

# YNOT Studios for GO IT

## Introduction

Research is an important aspect of this project because a lot should be based on facts, we cannot deliver an uncertain product to our client, therefore it has to be based on fact. Research also helps with finding out how to actually implement things to think about projects that we would otherwise not know how to implement.

## Table of Contents

<b>Introduction</b>	<b>1</b>
<b>Table of Contents</b>	<b>1</b>
<b>Research Questions</b>	<b>1</b>
How can you integrate SEO optimization into a website?	1
What CMS is most suitable for a company website?	5
Who are GO-IT's biggest competitors and how do we set our client apart from them?	8
Introduction	8
How can you trigger users to act on CTA's on a website?	10
How can you market (specific) services on a website?	12
What are UX guidelines and trends that can be used in the design of a website?	14
What are the specifics of the target audience that our client is aiming for?	18
<b>Conclusions</b>	<b>22</b>

## Research Questions

### **Main research question:**

How might we create a trustworthy and visually appealing and professional looking brand that attracts potential customers?

### **Sub-research questions:**

## How can you integrate SEO optimization into a website?

SEO is of utmost importance when it comes to the creation of the website for your brand. It directly affects whether the website is visible in search engine results, which gathers bigger traffic, therefore increasing credibility. SEO or “search engine optimization” is one of the website improvements you can do to increase visitors from search engines such as Google, Microsoft Bing and many more. The most common things users look for that SEO impacts are:

- Products you offer.
- Services you provide.
- Information on topics in which you have expertise or experience.

### **User Experience (UX) and SEO**

User experience (UX) is essential in SEO. Offering high-quality, relevant content and a user-friendly experience is greatly rewarded by search engines. Intuitive navigation, readable content, appealing visuals, and logical page hierarchy are all important factors that can all bolster SEO efforts by reducing bounce rates and increasing user engagement on the site.

### **Website Speed, Page Loading Time, and SEO**

Your website's speed and page loading time significantly influence SEO. Slow-loading pages can result in high bounce rates, signaling to search engines that users are not finding your site useful or relevant. Conversely, a fast, smoothly functioning site enhances user experience, encouraging visitors to interact more and stay longer—factors that boost SEO. Integrating SEO strategies into your website design process can drive more traffic, enhance credibility, and contribute significantly to your online presence's success.

\*Bounce rate- the percentage of visitors that leave a webpage without taking an action

### **1. Concise and Effective Domain Name**

A domain name is your website's address on the internet. It's what people type in their browsers to find your site. In order to garner more traffic and potential clients a clear and concise domain name, you need to do the following:

#### **DO's:**

Describe your brand's niche/expertise

Short and simple (no more than 15 words in that way making it easy to pronounce and remember)

### **DON'Ts:**

Avoid using numbers, symbols or hyphens

## **2. Site Structure and Architecture Outline**

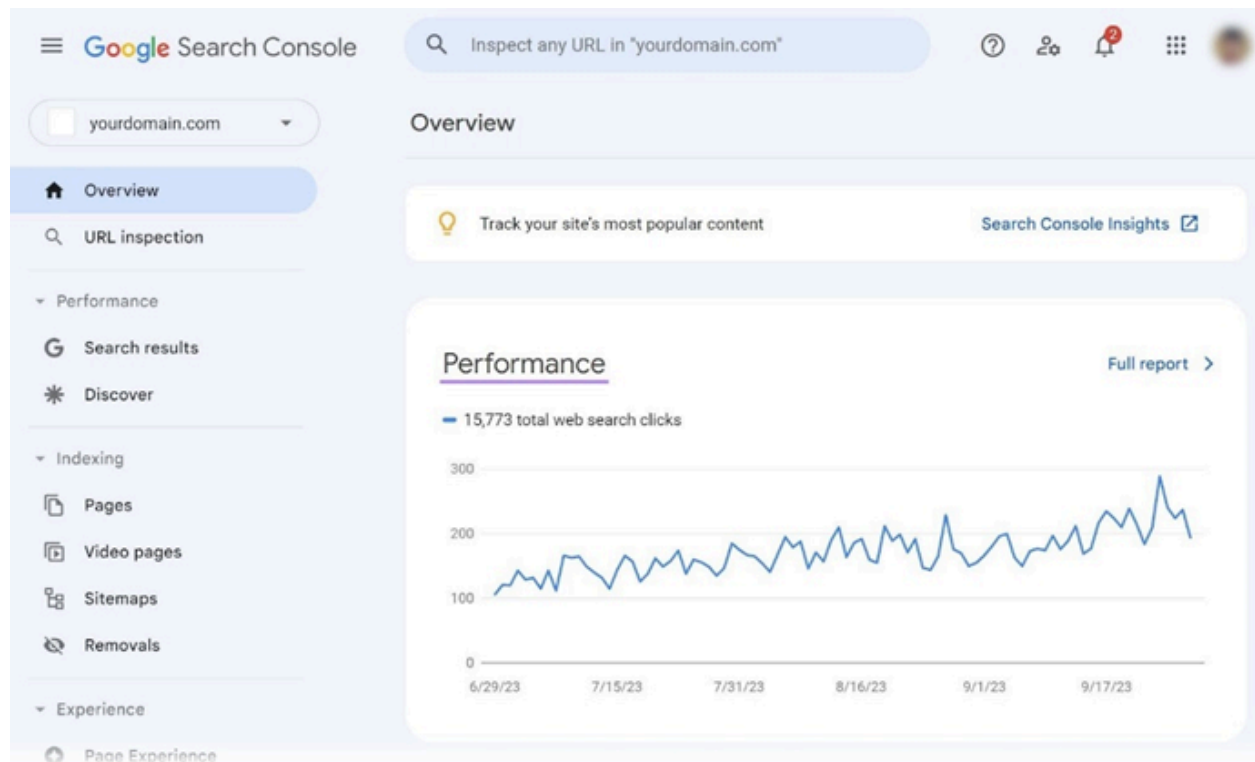
The main advantages of creating a solid site structure are:

