**5.11 Case studies the clients needs**

The design vibes

Site MR PORTER vs BEHANCE.NET bogo apps

KPI

Cliet appreciation is by going an extra mile and focus on the clients needs

**5.12 Landing page vs a website**

Whats the difference ?

We can sum up the difference between a LANGING page and a standard WEBSITE by objectives. A landing page has one single goal and because of that the entire content is built around fullfiling it. The standard website typically has a wider approach with multiple sections that point in different directions.

Whats a landing page ?

Landing pages are usually coupled with ad campaigns.

Remember. When dealing with an user, the company and the webdesigner in question have to create an experience like is for an 80 years old grandma.

You should nor assume anything

A landing page is practically exactly the page that you want for a specific topic.

The client should have that page to a click distance and nothing more ,

THATHS THE APPROCHE FOR A MODERN WEBSITE. YOU HACE TO ASSUME THAT THE CLIENT IS A SUPER MODEL AND YOUR SITE IS “JUST A GUY” hitting on her: YOU HAVE TO MA A VERY GOOD IMPRESSION IN JUST 2 SECONDS. (that’s because are a lot of others guys next to the corener)

If the first impression is not right that’s it. You lost that chance, you lost that client.

USPs = unique selling points

Companies rely on these points to get results because the truth is nobody actually reads everything

CTA = call to action (CTA and not button because that action can take several forms-maybe a phone number/ a field/ a form/ a text layer/ an icon or of course a button)

**5.13 Lead generation in landing page**

Zibbet,com (beautiful landing page) – “ A better way to grow your creative business

Free trial

“Algorithms to live By – The computer science of human decisions”

When you start a free trial you usually put your credit card and after 30 days ( the trial ) you forget about it and you get charged

A – you don’t realize that you are getting charged

B – you actually like it and the service is good

The web sites and the approach is like a date from tinder – hitting aggressive is not gonna have any results instead going to easy with no expectations and fairly is a good shot

Having a drink with someone is safe- you can always get up and leave -🡪 the same with websites

A long term approach: any interaction is a win, any type of engagement is a success

Back to design: no inner shadow no drop shadow no gradient no tridy look, nothing impossible to miss the button

Fixed header: The “get started” button remains ont the page always.

Landing pages always change due analytics

**5.14 Why landing pages have a bad reputation**

The standard where regular the website stops at around six to eight thousand pixels. Landing pages can be 20000 pixels long.. Price slashing is also fairly common in landing pages.

I'd see at least 80 percent of landing pages feature a generous testimonials section.

*Landing pages tend to promote gimmicky products, whether it's weight loss, some type of sex device, a pill.* *Most of these products have a question mark next to them.* *For some people, these products are scams straight out.*

Understanding the client's needs See, these products have a very clear target audience. I think, you know, this is a certain section of the public. That's not that well-informed, gullible, naive people may be past a certain age with less than ideal critical thinking, considering this audience.

They seem to resonate with big, bold claims with huge headlines, loads of calls to action, a lotof text and all the other things I mentioned a few seconds ago.

Furthemore, there’s an art to these landing pages, so much so that the product doesn’t matter. It can be anything. The brand doesn't matter. It's all about how well the landing page is built, and the design is not something that you and I are going to appreciate.

The backbone of the landing page is constructed on these clear steps from the funnel, and that's all that matters. With decent copywriting, you can get rich quick.

SALLES FUNNEL ????? =?

**5.15 Digital product landing page**

Seeing a face is a must for trust in your service or yours products .

Introduce yourself not the course

Use the biggest player approach for “call to action”. Nobody own a call to action approach.

Think about every category of people: visual people – gallery section, those who wanna watch a video, to those who prefer to read up

Premium services

Certificate – diploma, distinction

Social appreciation

F&Q

Blog

Key words by using the Honey method

**5.16 Testing landing pages**

A website need to constantly evolve

Runing A/B tests is exprensive. Implementing the result is not !

SO FOLLOW THE BIGGEST WEBSITES

* Whats is A/B tests?

You as a designer shouldn’t run a A/B test unless its your own business. An A/B test is a serios thing and most companies have dedicated in house teams that focus on this thing, BECAUSE its not as easy as changing a pair of sucks.

There are rules : you need to coordinate your moves with the development team, You need to talk to the marketing department so they can tailor their ads. You require a control version, a large enough sample size and a ton of other things.

WE SHOULD FALLOW “THE BIG BOYS” ! what they do we should imitate

[www.goodui.org](http://www.goodui.org) – A/B tests 🡪 Good exemples of A/B implementation

In conclusion, we as designers sometimes create a website based on what looks good based on the company's style guide or the client's needs. But analytics remains king and stats should reign supreme.

This is why a website should constantly evolve, and you or the client should never fall in love with a certain design.

**5.17. Case study: my landing page**

[www.photoshop.thislookgreat.net/course/photoshop-masterclass/](http://www.photoshop.thislookgreat.net/course/photoshop-masterclass/)

A photoshop landing page:

2 possible approach: 1 – ~~~focus on author’s expertise as a teacher~~~

**2 – focus on the students needs**

Analytics: Bounce RATE is that metric/ number that show us how many people immediately leave a website upon entering it. It’s a industry standard and most people in the know constantly monitor it.

If you're looking for the Photoshop course and you see a big image of some random guy that's boasting about his expertise, his numbers that doesn’t speak to your needs.

People immediately exit the website due to several reasons, but one of the biggest ones is  **a mismatch between the visitors expectations and the content that’s shown.**

WHAT matters most is to grab the visitors attention and keep him interested.If you manage to engage him the chances of a sale go up.

Copy writing is essential in a landing page.

Minimal header because the attention should be in the centre

H1 and the first paragraph using key words and USPs 🡪 great hedline \_\_ short, effective and powerfull where you can’t anything away

Everything here should minimize the bounce rate

Video the faster it loads the better 🡪critical for selling things online

Don’t overpromise 🡪 selling to aggressively is always conter productive

**5.18. Final thoughts about client needs**

Quick overview:

1 – your are creating a websit based on your client’s needs

Only the client can give you a 9 or 10

Just because its good looking and well executed it doesn’t mean that client is gonna be happy with.

If you have designers around the seven or eight, the only person you should be listening to is the client. I'm all for creativity and making beautiful websites, but it's all for nothing if you can't deliver what the client wants.

**And with that, we've concluded the second pillar of web design.** It doesn't matter how awesome your designs are if they're not in tune with the company's wishes.