
- Constraints

# WHAT IS CONSISTENCY?

Consistency is the implementation of design patterns and repetition, which help users to quickly learn how an interface works.



# CONSISTENCY

By reusing templates, you're helping create recognition of where to find information. A user that can learn the interface quickly is more likely to not only spend more time browsing the content, but also find the information they are looking for.

# CONSISTENCY

Now that isn't to say that you shouldn't use your creativity to design beautiful, visually-rich page elements, but stick to a format that most users will know.

**DOWNLOAD THE CASE STUDY**

**CLICK HERE**

**MEET WITH AN EXPERT**





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**SIGN UP FOR A FREE TRIAL**

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# CONSISTENCY

By having a style guide, your content creators will have a better sense of what their work should look like.

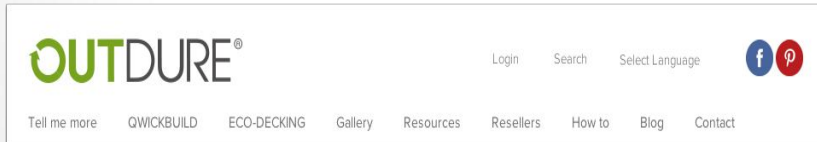
SECONDARY COLORS			
	Footer Grey #3b3f3f		Action Blue #1da1db
A darker grey to offset the footer from page content.		A striking color to indicate links and other calls-to-action.	
	Background Teal #0f434c		Background Grey #f9f8f7
A dark background, used sparingly for supplemental testimonials and calls-to-action.		A subtle grey to delineate sections of a page.	

# STYLE GUIDE **SUGGESTIONS**

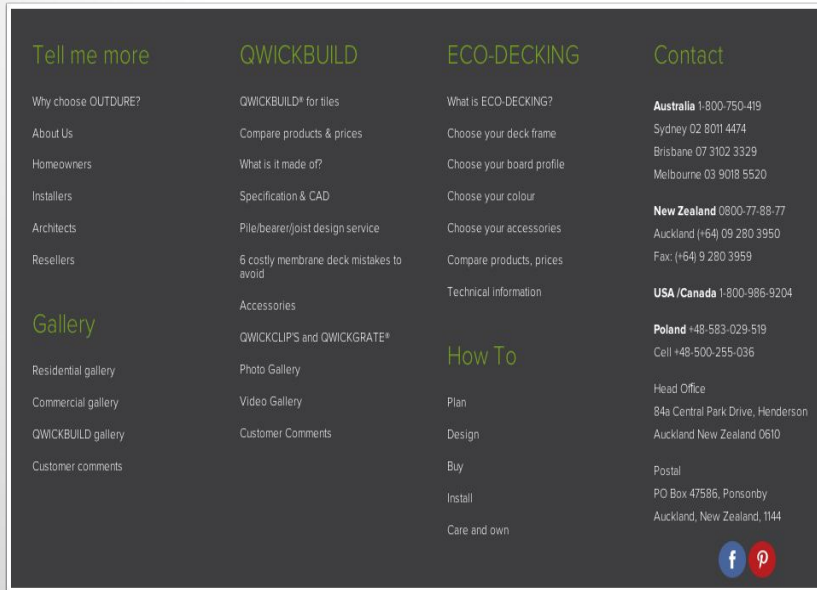
- Color palettes with hex codes.
- Fonts and spacing.
- Images and logo treatments.
- Iconography and design accents.
- Custom modules with how to use them.

# WHAT IS VISIBILITY?

Visibility ensures that the most important options are quickly located and easily accessible to the user.



**Header Navigation: 9  
Links, no sub-menus**



**Footer Navigation: 39  
Links, complete site map**

# VISIBILITY

Don't bury your important content beneath endlessly-unfolding menus. Keep your major categories easily visible and expand, when necessary in the footer or in sub-pages.



# WHAT ARE AFFORDANCES/SIGNIFIERS?

Affordances/signifiers are visual cues that teach the user how something can be operated.



### Button Animation

Upon hover, the outline changes to white and the arrow disappears.



### Navigation Menu Animation

Upon hover, a white bar fades in below the link.

# AFFORDANCES

Make the input-based sections of your templates teach people about what's possible.

# WHAT IS MAPPING?

Mapping is the principle of drawing connections between interface objects and their intended effects.



**Okay:** Classic 'Hamburger Menu'



**Better:** 'Hamburger Menu' with text stating what the button does.

## MAPPING

Helpful text on buttons, links and forms should be as descriptive as possible to ensure that a user can easily understand what event will happen next.

# WHAT IS **FEEDBACK**?

When a user completes an action, appropriate feedback will help them understand that the action was recognized and completed successfully.

1

QUICK CONTACT

First name \*

Last name \*

Email address \*

Phone Number

Company Name \*

How may we help you? \*

GET STARTED

2

QUICK CONTACT

First name \*

Last name \*

Email address \*

Phone Number

Company Name \*

How may we help you? \*

GET STARTED

3

QUICK CONTACT

First name \*

Last name \*

Email address \*

Phone Number

Company Name \*

How may we help you? \*

GET STARTED

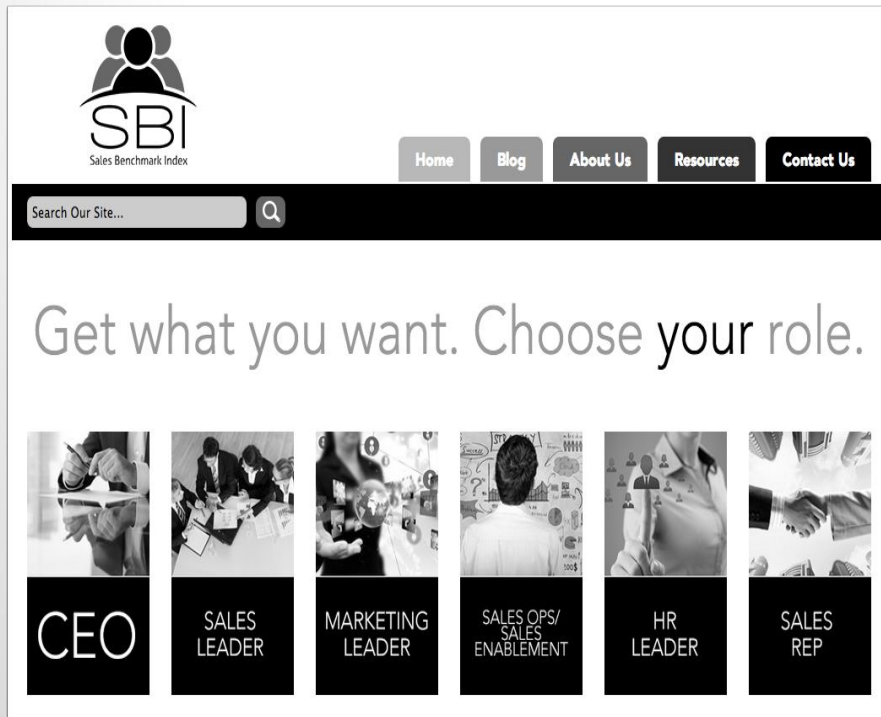
1. Required field selected (red border)
2. Non-required field selected (blue border)
3. Required fields missed (error messages)

# FEEDBACK

Forms are a common place for instant feedback. Use styling to inform the user of which item is selected, or required, and what they may have missed.