- It helps Google find and index the pages on your site
- It helps visitors find what they're looking for
- It helps you avoid duplicate content issues and keyword cannibalization

## **3. Google Search Console Set up**

Google Search Console (GSC) is a free Google tool that helps you monitor and troubleshoot your new site's SEO performance—specifically in Google search.

## **4. Ensure that your website is mobile-friendly**



GSC (Google Search Console) helps you understand how Google sees your site and how your site appears in Google results. Though, it doesn't provide all the data you need since it offers limited information about the keywords you rank for and the sites that are linked to you. Google rewards sites that are adequately structured and mobile-friendly. Most web traffic today comes from mobile as opposed to desktop. To test whether your site's mobile-friendly, you can use [Google's Mobile-Friendly Test](#).

## 5. SEO Competitor analysis

Conducting competitor analysis gives you the opportunity to:

- Understand how competitive your niche is
- Discover new content ideas
- Benchmark your SEO performance



**Keyword Magic Tool**

Find millions of keyword suggestions for your SEO.

specialty coffee x US ▼ Search

Examples: [loans](#) [movies](#) [how to buy audible books](#)

## 6. Create SEO optimized content

When you start a new website, you have a lot of content to create from scratch. And optimizing for SEO is critical. Search intent is the reason or motivation behind someone's search query.

There are four main types of search intent:

- **Informational:** When a searcher wants to learn more about something (e.g., "what is specialty coffee")
- **Commercial:** When a searcher wants to do research before buying (e.g., "best home coffee machine")
- **Navigational:** When a searcher is searching for a specific website or page (e.g., "Starbucks login")

- **Transactional:** When a searcher wants to buy or complete an action (e.g., “buy specialty coffee”)

And satisfying intent is one of Google’s top priorities.

Relevant Materials used:

Weglot. (written by Erika Varangouli, Oct 18, 2023). *Website design and SEO*. Retrieved from <https://www.weglot.com/blog/website-design-seo>

SEMrush. (Written by Mariusz Interewicz, June 11, 2024). *SEO for new websites*. Retrieved from

<https://shorturl.at/dMUHV>

## What CMS is most suitable for a company website?

What is a content management system (CMS)?

A content management system (CMS) is a software application that provides a centralized platform for organizing, storing, and managing digital content.

A CMS typically includes a variety of tools for creating, editing, and publishing content, as well as for managing the content lifecycle, which includes tasks such as version control, workflow, and publishing.

The main goal of a CMS is to simplify the process of managing content, making it easier for organizations to keep their digital content up-to-date and consistent.

A CMS typically includes a user-friendly interface that makes it easy for non-technical users to manage content, as well as features such as templates, workflows, and access controls that allow organizations to maintain a consistent look and feel across their digital properties.

CMSs can be used to manage a variety of content types, including web pages, blog posts, images, videos, and more. Some CMSs are designed for specific types of content, such as e-commerce products, while others are more general-purpose and can be used for any type of digital content.

