

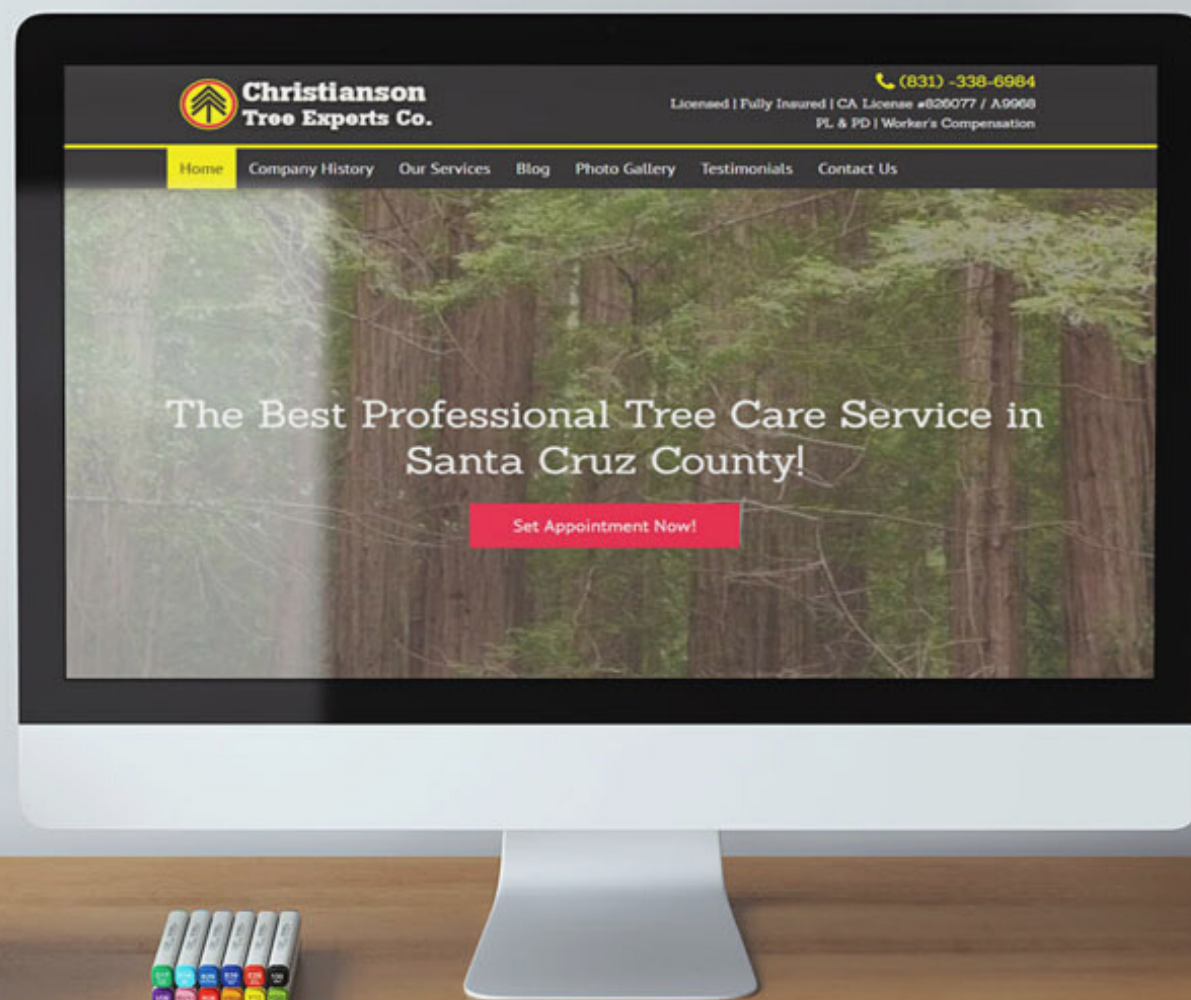


# 15 WEB DESIGN BASICS

— THAT —

# WILL CONVERT

READERS  
INTO  
LEADS



SEO campaigns, social media marketing, and a plethora of other elements of a strong online presence are constantly competing for the attention and the investment dollars of online businesses, but optimizing your website remains the core to creating a high conversion rate.