# WHAT ARE CONSTRAINTS?

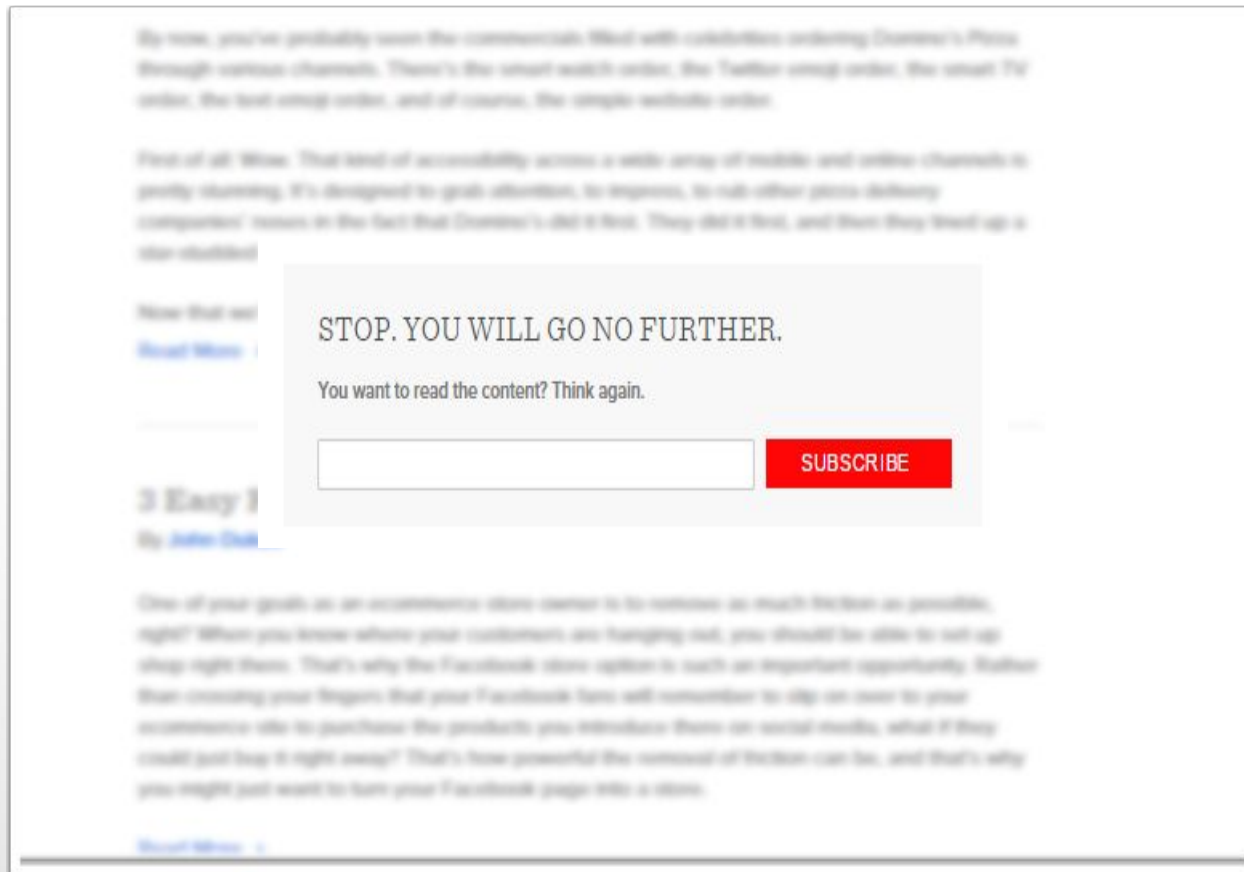
Constraints are purposeful limitations placed on an interface or device.



# CONSTRAINTS

Use personas to create content sections that only show details that are relevant to the person viewing them.





# CONSTRAINTS

Do not create unnecessary constraints to block users from content. Avoid the overuse of overlays, pop-ups and slide-in assets.

# **SUMMARY: PRINCIPLES FOR USER-FOCUSED DESIGN**

- Consistency
- Visibility
- Affordances/Signifiers
- Mapping
- Feedback
- Constraints



**HOW DO YOU  
DELIVER A  
SUCCESSFUL USER  
EXPERIENCE?**

# BEST PRACTICES FOR A **POSITIVE** **USER EXPERIENCE**

- Your website must be **useful**.
- Your website must be **intuitive**.
- Your website must be **consistent**.
- Your website must be **accessible**.
- Your website must be **appealing**.

# ENSURING WEBSITE INTUITIVENESS

- Each page answers one question at a time.
- Each page asks a user to take one action at a time.
- The content guides the user to their individual next stage of the buyer's journey.

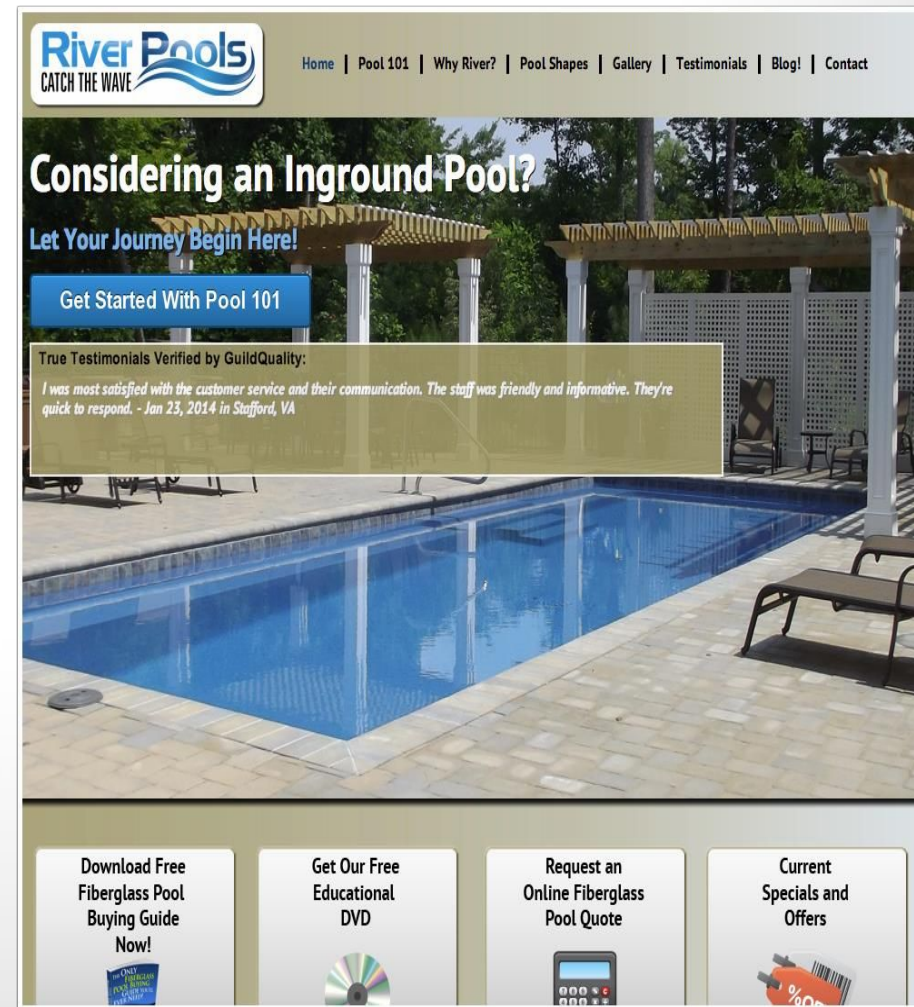


Answer **one question** at a time.

When you try to provide multiple answers and solutions, it can quickly become cluttered and confusing for the visitor.

Consider what  
**top questions**  
a visitor might  
have.

Provide content that addresses the  
right questions, one at a time.





Request **one action** at a time.

Your users will need to engage with your content.  
What options will you give them?

The image shows a website banner for 'River Pools'. The background is a photograph of a backyard with a wooden pergola and a pool. The banner contains a logo, a navigation menu, a main headline, a sub-headline, a call-to-action button, and a testimonial box.