Why Use A Content Management System (CMS)?

A Content Management System (CMS) allows your business to easily manage and publish website content without the need for technical skills.

Some of the key benefits and features of using a CMS to manage your website content include:

- **Ease of use:** A CMS typically has a user-friendly interface that allows non-technical users to easily create, edit, and publish content on the website.
- **Centralized control:** A CMS allows multiple users to access and manage your website's content, which is particularly useful if your business has multiple departments or team members responsible for different aspects of the website.
- **Versatility:** A CMS can be used to manage different types of content, such as text, images, videos, and audio files.
- **Collaboration:** A CMS allows multiple users to work on the same website content, making it easy for teams to collaborate and review changes before they are published.
- **Scalability:** As your business grows, a CMS can easily be scaled to accommodate more content, users, and features. A CMS can also be used to manage small websites or large, complex sites with thousands of pages.
- **Search engine optimization (SEO):** Many content management systems include built-in SEO features, such as the ability to create custom URLs and meta tags, which can help improve your website's visibility in search engine results.
- **Security:** A CMS can provide security features such as user access controls and backups, which can help prevent unauthorized access to your website and protect against data loss.

What are the different types of content management systems?

Different types of CMS include:

- **[Web Content Management Systems \(WCMS\)](#):** These systems are designed specifically for managing and publishing web content.
- **[Enterprise Content Management Systems \(ECMS\)](#):** These systems are designed for large organizations and offer more advanced features and capabilities.
- **[Digital Asset Management Systems \(DAMS\)](#):** These systems are designed for managing and organizing digital assets, such as images, videos, and documents.
- **[Component Content Management Systems \(CCMS\)](#):** These systems are designed for technical documentation and provide features for organizing, storing, and managing reusable content components.

What are examples of a CMS ?

There are many different CMS options available. Each has its own purpose and relevant features to meet the organization's needs.

**WordPress:** Originally was a web content management system that was built to publish blogs, but has extended into many other areas. The open source management system can be used for websites, professional portfolios, e-commerce stores and more.

**Drupal:** The open source CMS is used by many companies around the globe to build and maintain their websites. The user interface is easily accessible and allows you to create and publish unlimited content.

**Squarespace:** Unlike the CMSs mentioned above, Squarespace is an all-in-one content management system, meaning with a single subscription the owner can do it all without needing third-party integrations. This is a popular CMS for small businesses online and in-store.

**Joomla:** This CMS is another open source system to build websites and online applications. It is SEO-friendly and features unlimited designs and built-in multilingual capabilities.

**Shopify:** This e-commerce platform wouldn't be able to function without its CMS. The platform is built for businesses that want to create online stores. They are then able to edit and manage different content types through one software system.

**Adobe Experience Manager:** The "marketer-and developer-friendly" software has a combination of CMS and DAM features. It's fitting for businesses looking for one platform to handle their content management, digital asset management, digital enrollment, forms, and more.

**Salesforce CMS:** This hybrid CMS allows organizations to create and deliver content to any device and customize as the customer sees fit. The software is multi-language and can be run on the web or on an app.

**Wix:** The web-based platform is software that creators and businesses use to make and manage their own websites without needing to know how to code. The platform provides advanced SEO features and marketing tools.

How do I choose the right CMS for my organization?

Choosing the right CMS for your organization requires evaluating your specific needs and requirements. Consider factors such as:

- **Size and complexity of your organization:** Choose a CMS that can scale and grow with your organization.
- **Technical expertise:** Consider the technical skills of your team and choose a CMS that is easy to use and requires minimal technical expertise.
- **Budget:** Consider the cost of the CMS, including upfront costs, recurring costs, and potential hidden costs.
- **Integration requirements:** Consider any existing systems and tools your organization uses, and choose a CMS that can integrate with them.
- **Content management needs:** Consider the type of content you need to manage and choose a CMS that provides the necessary features and capabilities.
- **Deployment model:** Decide whether you want an on-premise or cloud-based CMS, and choose the model that best fits your needs.

How does a CMS improve search engine optimization (SEO)?

A CMS can improve [SEO](#) by:

- Allowing for the creation and management of [meta tags](#), which are used by search engines to understand the content on a website.

- Providing tools for creating and managing [internal links](#), which help search engines understand the structure and hierarchy of the website.
- Allowing for the creation and management of [sitemaps](#), which provide a roadmap for search engines to crawl and index the website.
- Providing analytics and reporting to track the performance of published content, allowing for continual improvement of SEO efforts.