Optimal web design is often thought of almost exclusively in terms of aesthetics, but in reality, this is only one aspect of a high-performance website. Ultimately, the goal of Web design, whether you are building a new website or improving an existing one, is to create brand awareness, generate new leads, and (above all) make conversions. To accomplish this, you need every aspect of your website to be feature optimal “usability” and to focus on “user experience.”

Below, we look at 15 ways you can optimize your website with Web design strategies that are proven to make more customer conversions:

## 1. Keep It Simple.



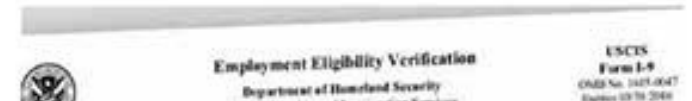
The first principle of Web design to keep in mind, ironically, is to not “over-design.” That is, don’t add in numerous extra elements that serve no specific purpose. Doing so will only make it more difficult for site visitants to find what they’re looking for and lead to confusion and frustration, regardless of how entertaining those unnecessary elements may seem to be. In regard to color schemes, for example, most experts recommend at least three but no more than seven be used.

## 2. Optimize Your Fonts.

### How Do You Utilize Your Most Important Resource: Your People?

Managed properly, people are the most valuable aspect of your organization. Managed haphazardly, they are a costly liability. EnformHR human resource consulting can help you maneuver the complex maze of managing people so that you can get back to running your business.




Take advantage of customizable, flexible **Human Resource Consulting Solutions** for your business. EnformHR offers the full gamut of *HR services*; we can set up the infrastructure of your **HR department**, providing you with forms and templates; we can work with your existing HR staff and offer support; and we can help you overhaul your existing corporate structure to get the results you need.



For online usage, there is a general consensus that some form of Sans Serif font is easier for viewers to read and that the best overall font size is 16pt. It also generally best to use no more than three typeface and 3 pt size options, and it is critical that background versus font colors contrasts to improve “readability.” Finally, don’t fill up the screen too tightly: a lot of white space can be beneficial in that it keeps your pages looking clean and uncluttered.

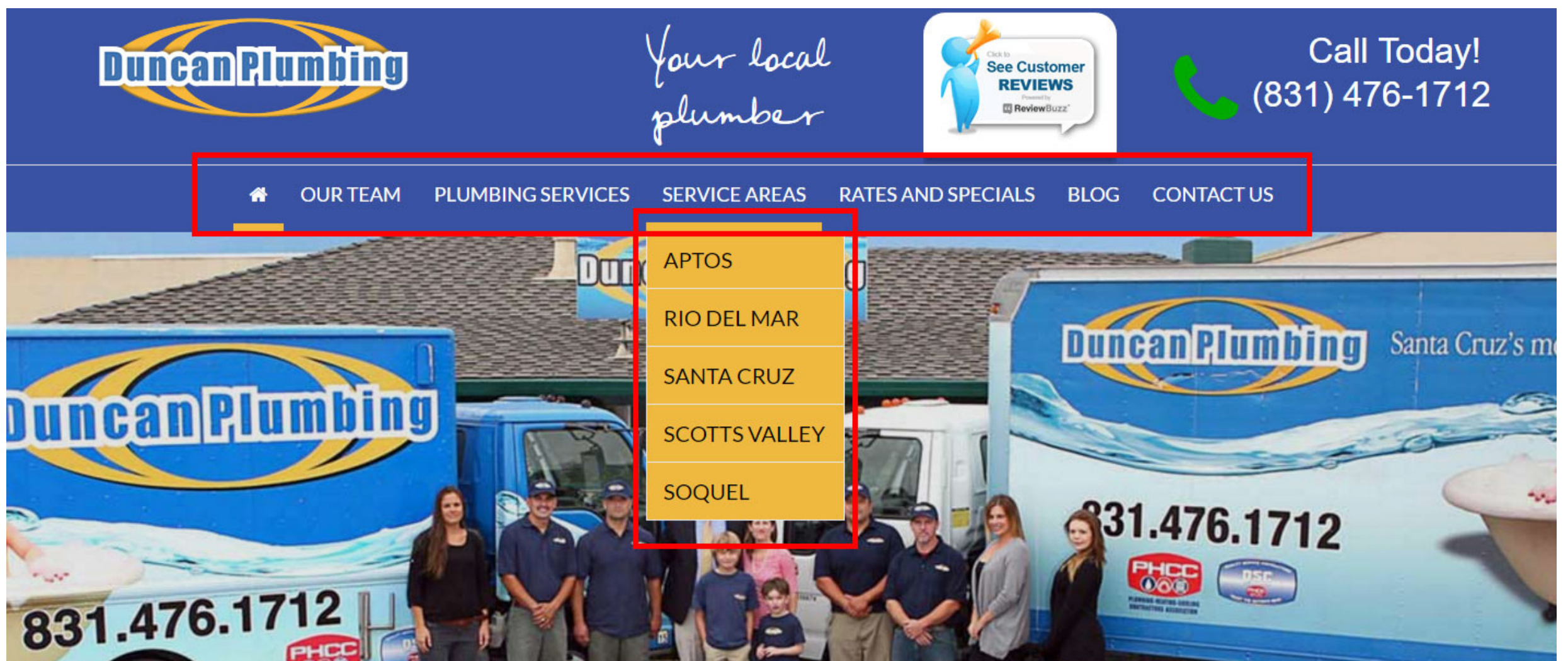
## 3. Create a “Visual Hierarchy.”

