Your Website Owes You Money

Before You Dive In

This playbook isn't just theory, it's a breakdown of how top 8-figure agencies actually build and scale their web systems. What you'll find here isn't something we invented from scratch, but what we've learned from the best in the game.

The goal is simple: to help you understand how high-performing web systems are built, managed, and improved over time, so you can make smarter decisions, move faster, and get real ROI from your websites.

You don't have to follow every single lesson in here. Take what fits your business, skip what doesn't, and adapt the process to your team and clients.

And if you're an agency that wants us to collaborate or build your next client website using these same systems — we're already doing that. Let's make your websites work harder for you.

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Systems, Not Sites

A **Web System** is a smarter way of building websites. One that follows the best ideas from product design.

Most companies treat their websites like digital brochures — simple pages that just show information and hardly ever change.

But a **Web System** is different. It's active, flexible, and always growing. It's built to evolve easily, so anyone on your team can update or improve it, no need to wait for a tech expert or engineer.

To visitors, it still looks and works like a normal website. But for you and your team, it's a powerful tool that helps you serve customers better, react quickly to competitors, and grab new business opportunities.

A real **Web System** has clear signs. It:

- Can be updated often and easily.
- Brings real results every day, like new leads and sales.
- Keeps improving over time.
- Shows your company's latest offers and priorities.
- Attracts top talent to your team.
- Makes your brand stand out from the competition.
- Has simple, clear metrics that tell you how it's performing week by week.
- Makes your whole team proud to use it.

If your website already does all this, you're doing great, take a break!

But if it doesn't (and most don't), then it's time to expect **more** from your website.
Let's fix that together.

Facts, Not Feelings

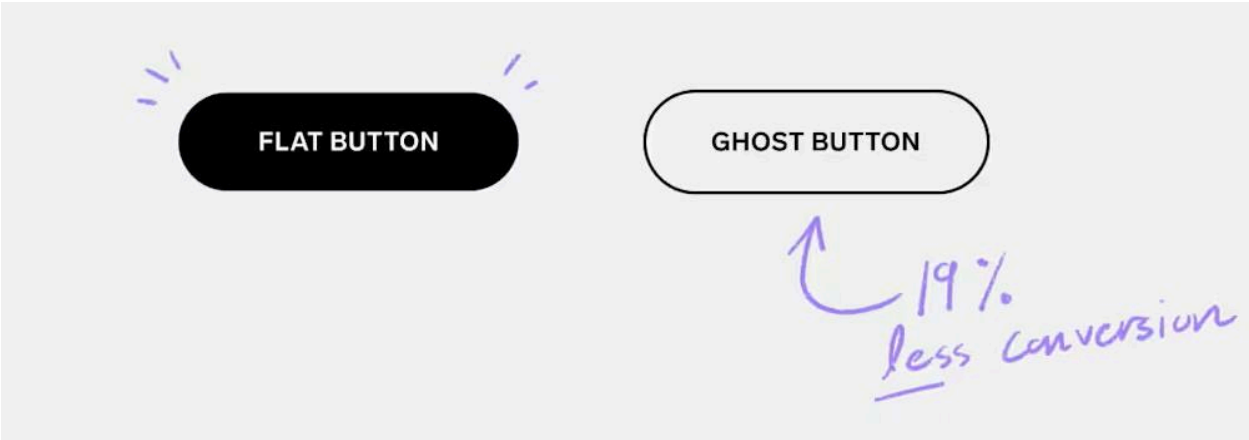
Here's one big idea to remember: **your website is a tool, not a trophy.** It's not just something that should *look* good — it should *work* well and bring results.

The only real way to know if your website is good or bad is by measuring its performance.
A good website helps you reach your goals, it gets you sales, leads, or any result your business needs. A bad one doesn't. Simple as that.

Of course, your website should look great and make your company look like a leader. But it should also **make money and attract new customers**.

Many websites fail because decisions are made based on **feelings, not facts**. People pick designs, colors, and features just because they "like" them or saw them on another cool site. It may make the team happy at first, but it usually hurts the website's success later.

For example, a popular design trend called the **ghost button** looks modern and clean — but studies show that people click it far less than a normal solid button. So even if it looks cool, it performs worse.



That’s why good web design is built on **data, not vibes**.

A strong web system tracks three main kinds of data:

1. **Sitewide Metrics** – how the whole website is performing overall.
2. **Audience-Specific Metrics** – how different types of visitors behave.
3. **Page-Level Metrics** – how well each page is doing.