## Conclusions

In conclusion, a Content Management System (CMS) is an invaluable tool for organizations seeking to streamline the creation, management, and publication of digital content. By offering a user-friendly interface and a suite of robust features, a CMS empowers non-technical users to maintain and update websites efficiently. The versatility of different CMS types, from web content management systems to enterprise solutions, allows businesses to select a platform tailored to their specific needs and goals.

Moreover, a CMS enhances collaboration and scalability, accommodating both small projects and large, complex websites. Its built-in features for search engine optimization and security further contribute to the overall effectiveness of content management, ensuring that organizations can effectively reach their target audiences while safeguarding their data.

Ultimately, choosing the right CMS is a strategic decision that can significantly impact an organization's digital presence and operational efficiency, making it essential for businesses of all sizes to carefully evaluate their options.

## Sources:

Aranovitch, M. (2024, April 19). Content Management System FAQ.

*ContentManagementCourse.com*.

<https://contentmanagementcourse.com/blog/content-management-system-faq/>

Finn, T., & Downie, A. (2024, August 13). Content Management System. *content management system*. <https://www.ibm.com/topics/content-management-system>

# Who are GO-IT's biggest competitors and how do we set our client apart from them?

## Introduction

With Xtreme Computers rebranding into GO-IT, it's important to analyse local competitors to re-enter the company well within the market. GO-IT is based in Heerlen and is offering IT services to local small and medium sized businesses. GO-IT also has a focus on the dental sector, offering specialized solutions to dental practices. For this research, I have analyzed 3



local competitors: MG IT Solutions, ISL Marketing and Esprit ICT. By analyzing these local competitors, we will be able to identify areas for GO-IT to stand out to improve the business.

## Competitor analysis

MG IT Solutions - <https://mg-it.nl/>

MG IT Solutions (MG IT) is a local IT company based in Heerlen. MG IT offers managed services, cloud solutions and cybersecurity. They are good at offering personalized support, which makes them a strong choice for local businesses. Their focus on cyber security is a big plus, especially since lots of businesses are starting to get worried about their data security.

However, MG IT doesn't specialize in the dental industry. This is where GO-IT can make a big difference. While MG IT offers general IT services, GO-IT can focus on their dental expertise, by offering specific solutions for dental practices. Besides this, MG IT's branding is not the most modern, this creates an opportunity for GO-IT to stand out with a clean and professional brand.

ISL Marketing - <https://www.islmarketing.nl/>

ISL Marketing (ISL) is a company that focuses on digital marketing, web design and SEO optimization. ISL is not a traditional IT company, they offer services that loosely interact with IT, such as website development and business solutions which makes them a competitor for the future. ISL helps businesses grow by using effective marketing strategies and modern website designs.

Unlike GO-IT, ISL doesn't provide IT services such as cloud services and hardware and software delivery. GO-IT can differentiate themselves by not only offering website and marketing solutions, but also offering full IT support. By making a bundle of services rather than just one service, GO-IT can form long term relationships with businesses by offering a full package.

Esprit ICT - <https://esprit-ict.nl/>

Esprit ICT (Esprit) offers IT consultancy, network management and cloud services with a strong focus on network security. Esprit their strength lies in offering customized IT solutions for multiple industries.

However, much like MG IT, Esprit doesn't focus on the dental sector, which leaves a gap for GO-IT to fill.

## Setting GO-IT apart

### **1. Specialization in the dental sector**

GO-IT has a chance to differentiate themselves by focusing on their specific expertise in the dental sector. This specialization will allow the company to provide services specifically to the unique needs of dental practices. While competitors like MG IT and Esprit offer general IT services, GO-IT can set themselves apart by becoming a trusted partner for dental practices in the region of Heerlen by focusing on their specific needs.

## **2. Long term IT support**

GO-IT has the ability to create long term services with recurring revenue by offering subscription based services like cloud services, cybersecurity and VoIP to set themselves apart. While companies like ISL Marketing offer website development, they don't provide the IT support that businesses need to keep their systems up and running. By offering complete IT care, from setup to aftercare, GO-IT can build long standing relationships with clients who prefer a package deal for all their IT needs.