### The Experience You’ve Been Waiting for...

 <b>Relaxing Atmosphere</b> We strive to provide a relaxing atmosphere with nothing short of a professional, yet friendly attitude. The warm and welcoming ambiance of our salon is perfect for a relaxing experience. Our friendly staff will	 <b>Unique Experience</b> Each service is 100% customized to the individual client. Whether you are looking for a classic style or something wild and edgy, we are confident in our ability to provide you with exactly what you were searching for. We even carry two high-end product	 <b>Elite Stylists</b> Our stylists have exceptional training and education. Every stylist has taken classes at the most elite academies in the country, such as Vidal Sassoon, Bumble and bumble, Kerastase, and Redken 5th Avenue. One of our main focuses is requiring the staff
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It is important to make the most important elements on each page stand out naturally, based on color, size, and position. Note that readers’ eyes tend to move from the top of the screen to the bottom and from its left to its right, so position calls to action and desired highlights accordingly. Using an unusually bold color contrast and making important elements larger than other elements on the page also helps.

## 4. Make Navigation “Intuitive.”



You want those who visit your site to spend their time investigating your products/services and, hopefully, making a purchase, not struggling to find their way around, getting “stuck,” and finally abandoning your site to never return again. To accomplish this, keep a fairly simple navigation bar always at the top of the page, avoid going more than three layers deep, avoid giving too many navigation options all at once, show the visitor’s navigation path in the page’s footer, and include clearly marked internal links.

## 5. Keep It Consistent.

You want your website to feel like a unified whole, not like three or four radically different websites randomly pasted together. There should be color, text, and tone consistencies throughout the site. Variation should also be used, but still consistently. Meaning, use a consistently distinct layout for particular “types” of pages, while allowing some elements to appear in every page.

## 6. Ensure Full Compatibility.



These days, users access the Internet via a wide range of devices, browsers, and Operating Systems, with mobile access being especially on the rise. Invest in responsive design software that can auto-adjust screen size and other elements based on which type of device the visitor is using. Also add alt-text to describe each image since some users will not be able to view those images.

## 7. Use Basic Conventions.

While you want your website to be unique and innovative, there are still certain conventions that online users are accustomed to and have come to expect. It is best to follow these to avoid unnecessary confusion/frustration. For example, a navigation bar at the top of the screen, a brand logo in the upper left corner, and links that “light up” when the mouse hovers over them are conventions that are probably too deeply ingrained to be discarded.

## 8. Work to Engender Trust.



No matter how flashy and functional your Web design may be, if visitors are unsure about your site’s credibility or even of whether or not they have a secure connection, sales will plummet. Trust levels generally go up when customers see the green http://, the “security lock” logo, an About Us page, an address and contact information, easy access to the price tags on your products, and clear, honest descriptions of those products.

## 9. Try Split-Screen Layouts.

### **B.** SKID PAD PRACTICAL SESSION (4 HOURS) IN DRIVERS VEHICLE INCLUDING:

- Various accident avoidance and vehicle control exercises.
- Instruction and observation by ABMS instructors.
- Individual student evaluation by ABMS instructors including:
  - Identification of causes of driving deficiencies.
  - Counseling/ reinforcement based on student evaluation and core concepts.