**River Pools**  
CATCH THE WAVE

[Home](#) | [Pool 101](#) | [Why River?](#) | [Pool Shapes](#) | [Gallery](#) | [Testimonials](#) | [Blog!](#) | [Contact](#)

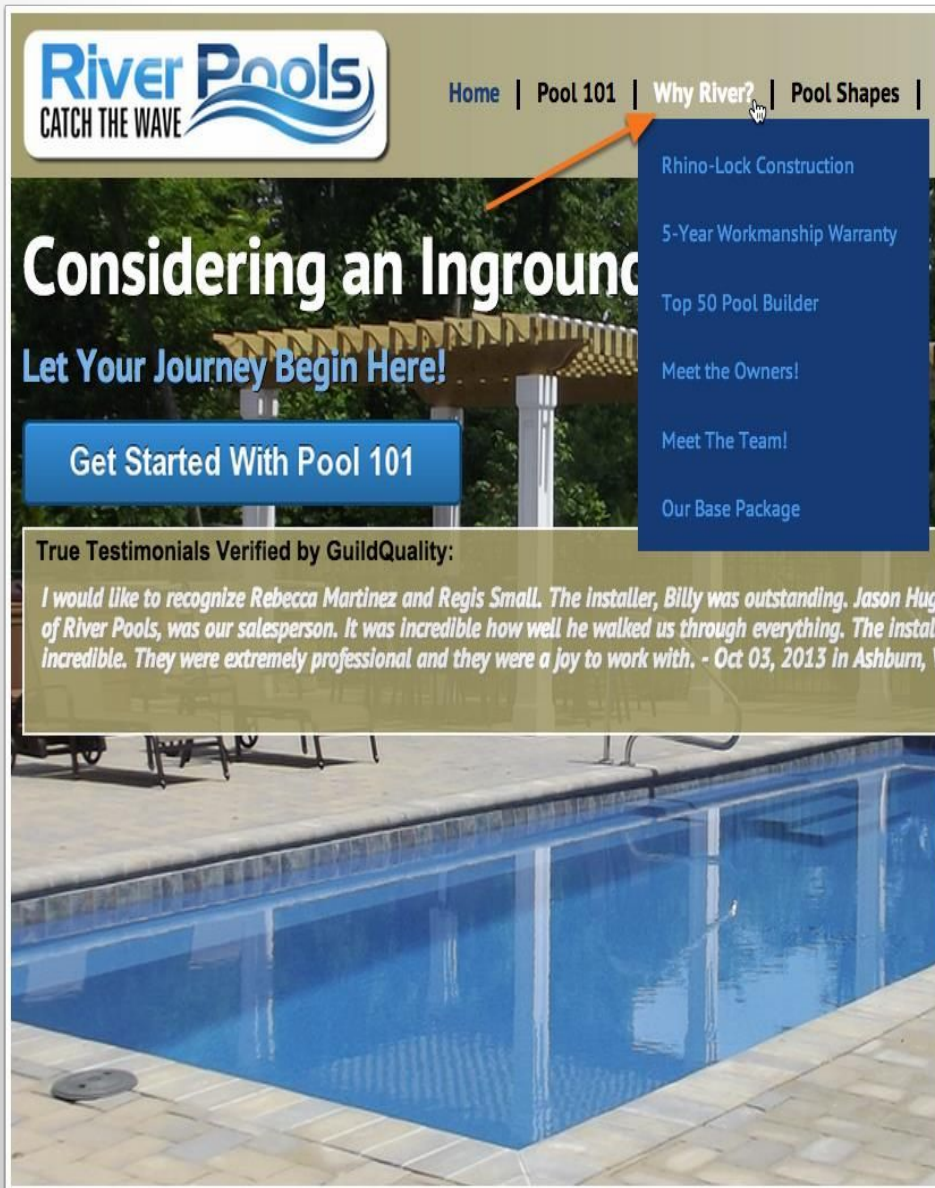
# Considering an Inground Pool?

Let Your Journey Begin Here!

**Get Started With Pool 101**

True Testimonials Verified by GuildQuality:  
*I was satisfied with the quality of the material and their professionalism. - Nov 25, 2013 in Glen Allen, VA*





Focus on the  
**next stage**  
of their journey.

Meet your users where they are,  
not where you want them to be.

# 80%

of users do not return to a site when their first visit is a negative experience.

# 76%

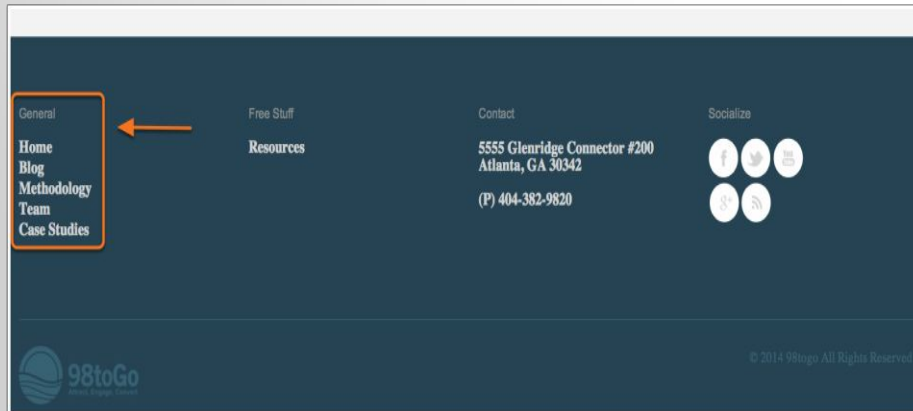
of users state that the most important element in website design is how easy it is to find information.

## Top of site:



Include a navigation menu in your **header and footer.**

## Bottom of site:

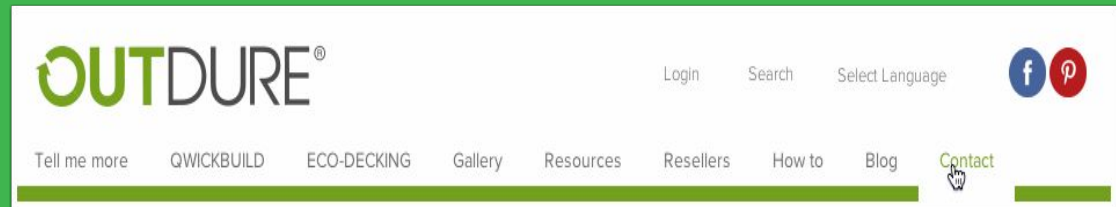


This will help to simplify navigation and help users stay engaged when they have finished reading a page.

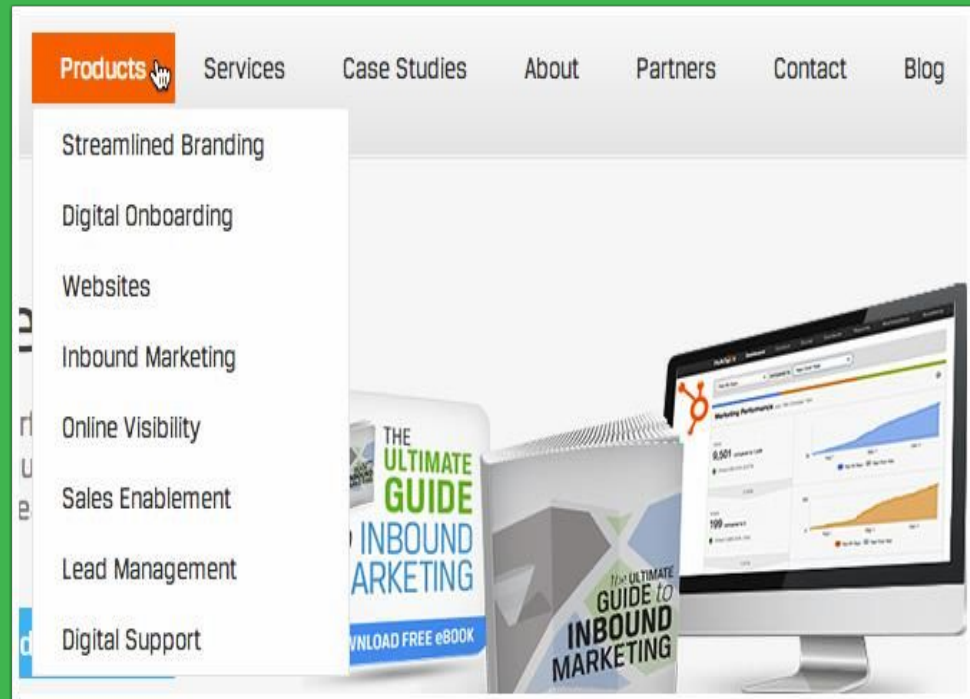
# Choose a navigation style: **flat or deep.**

Simplicity is key,  
either way you  
choose.

## Flat navigation:



## Deep navigation:



# SUMMARY: BEST PRACTICES FOR A POSITIVE USER EXPERIENCE

- Your website must be **useful**.
- Your website must be **intuitive**.
- Your website must be **consistent**.
- Your website must be **accessible**.
- Your website must be **appealing**.