## **3. Clean and professional branding**

GO-IT's rebrand from Xtreme Computers should have a focus on a clean, fresh and professional brand. This will help them stand out from a lot of competitors in Heerlen, earlier named ones such as MG IT but also other companies in Heerlen such as Mict Solutions (<http://www.mictsolutions.nl/>), Cutech (<https://cutech.nl/>) and Stabil IT (<https://www.stabil-it.nl/>) have outdated branding and a lacking online presence. By creating a professional and clean looking branding, GO-IT can differentiate themselves from these businesses by presenting themselves in a better way.

### **Summary**

GO-IT's rebranding from Xtreme Computers to a more specialized and professional IT provider offers the company an opportunity to set themselves apart in the market in Heerlen. By focusing on specific services for the dental sectors, building recurring revenue and establishing a professional, modern brand, GO-IT can successfully stand out from competitors like MG IT Solutions, ISL Marketing, and Esprit ICT. These strategies will help GO-IT attract new clients, develop long term relationships, and grow the com

## **How can you trigger users to act on CTA's on a website?**

Firstly, CTA's or Call to Action can be a piece of speech, piece of writing, or an act that asks or encourages a user to take action on something. You can see these everywhere from stop sign's to the highlighted word in a book. In websites however, these can appear like buttons, bold text, banners etc.

To understand the use of CTA's it's also important to know why they're so important. CTA's help users know where to go next on a website, if certain everything on a website

is the same it can be hard to differentiate certain pieces of information from one and other. Less confusion means users will acquire the desired information much faster and this benefits the stakeholder. Secondly, they help create a user-led customer journey. When a visitor reacts on a CTA it's called a conversation, these are easily tracked by software where you can see how many users have clicked a link or moved to a next page. This way a customer journey map can easily be tracked to give you an idea on a client's behavior. Aside from this, today's consumers are busy and don't have time to read every little piece of text on a webpage, but research says that CTA's are read by 90% of ecommerce website visitors.

Now that CTA's and their importance have been clarified we can get into the nitty gritty of what are the best ways. You could use a tracking software, for example Freshmarketer to test your call to actions during a user test.

The most common places to put CTA's are the following.

- Top of the page
- Middle of the page
- Website footer
- In the sidebar
- Halfway through blog posts
- In a pop up

CTA's need to catch the attention of a user therefore they should be brightly colored and well designed as well as short and straight to the point, you can test the effectiveness of a call to action by using A/B testing.

CTA's are frequently written in the pov of the user. For example, instead of writing "We can send you specials!" it could be "Send me specials!". Other written words that are used for CTA's are using action verbs like, "Subscribe", "Download" etc. And creating urgency by using words like "now".

To trigger users to act on CTAs (Call to Actions), it's important to first understand what a CTA is. Essentially, it's something—a piece of speech, text, or visual element—that prompts the user to take action. CTAs are everywhere: from stop signs to bold words in books. On websites, they usually appear as buttons, banners, or highlighted text.

But why are CTAs so crucial? They guide users through the next step on a website. Without clear CTAs, everything blends together, and users may struggle to find what's important. Reducing confusion helps visitors get to the information they need faster, which is great for them and the business. Plus, CTAs shape the customer journey.

When someone clicks on one, it's known as a conversion. These conversions can be tracked to better understand user behavior and create customer journey maps. And in today's fast-paced world, users don't have time to read everything on a page. Research even shows that CTAs catch the attention of 90% of eCommerce visitors.

Now that we know what CTAs are and why they matter, let's dive into how to make them effective. One option is to use tracking software like Freshmarketer to test your CTAs during user testing and figure out what works best.

Here are some of the most common places to place CTAs:

- Top of the page
- Middle of the page
- Website footer
- In the sidebar
- Halfway through blog posts
- In a pop-up

CTAs need to stand out. That means they should be brightly colored, well-designed, short, and direct. A/B testing can help determine which designs or placements work better.

The language used in CTAs is also key. They're often written from the user's perspective. For instance, instead of saying, "We can send you specials!" you'd say, "Send me specials!" Strong action verbs like "Subscribe" or "Download" work well, and creating a sense of urgency with words like "now" can boost engagement.

In short, a good CTA is clear, direct, visually striking, and easy to act on—making it simple for users to take the next step.

Sources:

Freshworks. (n.d.). *Call to action (CTA) - definition and best practices*.  
<https://www.freshworks.com/crm/marketing/cro/call-to-action/>

Cambridge Dictionary. (n.d.). *Call to action*. In *Cambridge English dictionary*.  
<https://dictionary.cambridge.org/us/dictionary/english/call-to-action>

## How can you market (specific) services on a website?

Keep it Simple and Clear

When creating service pages, keep the information straightforward. Visitors should quickly understand what your service is, how it works, and its benefits. Avoid technical terms that could confuse readers. Use clear language, keep content short, and organize it well so visitors can easily find what they need.