Although this program is marketed as a safety program, the dynamics of the event prove to be very challenging for drivers of all skill levels. In we have year-round access to one of the only skid-pad training areas in Calgary area.

This program can also be directed towards specific departments or particular vehicle segments such as light trucks. In view of the workload challenges in this industry we can implement this program in a single day or over several, depending on numbers and time schedules required.



### **C.** 45 PAGE STUDENT GUIDEBOOK COVERING ALL TOPICS OUTLINED ABOVE FOR FUTURE REFERENCE.

#### Investment:

- \$295 (CAD) per driver.
- Contact us for group rates.

One of the latest trends in Web design is the split-screen layout, which divide the screen into two or more subsections, each devoted to a particular category of product or service or taking you directly to a major division of the website.

## 10. Use Grid Layouts.

### New Jersey Carpet & Flooring Installation & Cleaning

Replacing the floors in your home is a great investment. You'll want to make sure you are choosing the right flooring company for your project and budget.



#### Carpet Cleaning

Your carpets cope with a lot of traffic on a daily basis and can quickly start looking dirty and worn.



#### Carpet Installation

Premium carpet installation can help turn any room around by bringing comfort and style into the space.



#### Flooring Installation

The right floors can make all the difference when it comes to practicality and good looks.

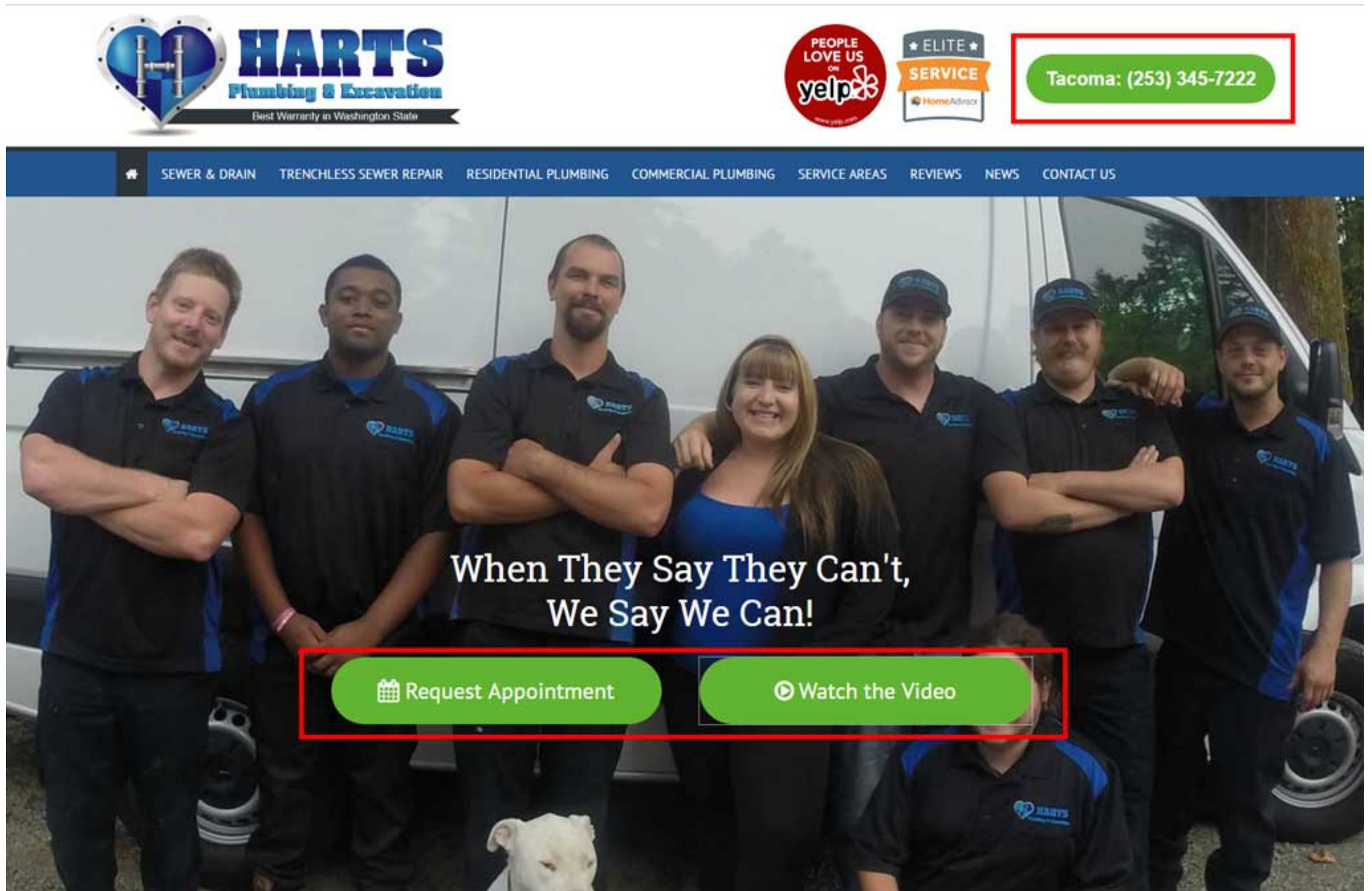


#### Flooring Repair

Refinishing your hardwood floors gives you a cost effective method to help your floors look like new again.

Regardless of whether or not you opt for split-screen, you cannot afford to abandon layout grids. Grids allow you to organize each page, to create columns and boxes and to use every square inch to maximum effectiveness.

## 11. Make Calls to Action Prominent.



Your CTA buttons should stand out due to color contrast, size, and positioning. They should also be easy to find due to “isolation.” Remove unnecessary distractions from around the CTAs so that they stand out as clearly as possible.

## 12. Personalize the Experience.

Using software that learns the history of past viewers as to which pages they visited when previously at your site, what past purchases they have made, and even their general browsing patterns, allows you to place appropriate offers and ads and otherwise personalize the experience. This is what Amazon.com, for example, and other online retailers do to great effect.

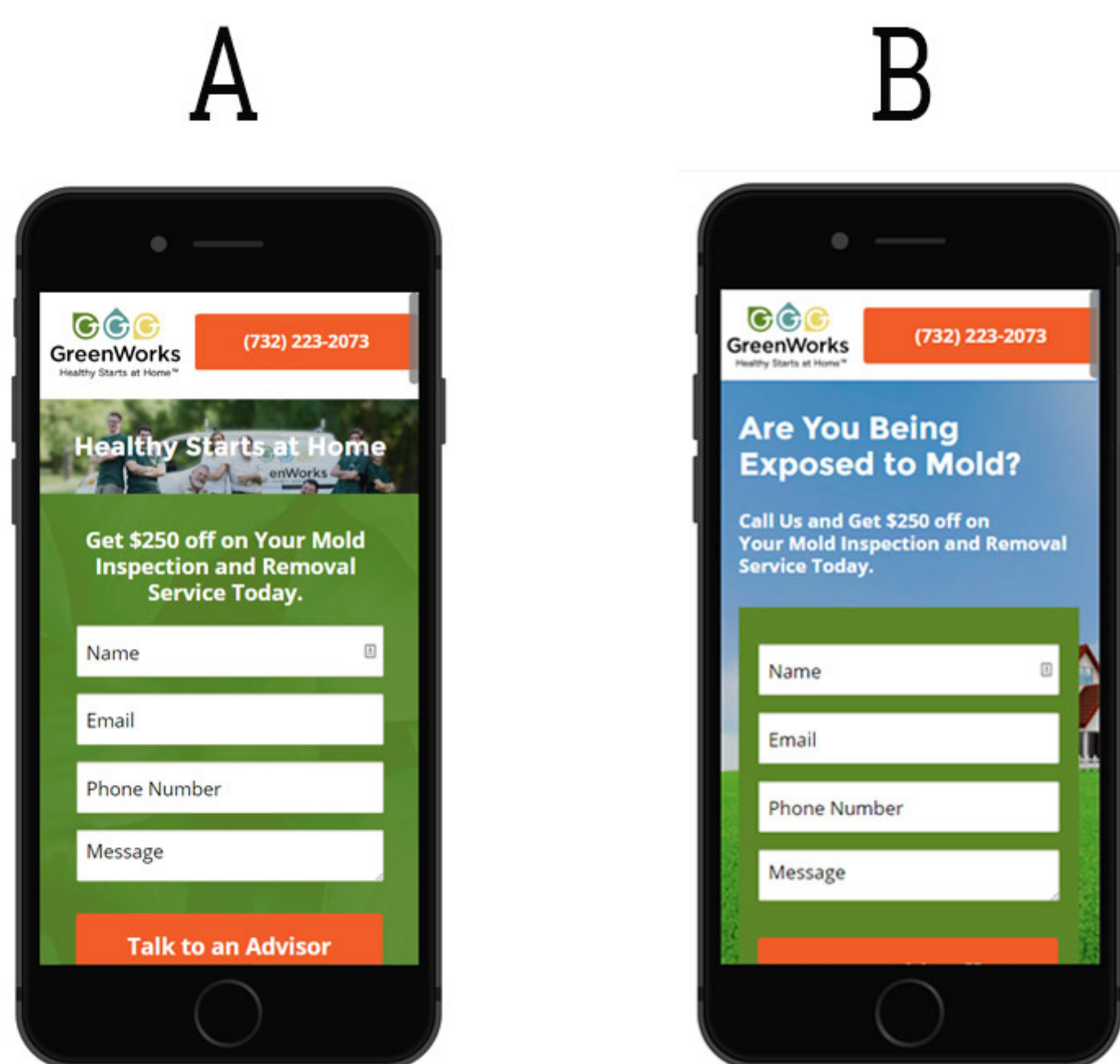
## 13. Reduce Load Time.