WHAT ARE THE BEST  
PRACTICES FOR  
EFFECTIVE **WEB**  
**PAGES?**

# BEST PRACTICES FOR ALL WEBSITE PAGES

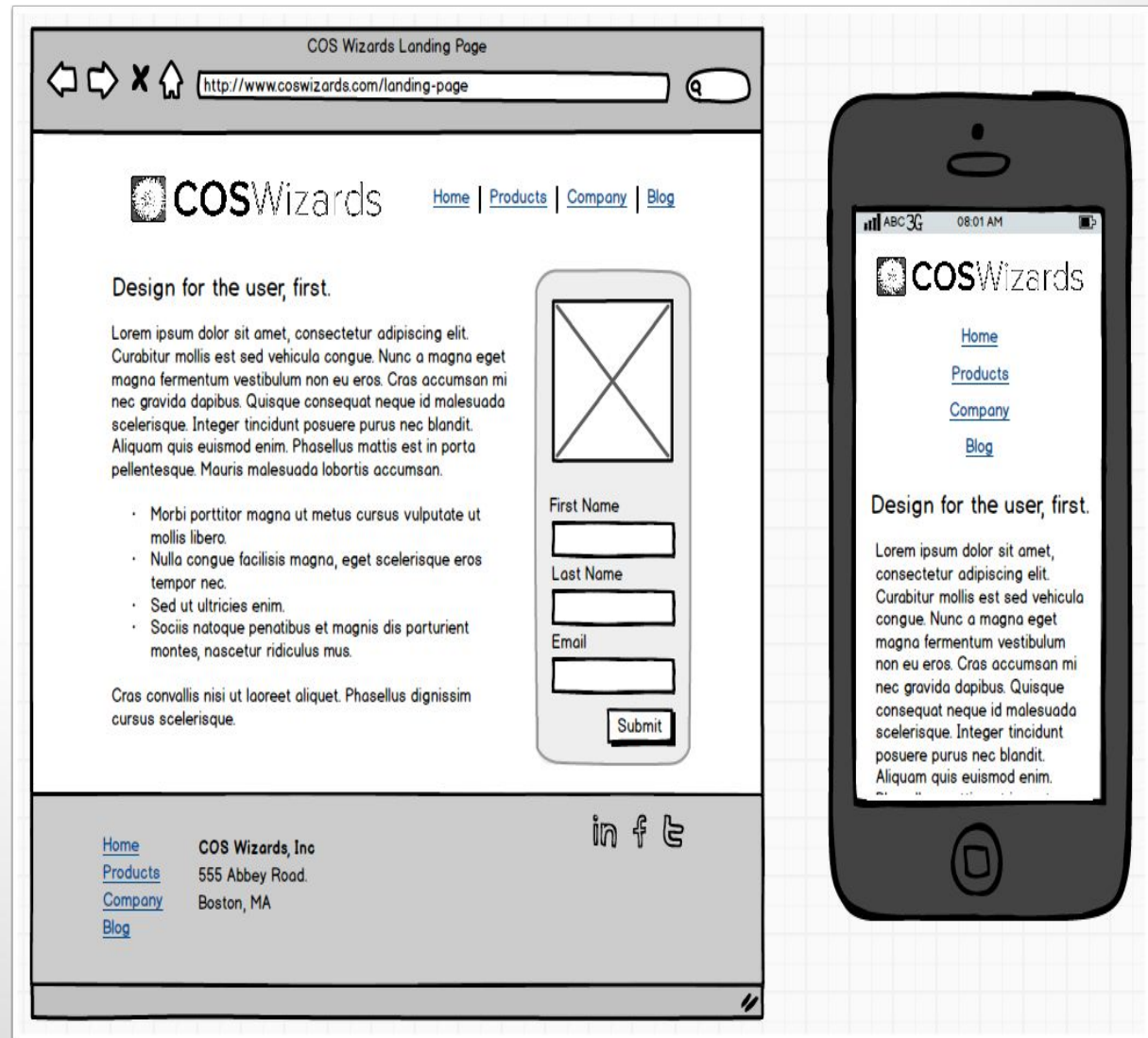
- Plan before designing.
- Create a clear, user-focused website architecture and navigation.
- Focus on simplicity.
- Create a visual hierarchy.
- Entice visitors to scroll below the fold.
- Use as few templates as possible.



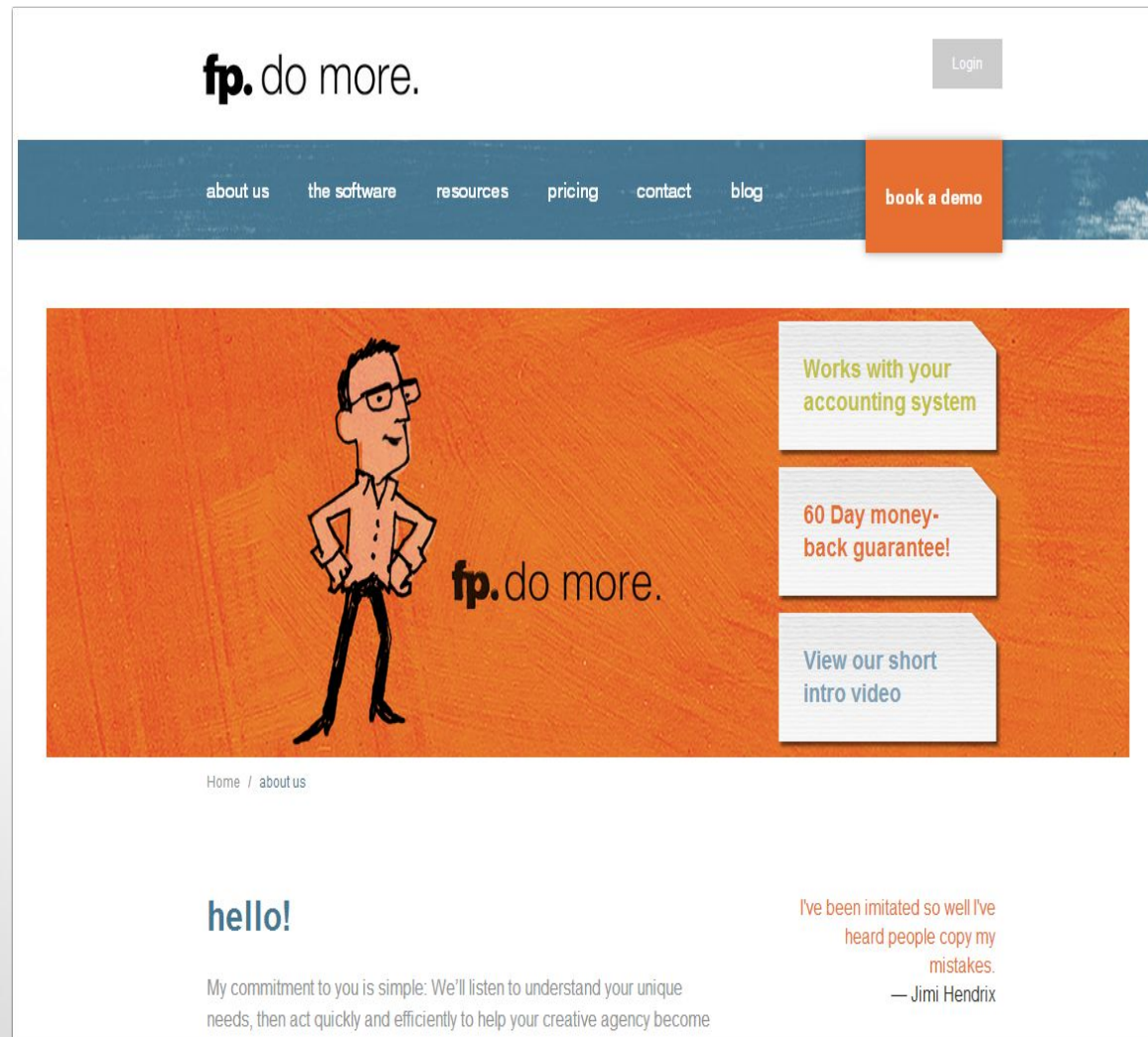
# Plan before designing.