When all three sets of numbers are strong and growing, that’s how you know your website is doing its job.

Modules, Not Pages

The main building block of a **Web System** is something called a **module** — also known as a “component” or “brick.” A module is a small, reusable part of a website that can be easily edited, moved, or replaced.

In a Web System, pages aren’t built one by one from scratch. Instead, they’re made by combining different modules , kind of like building with **LEGO blocks**.

This method has tons of benefits and basically no downsides. That’s why most of the best websites in the world are built using modular systems.

So, what makes modules so great?

1. Flexibility:
Each module works on its own, so you can edit, rearrange, or replace it without touching the rest of the page. This makes it super easy to update your website as your business grows or changes.

2. Speed:
Creating new pages becomes really fast. You just piece together ready-made, branded modules — no coding or design work needed. Most companies can build a new page in just a few hours, without help from an engineer.

3. Cost Savings:
Because your team can build and edit pages on their own, you save money. You don’t have to pay outside designers or developers for small changes, and your in-house team gets more time to focus on important work.

4. Better ROI (Return on Investment):
With modules, you can quickly test and improve your website’s content and design. That means you can keep making your site work better turning more visitors into customers with just a few clicks.

The most important part? **You should expect your website to bring results, not just hope it will.**

A modular system gives you the power to make that happen.

Beginning, Not an Ending

Most big websites fall into the same trap, a **vicious cycle** that keeps repeating. It usually starts like this:

Someone in the company decides, “We need a new website.” Maybe it’s because of a rebrand, or because the old one looks outdated, is hard to update, or just isn’t as good as the competitors’.

So, the team gets approval and starts working. The process takes months, with lots of people involved and endless back-and-forth. Finally, the new website launches. Everyone celebrates — but only for a short time. After that, it’s back to normal work, and the website slowly gets forgotten.

Then the **decay begins**.

Updates stop happening. New products aren’t added. Outdated info stays online. Maybe an old team member’s photo still sits on the “About Us” page. It happens slowly at first, and then all at once.

When someone finally tries to fix it, nobody knows how:
“Hey Kelly, how do you update the website?”
“I’m not sure, ask Mark.”
“Hey Mark, Kelly says you know how.”
“Nope, maybe try Duncan.”
And so on — until no one remembers how the site even works.

This cycle usually lasts **2–3 years**, until the website becomes so outdated and broken that the company decides to start from scratch again.

But here’s the real problem: every time a new site is built, the team treats the launch as **the finish line**, not the **starting point**. They think, “This is the final version,” and stop making regular updates. That’s what causes the next failure.

To build a truly successful website, you have to **break that cycle**. Make sure everyone knows that **launch day isn't the end — it's the beginning**.

From that point on, your website should keep improving, growing, and delivering more value over time. It only gets better from there.

Nobody Likes Google Analytics

When we talk to new clients, almost all of them agree that **tracking website numbers is important**. Most even believe they already have analytics set up, they're about 99% sure. They just need to figure out who actually has the login details!

The truth is, many websites do collect data — but **no one ever checks it**.

A big reason for this is **Google Analytics (GA)**. Most companies use it because it's free and easy to install. But while setting it up is simple, **understanding it is not**.

That's why many teams have no clue how their website is really performing. Nobody wants to log into GA, and when they finally do, they end up confused, frustrated, and with no useful answers.

To fix this problem, **our agency is building a tool that helps businesses rank better on AI platforms** — and it will also make it super easy to understand how your website is performing. It will send you a simple weekly email that shows the most important numbers, how your site is improving over time, and what you can do to make it even better.

If you'd like **free access to the beta version**, email us at **askar@adszoo.in**

Keystone or Tombstone

A **keystone metric** is the main goal or key action you want people to take on your website.

If your site doesn't have one, you might as well put a **tombstone** on it, because a website without a clear goal is basically dead.

Your keystone metric is what your entire website works toward. Every page, button, and word should guide visitors to take that one (or two) main actions that truly matter to your business.

For example:

- For **Palantir**, the keystone metric was how many *high-quality leads* their sales team received.
- For **Sweetgreen**, it was their *monthly revenue*.

A good keystone metric should connect directly to a real business result — something your whole team can celebrate when it improves.

If your website isn't helping you reach that goal, it's not working right and needs fixing.