No matter how impressive your site’s Web design might be, it will be to no avail if potential “converts” flee the site before it is even finished loading. Getting professional Web design experts to compress JavaScript, optimize image dimensions, and reduce HTTP requests is key; but you also have to balance text and video/image content to reduce overall data load.

## 14. Remember “Hick’s Law.”

“Hick’s Law”, almost as well-known in Web design circles as Newton’s Law of gravity to the general public, says that the time it will take a customer to make a decision is directly proportional to the number of choices he/she is confronted with. Limit yourself to one CTA per page, collapse less-used menu options and have a simple navigation bar, and use links sparingly. Fewer choices mean a higher conversion rate.

## 15. A/B Test Everything.



In Web design, you should be periodically A/B testing all elements of your website to continuously gain effectiveness and to examine new trends to see how well they convert. Test checkout pages, product pages, CTA buttons, videos, images, headlines, testimonials, and everything else.

## Conclusion

Doing everything possible to optimize your website for high conversion rates will pay off in the end. But be sure to get help from professional Web designers, like those at Foxxr.com, to ensure your website is at its full potential.



# Grow Your Business! Get Started with Foxxr's Web

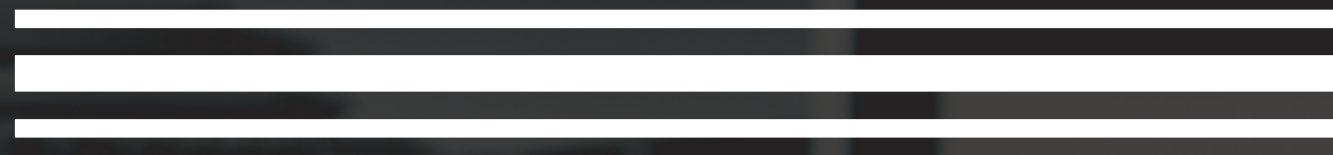
## Design, SEO & Internet Marketing

Whether you want to freshen up your website or step up your online marketing efforts, our team of Web Design and Search Engine Optimization experts have full command of digital marketing strategies that move the needle. Just as important, we ensure that your basic local search principles are covered for organic search, small business local citation management, google local, and other SEO essentials using of our powerful suite of proprietary software to help you achieve the results you need.

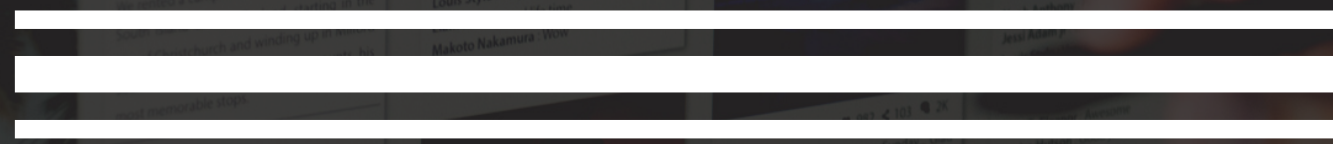
## Get Your Business in Front of More People

Call us at (831) 531-7771 for a free consultation or visit [foxxr.com](http://foxxr.com).





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Written by