Use bullet points, headings, and subheadings to make the page easy to read. Keeping things simple improves user experience and encourages visitors to explore more.

#### Use Visuals to Highlight Services

People connect with visuals more than text. Use images, videos, and graphics to show what your service offers. For example, pictures or videos of a product in use help visitors understand how it works. For services, infographics can simplify complex ideas.

Good visuals break up long text and make the page more inviting. Just make sure the visuals are high-quality and fit your content and brand.

#### Add Social Proof for Trust

Including social proof, like reviews or testimonials, builds trust with potential customers. People are more likely to try something others have had success with. Highlight positive feedback from satisfied customers, and consider adding their names or photos for a personal touch.

When visitors see that others have had a good experience, they're more likely to trust your business and take action.

#### Make It Easy to Take Action

Make it simple for visitors to take the next step, like booking an appointment or making a purchase. Use clear and visible calls-to-action (CTAs) like "Get Started" or "Book Now" on the page. These should match the service the visitor is viewing and be easy to find.

By making it easy to take action, you increase the chances of turning visitors into customers.

#### Optimize for SEO and User Experience

Ensure your pages are easy to find and use. Include relevant keywords, meta descriptions, and links to improve SEO so potential customers can find your services online.

Your service pages should load quickly, be easy to navigate, and work on all devices. Organize content with headings and bullet points to make it readable. This way, you attract visitors and keep them engaged, increasing the chance they'll become customers.

Jahin Metha. 2023, November 2017. **5 Tips for Creating Engaging Service Pages on Your Website.** Abmatic.ai

<https://abmatic.ai/blog/tips-for-creating-engaging-service-pages-on-website>

## What are UX guidelines and trends that can be used in the design of a website?

Purpose of this research

As part of GO IT's rebranding, Team YNOT is designing a website that reflects the company's new identity while following the latest UX best practices. A good user experience is important to showcase the brand's vision, engage visitors, and stay competitive. This research highlights important UX guidelines and current design trends to help create a modern, user-friendly website for GO IT

UX Design Principles for the GO IT Website

As part of the GO IT rebranding initiative, Team YNOT aims to create a website that aligns with the company's new identity while adhering to the latest UX best practices. This document outlines key principles and trends that will guide the design process, focusing on user-centricity, navigation, readability, visuals, and other critical factors for an engaging user experience.

User-Centric Design

User-centricity involves putting the user's needs first and making design decisions based on user research and testing. The process begins with identifying the problem and understanding target users, then continues with user testing to ensure the product effectively meets their needs. In every UX project, prioritize what's best for users while balancing business goals (Stevens, 2024).

Design Standards

Following established design standards helps create a familiar and intuitive user experience. Use these practices to make your site easy to navigate and enjoyable for users:

- Hero Section: Include a prominent hero section with a headline that quickly explains the value your business provides.

- Navigation Placement: Position main menus at the top or left, where users expect them.
- Interactive Elements: Use color-changing buttons on hover to indicate interactivity.
- Recognizable Icons: Incorporate standard icons, such as a shopping cart for e-commerce.
- Logo Placement: Place the logo at the top left or center and link it to the homepage.
- Standard Layouts: Use familiar layouts for common pages, like "Help" or "Contact."
- Click-to-Call Options: Display a phone number at the top and bottom, clickable on mobile.
- Industry-Specific Layouts: Follow layout conventions for your industry to meet user expectations.

Ignoring design standards may lead to user confusion, potentially causing them to leave the site (13 Web Design Best Practices to Follow: Website Tips for 2024, n.d.).

#### Easy Navigation

Ensure the navigation menu is easy to find, simple, and well-organized on both desktop and mobile. A clean menu guides users through the site effortlessly (13 Web Design Best Practices to Follow: Website Tips for 2024, n.d.).

- Best Practices for Navigation:
- Use clear menu categories and simple, descriptive names.
- Stick to common labels like "About," "Services," and "Contact."
- Include a search bar to help users find content quickly.
- Add a navigation footer to reduce the need for scrolling.
- Use breadcrumbs to help users retrace their steps.
- Add links within text with descriptive anchor text.
- Make pricing information easy to find to avoid frustrating users.