Here are two common mistakes businesses make:

Mistake 1:
Choosing generic metrics like "time spent on site" or "number of page views."
These numbers are helpful to study, but they aren't true results. They're signs — not outcomes. To make your website an *investment* instead of an *expense*, you need to focus on real business outcomes.

Mistake 2:
Having more than two keystone metrics.
When you try to chase too many goals at once, you end up doing none of them well. You'll get average results instead of amazing ones.

That doesn’t mean other numbers won’t improve — they will! But if you focus on one main goal, the rest will naturally follow like cherries on top of your sundae.

Know Thy Audience

Big websites often have sections that aren't just for selling to customers. These parts are meant for **different groups of people** who visit the site for other reasons.

Here are a few common examples:

- **Careers:** for people who want to work at your company.
- **Investors:** for those who already invest in your business or might want to.
- **Newsroom:** for journalists or media people writing stories about your brand.
- **Docs:** for developers who want to learn how to use or build on your product.

Your audiences might be different, but the idea stays the same — treat each group **like its own mini website inside your main site**.

Each section should have:

- Its own **keystone metric** (the main goal you want from that audience).
- Its own **business objective** (what success looks like for that group).

For example, in the **Careers** section, the goal might be to attract *high-quality job applicants*. The main metric could be the number of qualified people who apply, and a smaller secondary metric could be how many visitors actually click "Submit" on a job posting.

When someone visits one of these sections — like Careers — they're showing you exactly what they want. They're not there to buy something; they're there to apply for a job.

So, instead of trying to sell to them, focus completely on **their goal**. That's how you create a better experience and get stronger results for every type of visitor.

You Had One Job

Every page on your website, except your homepage should have **just one job**. That job is to get the visitor to take a specific **next action** you want them to do.

The main metric for each page should be simple:
“What percentage of people who visited this page actually did the target action?”

That’s it.

All the other numbers about the page (like time spent, clicks, or bounce rate) are just clues to help you understand *why* people did or didn’t take that action.

As your website grows, you can use these page-level metrics to see:

- How each page helps you reach your main (keystone) goal.
- Whether a page is still useful or should be removed.
- Which parts of your content people find most interesting or engaging.

Here’s an example to make it clear:

Think about a **Product Detail Page (PDP)** on an online store. Its job is **not** to complete the whole purchase — that’s too big of a task. Its only job is to get someone to **add the product to their cart**.

Then it becomes the cart’s job to help them move to **checkout**. And if the checkout has multiple steps, each step’s job is just to move the customer to the **next one**.

When you look at your site this way, you can see exactly where people stop or lose interest — and fix those weak spots to make the whole journey smoother.

As Fleetwood Mac says: *“The chain keeps us together.”*

Good Module. Bad Module

Even though the word “module” is common in web design, there isn’t a clear rule in the industry about what makes a **good** module or a **bad** one.

In simple terms, **a good module is powerful and flexible**. It should easily adjust to different types of content and stories your business wants to tell.

If you ever find yourself changing your message just to make it “fit” into a module, then your system has failed you, not the other way around.

For example, one module we built for **Promidesteel** can be used in hundreds of ways to tell different stories. Each version can be chosen and changed directly in the CMS, without needing help from a designer or developer.

Besides great storytelling, every good module should meet these important standards:

1. **Fast (Performant):** Slow websites get fewer visitors and worse results.
2. **Accessible (AA Level):** This means people of all abilities can use your site easily. It’s also important legally for large organizations.
3. **Responsive:** The design should look great on all screens — desktop, tablet, and mobile.
4. **SEO-Optimized:** Google needs clear, organized content to show your site in search results. Poor SEO means losing long-term traffic.
5. **Fully Editable & Configurable:** Every part of the module should be editable right inside the CMS. If there are different versions, they should be easy to switch between.

It’s a long checklist, but the payoff is huge — faster, stronger, and more flexible websites that truly perform.

Note:
Just because a website *looks* modular doesn’t mean it *is* modular. Some teams simply copy and paste full page layouts to reuse designs. While it may look fine to visitors, it

destroys the real benefits of modularity — making updates harder, slower, and less effective in the long run.

Workhorse modules

Workhorse modules are the main parts of your website that you'll use most often. They make up most of your site's pages and help tell your brand's story clearly. A strong web system usually has around 12 to 20 of these main modules, depending on what kind of storytelling the site needs.

