Improve brand value and lead generation

The Successful Website

A presentation by mantran

The successful website

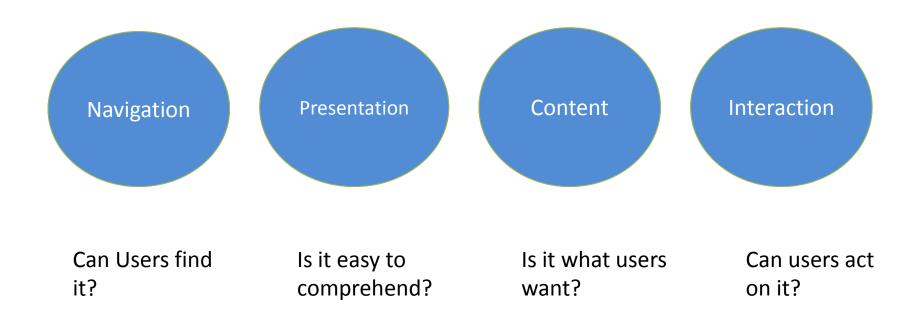- Readable, relevant, contextual, complete Content
- Information is found quickly and tasks are completed easily
- Addresses needs of all audiences – prospects, employees, customers, investors…
- More page views & time on site
- Increased business leads
- Branding : Visitors know what the brand stands for; they are pre-disposed in favour of the company.

Information Architecture

Realizes all content in the interface and organizes all information into groups and levels

- Increased efficiency of searching
- Focuses users on high priority content
- Facilitates locating an item via intuitive groups and labels
- Presents contents of the site in an easy to understand fashion
- Prepares for assigning the navigational scheme at each level

The successful design

Navigation

Presentation

Content

Interaction

Can Users find it?

Is it easy to comprehend?

Is it what users want?

Can users act on it?

Benefits of usable designs

- Easy to learn and use
- Fewer skills required to use
- Can complete tasks easily
- Satisfying, fun to use
- Reduces training
- Prevents errors
- Increased cost savings and profitability

Good navigation

- Tells users where they are
- Shows users where they can go
- Shows users how to get there
- Show users how to get back

- Good navigation is obvious, provides alternatives and matches the target audience's expectations.

Presentation

- Are images clearly interpretable?

- Is the layout suitable – simple or complex?

- Are colours used effectively?

- Are graphics and icons used?

- Does use of text strengthen design?

Content

- Writing for clarity – style, word choice, mechanics
- Methods that facilitate scanning – sentence structure, headlines, bulleted lists, currency and accuracy.
- Relevant
- Credible
- Actionable
- Shareable

Interactive design

- Signals in design to interact - Sufficient cues to click?
- Intuitiveness – does user expect it, obvious
- Ease – is the interaction easy to perform
- Integration – do all the interactions used in the design work elegantly together?
- Controls – are UI controls appropriate
- Feedback / messages – meaningful and useful?

Mobile - friendly

Easy to read and navigate on any device.

- Simplified Navigation to make page selection easy

- Design elements are compressed, replaced or removed to simplify usage

- Content is laid out for mobile consumption

- Buttons are large enough to click

- Scrolling is only top to bottom

- Phone numbers are setup for click to call

- Addresses are setup to use the device's map functionality

- Calls to action are setup to work with simple forms or the device's email functionality

SEO - friendly

- Website should please visitors/ customers and search engines.
- Prove usefulness and relevancy by
  - Content
  - Performance – speed of loading
  - Links to the right sites
  - Good user experience
- Select relevant keywords and use them on the site
- Meta tags – Keywords, title and description
- Consistent domain names
- Friendly URLs and keyword in the URL
- Optimize keywords on social media channels too
- Ensure a mobile friendly site

Technical

- Site should load quickly, pages should respond quickly

- Keep it light – Page and image sizes should be optimized

- Use tracking – like Google Analytics data to improve quality and structure of the your site

- Monitor for technical errors and correct.

- Show correct and useful error messages.

Content Creation ● **Content Marketing** ● **SEO**

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