#### Information Hierarchy

Organize content by priority, with important elements at the top of the hierarchy to make them prominent and easy to locate. Structure information logically and use visual elements like headings and bullet points to guide the user through the content (Stevens, 2024).

#### Readability

A website that's easy to read encourages users to stay and engage. When content is clear and well-organized, it reduces confusion and builds trust. Here's how to improve readability (13 Web Design Best Practices to Follow: Website Tips for 2024, n.d.):

- Font Choices: Use consistent fonts and choose a clear typeface like Open Sans at 12-point size or larger.
- Font Styles: Limit the site to two or three font sizes and use different styles to differentiate content from menus.
- Paragraph Length: Break up text into short paragraphs.
- Text Formatting: Use bullet points for scannable content.
- Color Contrast: Ensure sufficient contrast between text and background.
- Spacing: Leave plenty of space around text for a clean look.

### Branding

Consistent branding helps establish trust and reinforces your company's identity. Limit the color palette to three main colors and use them consistently across the site. Choose colors that evoke the right emotions to connect with users (13 Web Design Best Practices to Follow: Website Tips for 2024, n.d.).

### Visuals

Visual content draws attention and helps break up text, making your website more engaging and scannable (13 Web Design Best Practices to Follow: Website Tips for 2024, n.d.).

#### Best Practices for Visuals:

- Image Selection: Choose images during the wireframe stage. Use high-quality photos that are relevant to your business.
- Responsiveness: Ensure images look good on all devices and use alt text for accessibility and SEO.
- Animations: Use animations for instructional content but avoid large files that slow down the site.
- Seasonal Updates: Refresh visuals regularly to reflect any changes in your offerings.

### Calls to Action (CTAs)

CTAs are essential for guiding users toward taking action, such as signing up or making a purchase. Make sure they stand out and are easy to find (13 Web Design Best Practices to Follow: Website Tips for 2024, n.d.).

#### Best Practices for CTAs:

- Visibility: Don't bury CTAs in text; use surrounding white space to draw attention.
- Relevance: Place a relevant CTA on each page to guide users toward desired actions.



- Consistency: Use the same wording for similar actions to avoid confusing users.

## Responsive Design

With over half of all web traffic coming from mobile devices, your website must be optimized for various screen sizes. Ensure menus are easy to navigate, CTAs are clearly visible, and text is readable across devices.

### Best Practices for Responsive Design:

- Menu Simplicity: Limit menu items and include a search bar.
- Button Sizes: Make buttons large enough to tap easily.
- Minimal Design: Keep the design simple to ensure fast load times.
- Testing: Test on different browsers and devices.

## SEO

Optimizing for search engines ensures users can find your site easily. Focus on making the site user-friendly while following SEO best practices (13 Web Design Best Practices to Follow: Website Tips for 2024, n.d.).

### Best Practices for SEO:

- Keyword Optimization: Create content that includes relevant keywords.
- Internal Links: Link to other pages within your site.
- Headings and Sitemap: Use headings and create a sitemap for easy navigation.
- Backlinks: Obtain links from reputable sources.
- Alt Text: Add alt text to images for accessibility.

## Test, Test and Test

Start testing early and continue testing throughout the design and development phases. Post-launch, keep testing regularly to catch any bugs and ensure a smooth user experience (13 Web Design Best Practices to Follow: Website Tips for 2024, n.d.).

## Trends

### Custom illustrations

Custom illustrations are increasingly popular in web design as they offer a way for brands to stand out with a unique, memorable style. Unlike generic stock images or AI generated images, custom illustrations can be tailored to reflect a brand's personality and values, creating a more original and authentic feel for users. Custom illustrations not only make your brand unique, but they also add a level of brand awareness when your custom illustrations speak to your brand's style (Team & Team, n.d.).

### Light & Dark mode

According to Dennis (2024), recent research revealed that 81.9% of smartphone users always have their phone in dark mode. Dark mode, with a dark background and light text, is easier on the eyes in dimly lit environments and uses less power. It's also popular because of its stylish and visually appealing appearance. For this reason, more websites and apps now offer the option to switch to dark mode to make their web design more attractive.

#### Minimalism

Minimalism has been a popular trend in web design for several years. According to Dennis (2024), this approach makes sense because a website with fewer elements and a limited color palette creates a fast, clear experience that leads to higher conversion rates. The focus is on content and its presentation. In 2024, web designers can stand out by further enhancing the user experience and branding, avoiding the common look of many minimalist websites (Dennis, 2024).