These modules are like the common language of the internet — your team will expect them, and your visitors will easily understand them. While the basic structure of these modules might be the same as what you see on other websites, their design, colors, and style should look unique to your brand.

As their name suggests, workhorse modules give your team strength and flexibility. They help your website look clean, easy to use, and perform better when it comes to getting results or conversions.

However, these modules aren't where you should try to be completely different from others. They are meant to do the heavy lifting. To stand out from the competition, you'll use other types of modules later.

A Note on Uniqueness:
Some companies think that because they are unique, every part of their website should look totally different. But that's not true. Making everything overly unique can make your website harder to update and slower to perform.

It's better to keep your main modules simple and flexible. What truly matters is your message — it should be easy for people to read, see, and understand.

In short: *don't reinvent the wheel.* The workhorse modules **are** the wheels that keep your website running smoothly.

Showstopper Modules

If workhorse modules are about following the best rules, *showstopper modules* are about breaking them in style. These are the exciting, eye-catching parts of your website that make people stop and say “**wow**.” They’re where you get to show off the best things about your brand — your creativity, personality, and what makes you special.

Showstoppers are usually more detailed, beautifully designed, and take more time and effort to build. Because of that, they should be used to highlight the most important and long-lasting parts of your business, like your main product, your story, or something truly unique about your brand. Of course, sometimes, “**just because it looks cool**” can also be a good enough reason to include one!

But here’s the thing, too many showstoppers can actually hurt your **website’s performance.** They can slow things down, confuse visitors, or make your site harder to update. They also cost more to create and are harder to change later. If your story or product changes, you might even have to rebuild the whole module from scratch.

A Note on Showstoppers:
Even though they look amazing, showstoppers aren’t a must-have. If you don’t have the budget or time right now, don’t worry, you can always add them later. A smart plan is to launch your website first, see what part of your story your audience loves the most, and then add a showstopper there to make it stand out even more.

Of course, if you’re launching a new brand and want to make a big splash — go ahead and create something unforgettable.

High-Touch Modules

High-touch modules are the middle ground between workhorse and showstopper modules. Like showstoppers, they tell special stories about something unique to your business or product. But unlike showstoppers, they aren't meant to *show off,* they're meant to make things *clearer*. The design should always help the content, not distract from it.

A good example of a high-touch module is a **pricing page**. Every company's pricing page looks a bit different because what works best depends on the product or service. You can't just copy another company's pricing layout and expect the same results — it needs to be custom-made for your audience.

Most websites have only a few high-touch modules, and they're usually easy to spot because they have important jobs, like explaining prices, features, or comparisons clearly.

When designing these modules, it's smart to plan for **change**. Over time, you'll likely need to adjust them to make them perform better. Because of that, don't make them too rigid or "perfect" in the beginning. The more polished a module is, the harder it becomes to tweak later, and that can stop your team from improving it when needed.

Now that we've talked about all the different module types, let's look at how they come together to form full web pages!

Job Maps, Not Sitemaps

Old-style sitemaps focus too much on **content** — like organizing a big filing cabinet where similar pages sit next to each other. But that's not how smart website systems work anymore.

As **Web Systems People (WSPs)**, we know that content is just a tool — it's not the goal. What really matters is whether each page is doing its **job**. If a page isn't helping the visitor take the next step or reach a goal, then no matter how great the content looks, it needs to change.

Instead of sorting pages by topic or content type, we now group them by the **job they do** within the website system.

There are four main types of pages every website has:

1. **Converters** – pages that turn visitors into customers or leads.
2. **Collectors** – pages that gather information or signups.
3. **Attracters** – pages that pull people in through SEO or marketing.
4. **Informers** – pages that explain or teach something to visitors.

Let's look at each of these types one by one.

Converters

Converter pages are the **money makers** of your website. Their main job is to turn visitors into **leads, followers, or paying customers**.

These pages are the **core part** of your site, the ones that truly make things happen. Most of your other pages should naturally guide people toward these converter pages, where they'll find the **perfect call-to-action (CTA)** waiting for them.

Now, it might sound good to make every page a converter, but that doesn't really work. Each page has a different purpose, and if you try to make them all convert, you'll end up doing a poor job at everything. It's better to focus on just a few, usually **2 to 5 key pages** — that are carefully designed to get real results.

Sometimes, people in different teams might want their own pages to get top priority. They might say, "Our work is important! Put it on the homepage!" But a website's main goal isn't to please internal teams, it's to **convert visitors**.