Sketch ideas on paper or  
in a UI wireframing  
program.

Discuss your ideas with  
colleagues and consider  
mobile devices.




Create clear, user-focused  
**website architecture and navigation.**




Be creative, but keep it **simple**.

Use empty space to help frame your information and make it readable.

# If everything is bold, then **nothing is bold.**

 **Fifth Season**

Home About Us Our Offerings Contact Blog 

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## OUR OFFERINGS

Whether you are a family, business or non-profit, we can craft an experience to fit your needs

---

Through our connection with the larger New Hampshire community, Fifth season is happy to provide access to a wide range of activities for our visitors. Whether you are a Family or a business, you can select from these activities (plus more!):

- Low and High Ropes course
- Bouldering Cave
- Zipline
- White Water Rafting
- Mountain Biking
- Kayaking
- Guided Tours of White Mountain National Park and Appalachian Trail



Start Planning Your Trip Today

### For Families:

Fifth Season has extensive experience planning family adventures that entertain, engage and educate the whole family. We provide a safe environment to explore nature with your whole family. Our total focus is on your family - and making sure that you are able to explore nature and all it has to offer.

Stay in one of our rustic mountainside cabins, or work with us to find the perfect accomodation for your family in a nearby hotel or B&B.

Create a visual hierarchy with text, colors and imagery.

Strong text will get the most attention, so make sure those words are important.



# Entice visitors to scroll **below the fold**.

You only have a couple of seconds to get someone's attention.



 **SIGMA**  
WEB MARKETING  
an inbound marketing agency

 Email Us  
**480.359.5501**

Home Inbound Marketing Industry Solutions Resource Center Blog About Us Join Our Team Contact Us

**We're brilliant, innovative, and awesome!!! But we know that already...**

**Let's talk about you!**

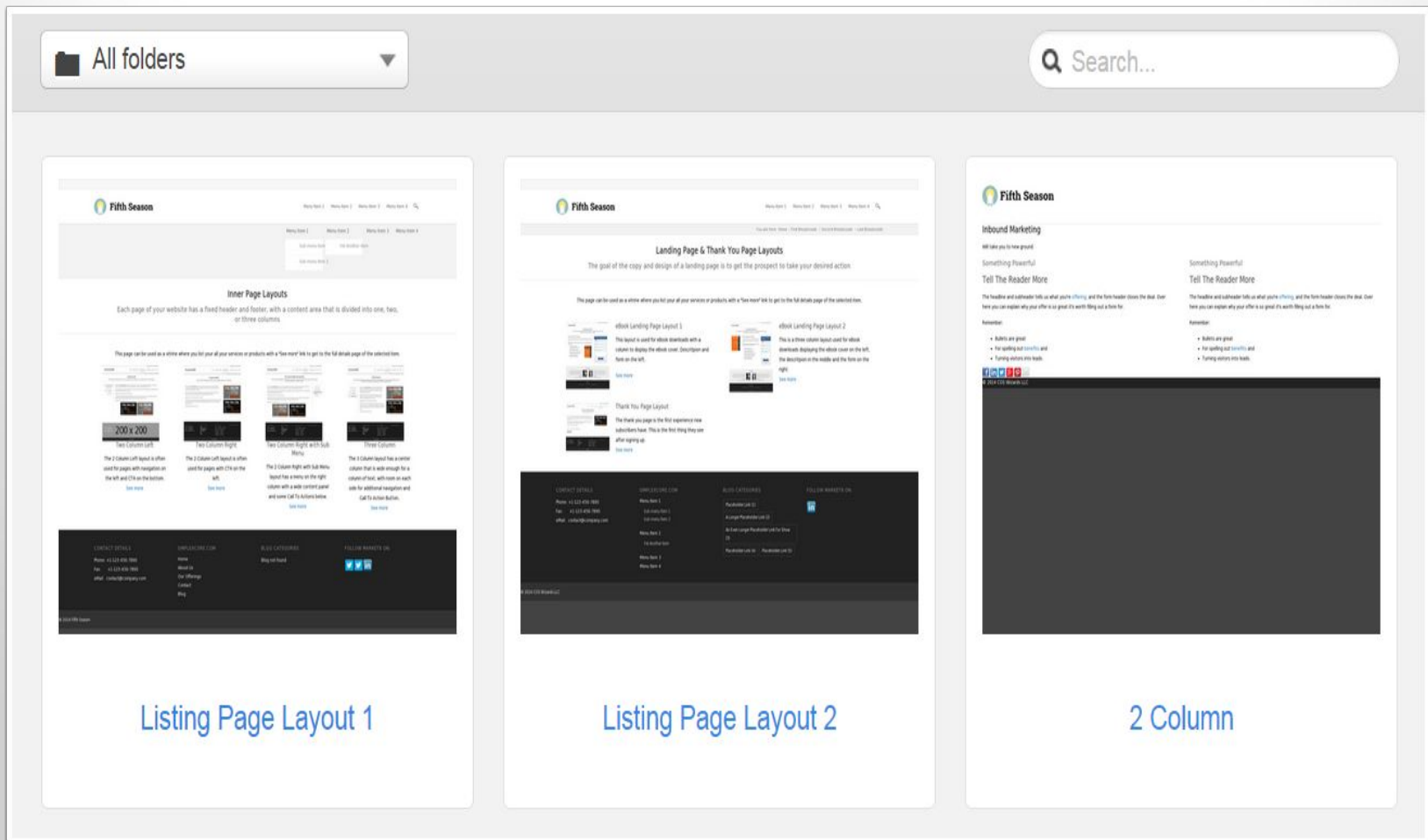
No matter what industry you're in, **your business is one of a kind**. You have a unique set of goals, measurements of success, and means to achieve success. However, most of the companies we speak to have one (or more) of the following challenges.

- Struggle to meet sales/revenue goals
- Lead generation efforts not delivering lead quality or quantity
- Lack enough staff
- Lack a big enough budget
- Too many online changes to keep up with
- Lack of ROI and measurement

 **Yours FREE!**  
**107**  
Ideas to Jump-Start Your Content Marketing Efforts  
[Download Now](#)

**Buyer Persona Toolkit**  
**Yours FREE!**  
Learn how to **MOST** Effectively Target **YOUR** Audience  


Use as **few templates as possible** for consistency from page-to-page.



# **SUMMARY: BEST PRACTICES FOR ALL PAGES**

- Plan before designing.
- Create a clear, user-focused website architecture and navigation.
- Focus on simplicity.
- Create a visual hierarchy.
- Entice visitors to scroll below the fold.
- Use as few templates as possible.



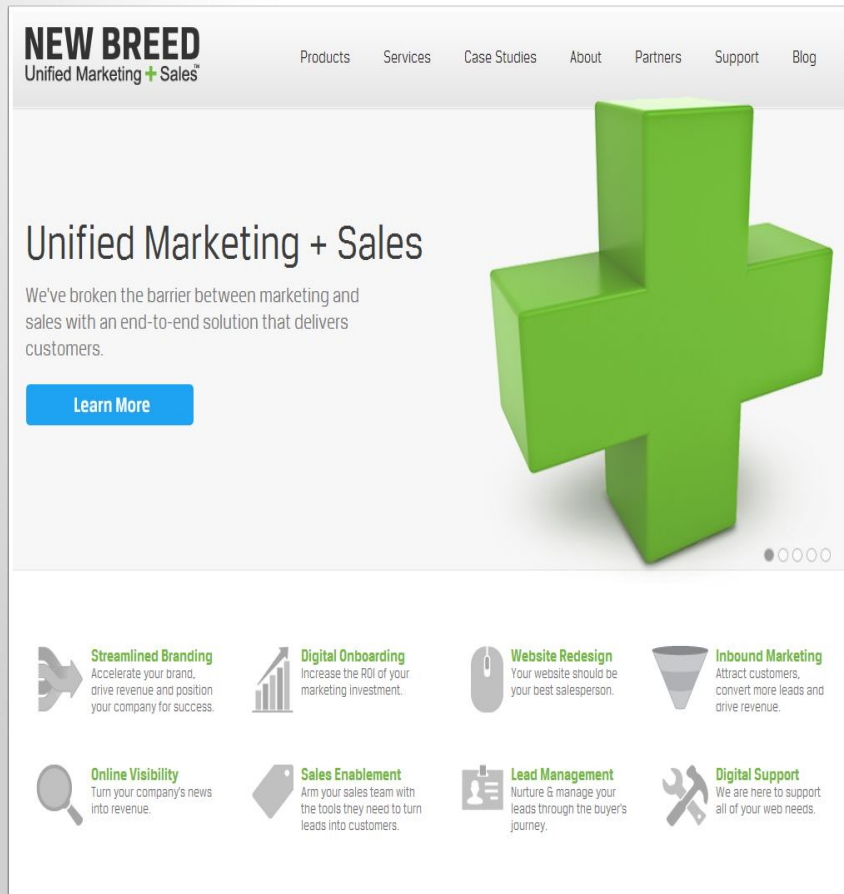
**WHAT ARE THE BEST  
PRACTICES FOR  
EFFECTIVE  
HOMEPAGES?**