#### References

Stevens, E. (2024). *7 fundamental user experience (UX) design principles all designers should know*. UX Design Institute. Retrieved from <https://www.uxdesigninstitute.com/blog/ux-design-principles/>.

13 Web Design Best Practices to Follow: Website Tips for 2024. (n.d.). Retrieved from <https://www.hotjar.com/web-design/best-practices/>.

Dennis. (2024). *De 17 belangrijkste webdesign trends van 2024*. SalesWizard. Retrieved from <https://www.saleswizard.nl/webdesign-trends-van-2024/#WDT12>.

Team, W., & Team, W. (n.d.). *10 Modern Web Design Trends for 2025*. WebFX. Retrieved from <https://www.webfx.com/blog/web-design/modern-web-design/>.

What are the specifics of the target audience that our client is aiming for?

**Target Audience Research for GO IT (Software Provider)**

## 1. Introduction

GO IT provides IT services for small to medium-sized businesses, focusing on the dental sector. The key goal is to understand what these businesses need and what the software provider, GO IT, wants from them. It's important for **long-term relationships**.

---

## 2. Who is the Target Audience?

- **Business Type:** Small and medium-sized businesses, particularly those in the dental sector (dentists, dental labs, orthodontists)
  - **Business Size:** 4 to 20 employees, needing IT solutions
  - **Age group...**
- 

## What the Software Provider (GO IT) Wants from the Clients

### 1. Clear Communication on Needs and Expectations

- **Goal:** Clients should clearly define their IT needs from the start to ensure the right solutions are implemented.
- **Why:** Unclear communication can lead to misaligned services or products that do not fully address the client's problems. Clear, upfront requests allow GO IT to deliver effective solutions from the beginning.

- **Expectation:** Clients should provide detailed information about their requirements upfront, minimizing misunderstandings and reducing the need for frequent adjustments later.

## 2. Organized Database Management

- **Objective:** Clients should maintain a clean and well-organized database, reducing errors.
- **Why:** In industries like dental services, where detailed records (e.g., patient names, addresses, social media contacts, and service history such as specific tooth treatments) are vital, errors in data can lead to significant issues.
- **Expectation:** A well-maintained and accurate database **speeds up business** operations and reduces the need for frequent troubleshooting or data corrections, **benefiting** both the client and GO IT.

## 3. Willingness to Adopt New Technologies (cooperation)

- **Objective:** Clients should be open to implementing modern IT solutions that will improve their overall operations and efficiency.
- **Why:** As technology evolves, newer systems often provide better security, faster performance, and more cost-effective solutions. Resistance to change can limit the effectiveness of IT services and lead to outdated systems that require more maintenance and support.

- **Expectation:** Clients should show a readiness to embrace updated technologies and software, enabling GO IT to provide solutions that are future-proof and aligned with industry standards.

#### 4. Balance Between Cost and Quality

- **Objective:** Clients should seek IT solutions that strike a balance between affordability and quality.
- **Why:** Small businesses typically operate with limited budgets, but they still require reliable and efficient IT systems. GO IT aims to provide services that meet both of these needs.
- **Desired Outcome:** Clients get good value for their money, and GO IT delivers systems that meet high standards of quality without cutting corners on performance or security.
- **How:** Using cloud services such as Google Cloud, AWS, or Microsoft Azure can reduce the need for expensive on-premise hardware while still providing powerful, scalable services.
- **How:** Recommend energy-efficient IT equipment that reduces power consumption and operating costs

#### 5. Reduced Need for Frequent IT Support Calls

- **Objective:** Clients should be able to use IT services effectively, minimizing the need for follow-up calls on minor issues.
- **Why:** A high volume of non-critical support requests can strain the relationship and reduce efficiency. By ensuring smooth-running software, GO IT aims to prevent recurring technical issues.

- **Expectation:** Clients are encouraged to contact GO IT only when necessary, allowing the company to focus on delivering proactive, high-quality solutions rather than resolving routine problems.
- 

## 6. Summary

The key point of the relationship between GO IT and its clients (small businesses in the dental sector) is to **ensure smooth operations with minimal interruptions**. GO IT wants clients who are clear about their needs, maintain well-organized and accurate data, and don't require frequent support calls for basic issues. In turn, clients want **high-quality, cost-effective IT solutions** that keep their businesses running efficiently, with special attention to **database accuracy and security**.

## Conclusions

Each team member was able to research their question and on time, this proved valuable. After researching everyone also made a powerpoint which they would use to explain what they researched about to the rest of the group, effectively spreading knowledge.