So here's the rule: if a page doesn't clearly help reach the main goal of the site, it should either be **moved down in priority** or even **removed** altogether.

Collectors

Converter pages can't do their job without visitors, and that's where **Collectors** come in.

Collectors are the pages that **attract new visitors** from across the internet and gently guide them toward your converter pages (where the real action happens).

Common examples of collector pages include:

- Blog posts
- White papers
- Customer support articles
- Product comparisons

Think of them like the **roots of a tree** — they reach deep into the web, helping your site grow by improving SEO and bringing in steady traffic over time.

The key metric for collector pages is **how many visitors move forward** to a converter page. A helpful secondary metric is how many visitors stay on your site and **click to another collector page** (this shows they're engaged).

Pro tips for effective Collectors:

1. Always include a **visible Table of Contents** — it improves readability and SEO.
2. Add a **mini summary at the top** of the article — this helps both visitors and search engines understand what the page is about instantly.

Attractors

Attractors are the **attention-grabbing pages** that pull people into your website. They're like the shiny signs that make someone stop and take a look.

These pages are usually used for **short-term promotions or events**, such as:

- Marketing landing pages
- Seasonal product launches
- Sales or special offers
- Big announcements
- Events

Since these pages are **temporary**, SEO isn't their main goal, by the time search engines notice them, the event or sale is often over. Instead, they rely on **paid ads and social media** to bring in visitors quickly.

The best attractor pages are **fun, beautifully designed, and instantly engaging**. They grab attention fast and make people curious to learn more.

Having a **modular web system** helps a lot here, your team can reuse ready-made blocks (modules) to build these pages quickly. Once your content is ready, you should be able to publish a polished, attention-catching page **within just a few hours**, without needing a developer's help.

Informers

Informers are the **quiet helpers** of your website. They don’t drive sales or attract visitors — they simply **need to exist** and stay up to date.

These pages are usually there for **legal or administrative reasons**, like:

- Privacy Policy
- Terms of Service
- Sitemap (helps with SEO)
- Error pages (404, 503, etc.)

You can’t skip them, but you also shouldn’t **overthink or overdesign** them. Their job is to provide the necessary information clearly and correctly, nothing more.

Most visitors will never even see these pages, but it’s still important that when they do, everything looks professional and trustworthy.

Subsystems

Some parts of your website are like **mini-websites inside your main site**. These are special sections made for different types of visitors — like:

- **Careers** (for people who want to work with you)
- **Investors** (for people investing in your business)
- **Newsroom / Media** (for press or journalists)
- **Developers / Docs** (for people building on your product)

Each of these sections has its **own goals and audience**. They work like small systems within your big website and use their own mix of **Converters, Collectors, Attractors, and Informers** to meet those goals.

Usually, one person or team is in charge of each section. They should have the **freedom and responsibility** to:

- Set clear goals
- Pick the right metrics
- Track and improve performance
- Keep everything updated

When someone visits these sections, it means they came for a **specific reason** — like reading about careers or checking investor info. So, you don't need to distract them with general site goals like "buy now" or "sign up." Just help them find what they came for easily.

But don't trap them there — always leave a simple way back to the main site. Usually, making your **logo clickable** and linking it to the homepage works perfectly.

Head to Toe

The **navigation (Nav)** and **footer** are two of the most important, yet often overlooked, parts of your website. They're not where you show off creativity. They're where clarity and usability should take the lead.

Visitors don't come to be impressed by your unique navigation design. They come to **understand what your company does** and **find what they need quickly**.

The Primary Nav

The golden rule: **less is more.**
Having too many links in your main navigation leads to confusion. A first-time visitor won't know where to start or what's most important.

Every link should **earn its place.** A good practice is to start by keeping most links in the footer. If a page starts to attract significant traffic or your key metrics are underperforming, then — and only then — consider promoting it to the main navigation.

A common mistake is what we call **"Shipping your Org Chart."** This happens when your navigation mirrors your internal departments instead of guiding visitors. It makes your Nav about *you,* not *them.* It's one of the fastest ways to hurt your site's performance.

The Footer

Over the years, the footer has become one of the most useful parts of a website. Many visitors instinctively scroll there for important links — especially Careers, Contact, or Legal pages.