# BEST PRACTICES FOR HOMEPAGES

- Emphasize rich visuals on the homepage.
- Limit image slider CTAs.
- Provide space for eye-catching headlines.
- Feature a list of benefits.

# All **Home Pages** should:



- Have a clear purpose.
- Not be cluttered with modules.
- Engage visitors and help them navigate the content.
- Have a way to convert visitors into leads.

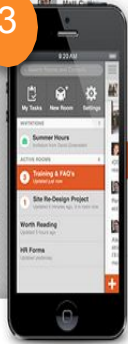
# Instant teamwork.

Manage your team just like you manage your life.



2

3



Collaborate helps you get real work done, without getting in the way. See for yourself - for free!

[Get Started](#)

Collaboration, condensed. For today's fast-paced projects.

4



Work instantly, from anywhere.

Easy-to-understand push alerts keep everyone in the loop.



Everything in one place. At last.

Share exactly what your team needs to get the job done.



All your files, at your fingertips.

Seamless integration with Box, Dropbox, Evernote, & Google Drive.

# Rich visuals entice visitors to browse.

Suggestions:

1.Space for a logo

2.Video with a play button

3.Descriptive imagery

4.Screenshots or product photos

# 1%

of website visitors click on links in an image slider. Of those, 89% click on the first slide and nothing else.

# Provide space for **eye-catching headlines.**

The homepage should answer, “What are you offering?” in two or three seconds.



FEATURES PRICING CASE STUDIES RESOURCES BLOG **FREE TRIAL** LOGIN

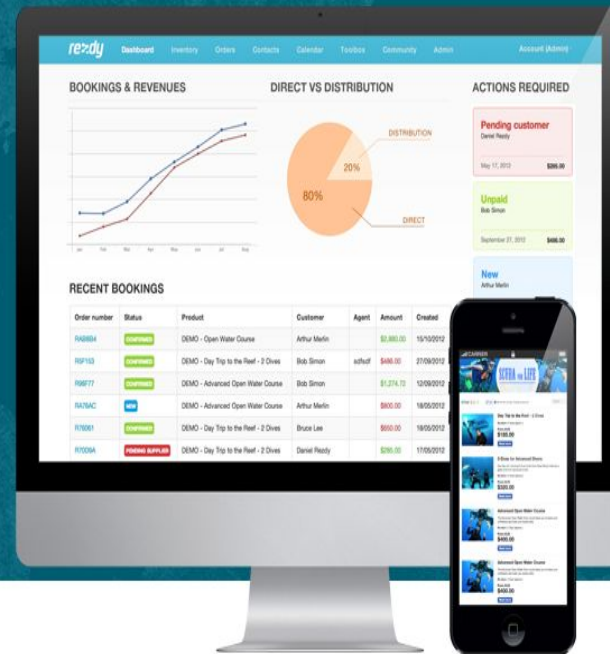
## Online Booking Software

Rezdy is the easiest way to take online bookings for tours, activities, rentals, charters, shuttles & tickets.

- ✓ Quick set up. Accept online bookings the same day you start your free trial.
- ✓ Simple to use. Update your prices and availability in minutes.
- ✓ Easy payment. Straight into your bank account.

**FREE TRIAL**

**REQUEST A DEMO**



## HOW REZDY WORKS

Rezdy is a web-based platform that gives you everything you need to run and grow your business.



# Feature a **list of benefits.**

Why should a visitor choose this product or service?

- ✓ Quick set up. Accept online bookings the same day you start your free trial.
- ✓ Simple to use. Update your prices and availability in minutes.
- ✓ Easy payment. Straight into your bank account.

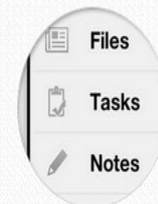
FREE TRIAL

REQUEST A DEMO



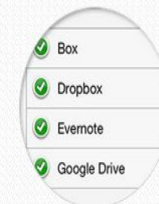
Work instantly,  
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Easy-to-understand push alerts  
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Share exactly what your team  
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All your files,  
at your fingertips.

Seamless integration with Box,  
Dropbox, Evernote, & Google  
Drive.



## Streamlined Branding

Accelerate your brand, drive  
revenue and position your  
company for success.



## Digital Onboarding

Increase the ROI of your  
marketing investment.



## Website Redesign

Your website should be  
your best salesperson.



## Inbound Marketing

Attract customers,  
convert more leads and  
drive revenue.



## Online Visibility

Turn your company's news  
into revenue.



## Sales Enablement

Arm your sales team with  
the tools they need to turn  
leads into customers.



## Lead Management

Nurture and manage  
your leads through the  
buyer's journey.



## Digital Support

We are here to support  
all of your web needs.

# **SUMMARY: BEST PRACTICES FOR HOMEPAGES**

- Emphasize rich visuals on the homepage.
- Limit image slider CTAs.
- Provide space for eye-catching headlines.
- Feature a list of benefits.

 WHY SHOULD  
YOU DESIGN THE  
MOBILE  
EXPERIENCE?



# 80%

of Internet users own a smartphone.