The footer can be quite large without negative impact. In fact, it's the best place to include a complete directory of your site's pages. Because it appears everywhere, it acts like a permanent, accessible sitemap.

The footer is also your last chance to make an impact or spark an action. You can use it to:

- Encourage one last call-to-action (like newsletter signup or a contact form).
- Add a touch of your brand's personality.
- Suggest another relevant page to keep visitors engaged.

Getting the Balance Right

Your Nav and Footer work together.
A lean, visitor-focused Nav combined with a comprehensive Footer creates a site that feels clean, intuitive, and professional.

Once you've struck the right balance between the two, you'll have a solid foundation — freeing your team to focus on the creative and strategic elements that truly make your site stand out.

Designated Spice Zones

Steve Jobs once said, “Success is in the details.”
For websites, we can say, “Success is in the spice zones.”

Spice means those **small, special touches** that make your website feel alive and different from others. These are the moments that make people remember your site.

But you should only add spice that fits **your brand’s own style**. Don’t copy other websites — people can tell when something isn’t original.

It’s also easy to overdo it. Too many animations, effects, and moving parts can make a site confusing and slow. It’s like when too many instruments play at once, it becomes noise instead of music.

The goal is to use **just enough spice** to make your brand’s message stronger, not to distract from it.

To help with that, we use what’s called **Designated Spice Zones,** the right spots to add a little magic.

1. Mortar

Mortar is what connects one section of a webpage to the next.
It can be plain space or background color changes that separate parts clearly.
Some websites make smooth transitions between sections, while others use different layouts or pictures to make the page feel more like a story.

2. CTAs (Call to Actions)

Buttons like “Buy Now” or “Contact Us” are great places to show some personality.
You can add fun hover effects or colors.
But remember — buttons should **still look like buttons**.
If they’re too fancy, people might not click them. For example, see-through “ghost buttons” often don’t work as well as solid ones.

3. Page Transitions

This means what happens when someone moves from one page to another.
A short animation or fade can make your website feel smoother and more branded.
But be careful — sometimes it's better to load the next page quickly instead of adding effects that slow it down.

4. Grace Notes

Grace notes are **small surprises** that show care and attention to detail — like a tiny animation, fun text moment, or creative visual touch.
They make your site feel more human and crafted with love.

5. Footer

The footer (bottom part of the page) isn't just for links.
It's also a good place to add your brand's personality — maybe with a tagline, playful tone, or unique design that ends the page nicely.

Go with the Flow

Every website usually has one main goal — like getting people to sign up, buy something, or contact the business.

That goal is often reached through a **CTA (Call to Action),** a button that starts the process. After clicking it, the visitor enters a **conversion flow**, which is the path that takes them from interest to action.

At Adszoo, we think of this flow like a **fast river**. Once someone clicks that button, they should move smoothly and quickly to the end, without bumps or stops along the way.

If the process feels slow or confusing, people might quit before finishing. That's why it's important to remove friction and make the journey easy.

Tips to Keep Conversions High

1. **Keep it short:**
   Fewer steps mean more people finish. Cut out anything that isn't needed.
2. **Ask only what's needed:**
   Don't make people fill out long forms or give extra details. The simpler, the better.
3. **Remove distractions:**
   Hide other links or menus so visitors stay focused on completing the goal.
4. **Make it fast:**
   Use tools like Google PageSpeed Insights to check your site's speed.
   Even one second faster can increase mobile conversions by almost 27%.
5. **Test on all devices:**
   Always check the flow on both computer and phone.
   Mobile sites are often the ones that get forgotten — and that hurts results.

When someone clicks your CTA, it means they're ready to act.
Your job is to **make that action quick and easy** — not let small mistakes stop them from finishing.

Minimum Viable System

Most of the time, when a company finally redesigns its website, it’s been years since the last one. So, the new site becomes a big event, people make announcements, celebrate, and try to make it perfect before launch. That’s great if you have time, but it’s not the only way to do it.

The Minimum Viable System idea comes from how digital products are made. When people build apps or software, they don’t make them perfect right away. They launch the first version — then keep improving it over time. They add new features, fix problems, and adjust based on what users need or what competitors do.

Your website should work the same way.
When you launch it, that’s not the end, it’s the beginning. Your site should keep growing and changing as your business grows and changes.

Diagnosing Problems

There are many reasons why a website might not perform well. Here are the most common ones:

1. Content Problems

Sometimes the message you want to share is not the one people understand. Maybe your words are confusing or your content doesn't clearly show what you offer.

Visitors might not find the information they need to make a decision. Or you might be using uncommon words, for example, calling something "Solutions" instead of "Products." These small things can make visitors leave.

2. Structure / Navigation Problems

If people can't easily find what they're looking for, they'll give up and leave. This might happen if your menu has too many choices, or if the site's layout is confusing. You might need a search bar so visitors can quickly reach what they want without clicking too much.

3. Design Problems

Sometimes bad design scares people away. For example, if you sell something fancy but your site looks cheap, people won't trust it.

Too many moving animations can also make a page annoying to scroll. Maybe your design hides important details or your buttons (CTAs) don't look clickable. All of these hurt your site.

4. Device-Specific Problems

This happens mostly on mobile phones. Some sites aren't built to fit smaller screens — text gets cut off, pages scroll weirdly, or buttons disappear inside menus. These are very common issues, but luckily, they're also easy to fix.

5. Engineering Quality Problems

If your website loads too slowly, people won't wait, they'll leave before seeing what you offer.

Also, poor coding can make your site buggy or broken in some browsers. These problems can really hurt your results.

Solving Problems

Once you know what's wrong with your website, the next step is fixing it.

But fixing problems isn't always simple — it's more like art than science.
Each issue can depend on many small things: the page, the module, the device, or even the browser being used.

Still, there are some general rules that can help.

For Content Problems:
If you're not sure whether the problem is with your content, test it.
You can use a service like usertesting.com or just ask your friends or family to read it and tell you what they understand.

If you *know* the content is weak but don't know how to fix it, try **A/B testing** — show two versions to users and see which one performs better.

For Navigation Problems:
Make sure people can easily find the pages you want them to visit, either from the main menu or the footer.

If the menu feels crowded, remove a few links.
Check your analytics to see which links are clicked the most, move the less popular ones to the footer.
Don't worry, you can always move them back later if needed.

For Design Problems:
Run user tests, in person or with an online tool, to see what's confusing people.

Once you know what's wrong, your design team can fix it.
Good design should make things clear and enjoyable, not confusing or distracting.

For Device-Specific Problems:

Look at your data. If one device (like mobile) has a much higher bounce rate than others, that's a sign something's off.

Compare the same page on both devices, the good one and the bad one.
Ask questions like:

- Is anything cut off or hidden?
- Are buttons blocked by pop-ups?
- Is the layout not adjusting properly to screen size?

Fixing those small details usually solves the problem.

For Engineering Quality Problems:

Use Google Pagespeed Insights to check how fast and well your site performs on both desktop and mobile.

It will also show how to improve accessibility and SEO.
Make the suggested changes and recheck your score.

You don't need a perfect score — reaching the 90s or even high 80s is great. Chasing 100 usually takes too much work for too little benefit.

Time to Get Started

Alright — you're ready to begin. Excited. Focused. Let's go step by step.

Step One: Build Your Case
Start by figuring out how your website should be helping your business.

- Look at the data you already have about how your site performs.
- If you don't have any data, start tracking it now.
- Use that data to compare what your site *is doing* versus what it *should be doing.*

This helps you prove why changes are needed.

Step Two: Set Expectations
Let your team know that this time, things are going to be different.

You're not building a site just to *look good. Y*ou're building it to *get results.*
You'll focus on speed, testing, and learning instead of wasting time on a big fancy launch.

Make it clear: this is a fresh start, not the finish line.

Step Three: Choose Your Target
Decide what success looks like.

- What numbers actually matter for your business?
- What goals do you want to hit for those numbers?

Write down what a "successful" website means for your team, based on real data, not guesses.

Step Four: Greenlight
Once your plan is clear and your team agrees, it's time to move forward.

And if you make any changes using these ideas, send them to us, we'd love to see what you build! **Email:** askar@adszoo.in

Technical Architecture

A good website system needs to be both **flexible** and **strong**. It should be easy to update today and easy to redesign tomorrow — without rebuilding everything from scratch.

Here's what this means:

- **Short-term flexibility:**
  Your team should be able to make quick changes — like adding a new page or updating text — in a few hours, not weeks.
- **Long-term flexibility:**
  Even if your company rebrands later, you shouldn't have to rebuild everything. You should just be able to update the design and keep your content.

To build a system that works like this, we focus on four key things:

1. Simplicity

Use the simplest tools that can get the job done.