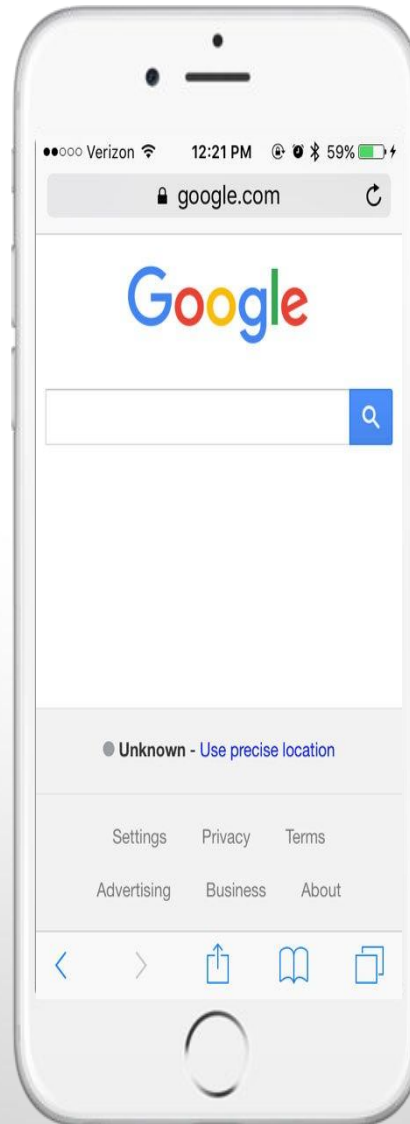


# Optimize your website for **mobile**.

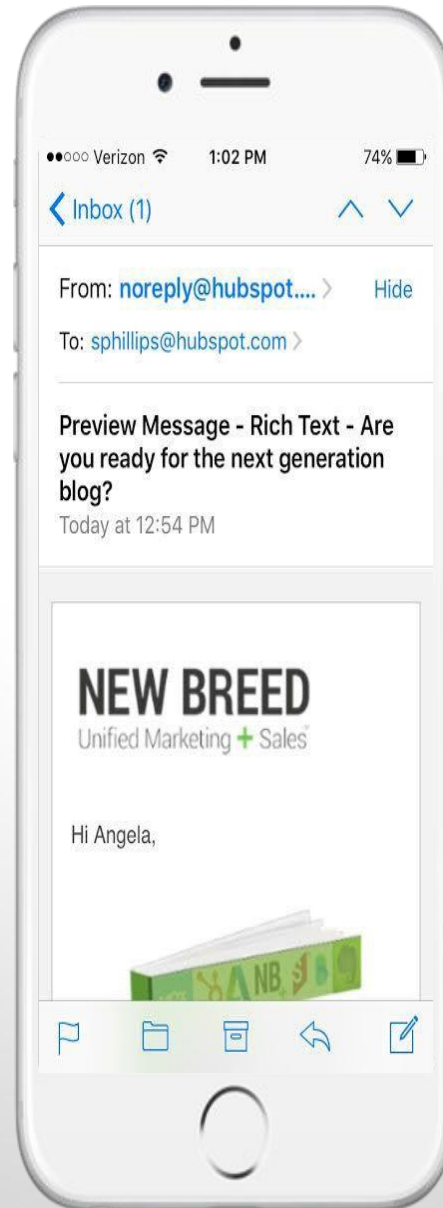
Make sure your website pages can be easily viewed on any screen size.

# Web browsing is different **on mobile.**

Mobile users focus their browsing energy in short bursts.



# Reading **email** on mobile is different too.





**HOW CAN YOU  
BEST SUPPORT  
MOBILE USERS  
WITH DESIGN?**





# Optimize for **smaller screens**.

Smaller screens can present challenges with reading text and navigation. Reading your content should not be painful, nor require additional zooming.



# Optimize for **touch-based interaction.**

By optimizing your content for human hands, you're ensuring that your content is readable and easy to navigate.





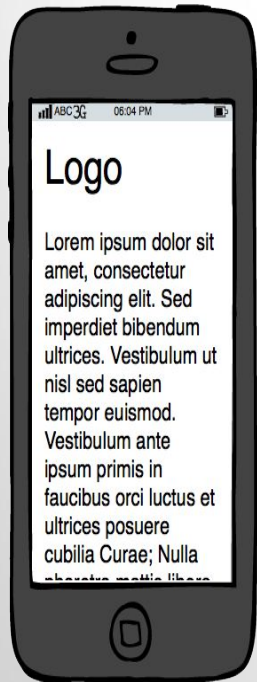
Optimize for the **user's intentions.**

Try to think of the mobile viewport as an opportunity, rather than a constraint.

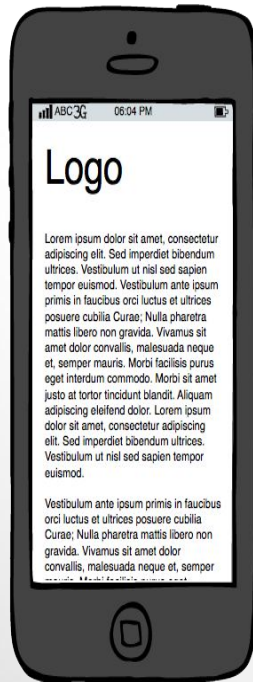




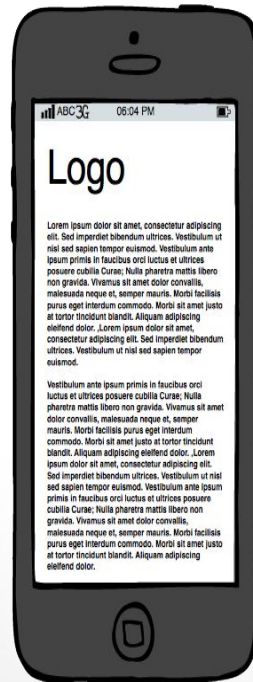
# CREATING THE MOBILE OPTIMIZED EXPERIENCE



Too large,  
2-3 words/  
line



Good,  
5-6 words/  
line



Too small,  
7-8 words/  
line

# Dynamically change **font sizes.**

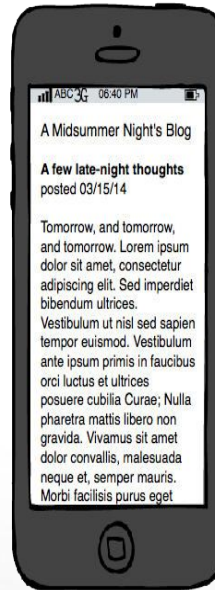
With media queries, you can  
adjust the default size to be more  
readable.



**Desktop view,  
Sidebar left,  
content right.**



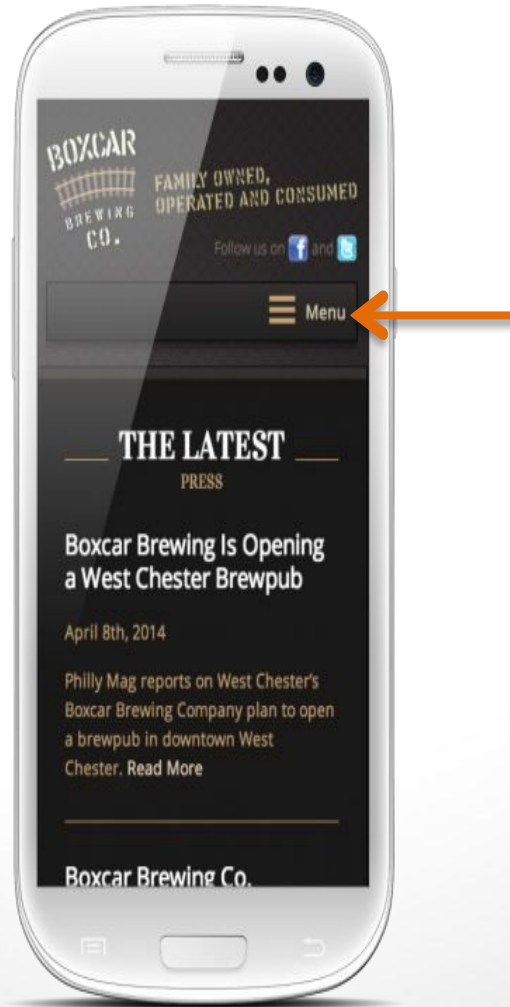
**Incorrect,  
sidebar  
first.**



**Correct,  
content  
first.**

# Refine **content stacking order.**

When viewed on a mobile device, modules are stacked in order, from left to right. This isn't always ideal.




Create a **mobile-optimized navigation menu.**

The menu should help users navigate the content and not take up the entire screen.

# Ensure that links can be **tapped easily**.




Give clickable elements plenty of room on smaller screen sizes.


**SPARKREACTION**  
MARKETING

Call us: 855.949.7727

INBOUND MARKETINGWEBSITE DEVELOPMENTRESOURCESABOUT USBLOG

## WHAT THE MARKETING DEPARTMENT WANTS THE SALES TEAM TO KNOW


Posted on July 24, 2014 by  Brian Wajda in  sales and marketing  0 Comments






In its simplest form, most business can be reduced to two key functions: marketing and sales. Marketing generates awareness, drives traffic, establishes brand identity and creates opportunities. Sales then steps in and develops the opportunities generated by marketing, and using their talent, converts and closes those leads.


[Read more](#)

GET NEW BLOGS IN YOUR INBOX AUTOMATICALLY!