Simple tools make it easy for everyone — from marketers to developers, to make changes fast. Complicated tools may seem powerful, but they often slow you down later.

Remember: **technical debt** (choosing shortcuts or complex systems today) always costs more in the future.

2. Stability

Don't chase trends. Pick technology that's been around long enough to be tested, supported, and stable.

Avoid tools that keep changing or breaking with every update. Your website visitors don't care what technology you're using — they just want a smooth, fast experience.

3. Security

Choose tools that are secure and easy to maintain.

If a system constantly needs security patches, it'll cost you time and peace of mind. That's one reason we avoid older tools like WordPress — they often need too many updates to stay safe.

4. Speed

Speed matters — for users, editors, and developers.

A slow site frustrates visitors, lowers conversions, and makes editing painful. Pick tools that make your site load quickly and deploy changes fast.

The Building Blocks of a Web System

Headless CMS

A **Headless CMS** separates your content from the design. That means you can redesign your site later without touching the content.

We like **Contentful**, but any headless CMS works as long as it's:

- Simple to use
- Stable
- Secure
- Fast

Your marketing team should be able to update text or images easily — without needing a developer every time.

Site Engine

The site engine is what turns your content into real web pages.

We usually use **static site generators** like **11ty**, because they are:

- Simple
- Secure
- Fast

Static sites perform better and are easier to maintain.

Dynamic systems like **Next.js** are great for web apps, but they often add complexity that's unnecessary for most websites.

Web Host

The host is where your website lives online.

We prefer **AWS (S3 + CloudFront)** or **Netlify**. Both are reliable and fast.

If you don't have a big tech team, **Netlify** is perfect — it's easy to use and has strong customer support.

Continuous Deployment (CI/CD)

This system automatically updates your website whenever you make changes to your content or code.

Tools like **GitHub Actions** or **CircleCI** make this possible.

They can also run tests to ensure your site stays secure, fast, and accessible.

Other Common Tools

- **Lead Capture:** Tools for collecting emails or sign-ups — like **HubSpot**, **Marketo**, or **Pardot**.
- **Analytics:** To track performance and visitor behavior. **Google Analytics** is the most common, but **Heap** and **Fathom** are good too.
- **Search:** Tools like **Algolia** or **Pagefind** make it easy for users to find what they're looking for.
- **Compliance:** For privacy laws (GDPR, CCPA), use tools like **Cookiebot**, **Onetrust**, or **Osano**.

- **Recruiting:** Some companies add job boards with tools like **Greenhouse**, which blend well with their website design.

Documenting the System

Documentation is what preserves the longevity and independence of your web system.

It's common for a team to lead a major redesign or rebuild, only for that same team to move on a few years later — taking their domain expertise with them. Without documentation, the next team starts from scratch.

Our goal is to make sure that even a brand-new employee can understand the system and confidently make updates on **day one**.

We use **three layers of documentation** to make that possible:

1. Figma — The Design Source of Truth

Figma is where the **design system** lives. It includes all modules, components, typography scales, and spacing rules — every visual building block that defines your brand's web identity.

There are many ways to structure this, but we prefer a single, centralized "Design System" file that:

- Documents every component and its states
- Includes usage notes and responsive behavior
- Matches one-to-one with the components available in the CMS and Storybook

This makes design-to-development handoff fast, consistent, and scalable.

2. Storybook — The Code Reference

Storybook houses the **fully coded modules** and their variations, exactly as they'll appear on the live site.

Every module and naming convention mirrors what's in both **Figma** and **Contentful**, so the transition between design, code, and content is seamless.

For example, a “Hero Banner” in Figma is also “Hero Banner” in Storybook and Contentful — reducing confusion and improving collaboration between designers, developers, and editors.

3. CMS Tutorial Videos — The Human Touch

Finally, we record a few short, easy-to-follow **tutorial videos** that cover the most common tasks your content team will perform:

- How to create a new page
- How to add, edit, or delete a module
- How to modify or restyle a complex section

These screencasts live alongside your documentation and act as quick, visual refreshers for both new and existing team members.

The Result

Together, these three layers — **Figma, Storybook, and CMS Tutorials** — cover every essential aspect of your web system:

- **Design clarity** through Figma
- **Code reliability** through Storybook
- **Usability confidence** through CMS tutorials

This ensures that your team (current or future) can operate the system with ease — without ever needing to “relearn” it from scratch.