**SPARKREACTION**  
MARKETING

INBOUND MARKETING  
WEBSITE DEVELOPMENT  
RESOURCES  
ABOUT US  
BLOG

Posted on July 24, 2014 by  Brian Wajda in  sales and marketing  0 Comments



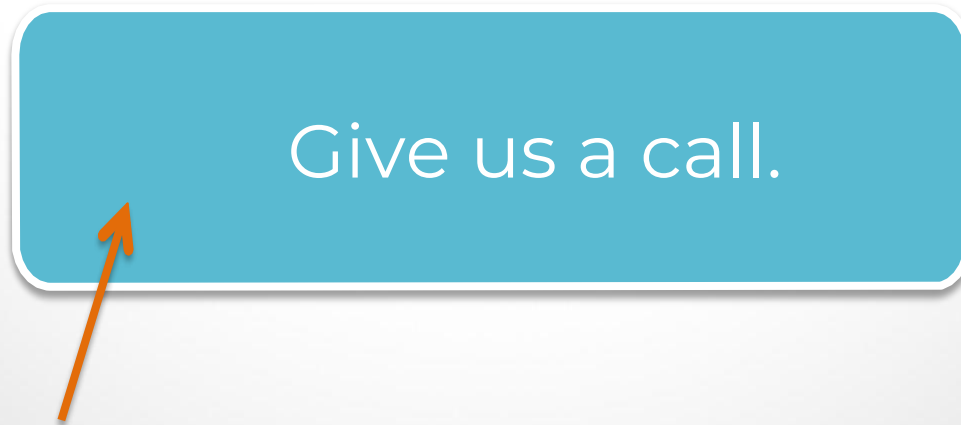




**Hover effects** don't exist on mobile.  
Don't depend on them too heavily for usability.

# Consider context and **optimize phone numbers.**

If you include a phone number, include a button that activates the device's phone app.

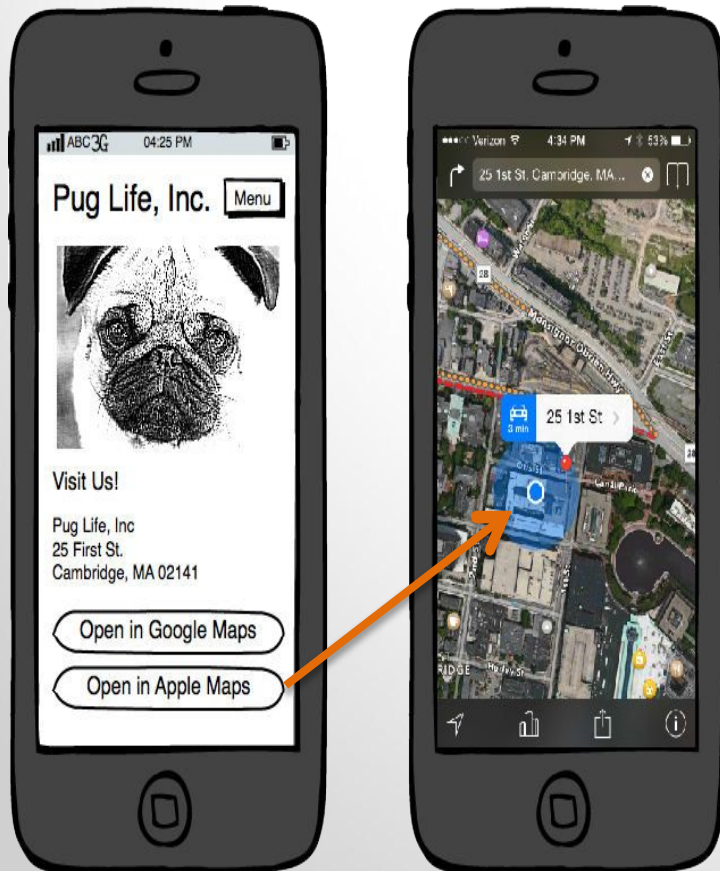


```
<a href="tel:+16178675309"> Give us a call. </a>
```

(Don't forget to include the country/area code.)

# Consider context and optimize **directions.**

Include a map link or clickable address that brings people directly to you.



There isn't a standard link for mapping.  
Create separate links for Google Maps and  
Apple Maps:

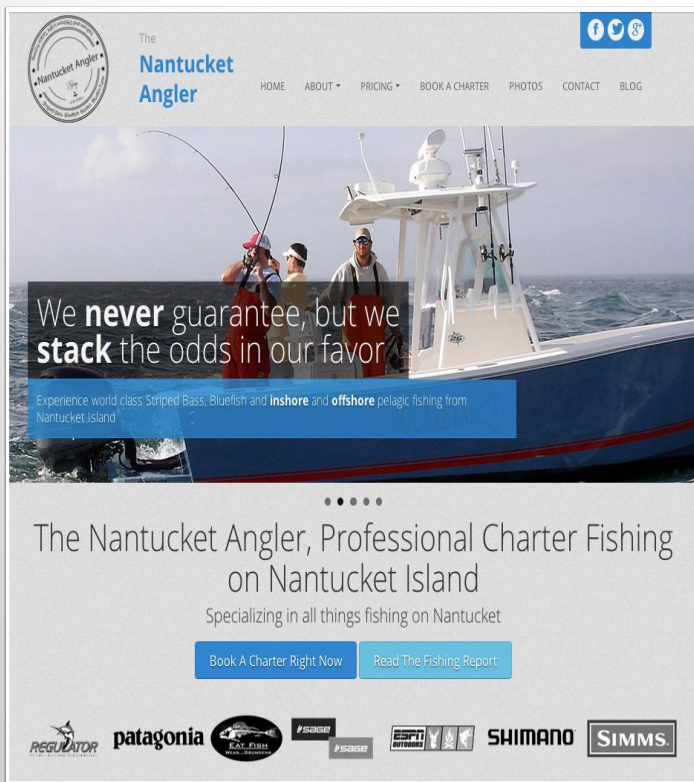
Google Maps: `<a href="https://maps.google.com/?q=Cambridge,+MA">`

Apple Maps: `<a href="https://maps.apple.com/?q=Cambridge,+MA">`

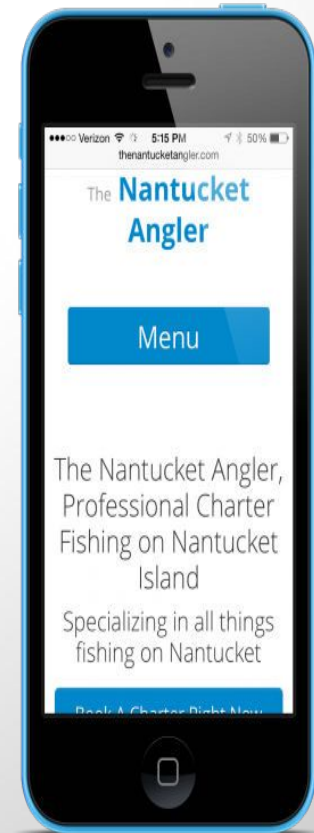


# The faster the load time, **the better.**

Hiding or replacing large images with media queries can make the page load faster.



The large banner is hidden on mobile devices.



# Do not sacrifice your design vision.

If an element is important to the design, use it while keeping the user in mind.



**Course 9  
Completed.**  
**Now take the  
next course.**

#### **Getting Started Courses**

1. Why You Need to Update Your Online Marketing Strategies
2. What is Modern Online Marketing and How it Works
3. How to Create a Marketing Positioning Statement
4. How to Create Marketing Buying Personas
5. How to Perform a Content Audit by Buying Stage
6. How To Research and Find the Right Keywords

#### **Website Courses**

7. How to Improve and Update your Current Website
8. How to Search Engine Optimize (SEO) your Web Pages Using Keywords
9. How to Deliver a Successful Website User Experience
10. How to Use A Call-to-Action, Landing Pages and Forms

#### **Content Marketing Courses**

11. What Is and How to Use Content Marketing
12. How to Repurpose and Produce Marketing Content
13. How to Generate Content Marketing Ideas
14. How to Engage Buyers with Effective Writing Techniques
15. How to Use Storytelling to Resonate with Buyers
16. How to Measure and Analyze your Content Marketing

#### **Content Promotion Courses**

17. How to Effectively Promote Your Content Marketing
18. How to Create and Use a Blog to Drive Website Traffic
19. How to Use Social Media to Drive Website Traffic

#### **Email Marketing Courses**

20. What is and How to Use Email Marketing Strategies
21. How to Use Email to Nurture and Grow Your Customers
22. How to Create the Right Lists for Email Marketing
23. How to Design Email Templates that Capture Interest
24. How to Create High Performing Emails that Convert Buyers
25. How to Optimize, Measure, and Track Email Marketing Success

#### **Get Going Courses**

26. How to Start Implementing Modern Marketing Strategies
27. How to Set Marketing Metrics and Milestones
28. How to Use a CRM for Modern Marketing
29. What Software Tools are Needed for Modern Marketing

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