

Website Best Practices:

1. Navigation Patterns

- Clear primary navigation menu
- Consistent menu placement
- Mobile-friendly hamburger menu
- Breadcrumb navigation for deep pages

2. CTA Placement & Hierarchy

- Primary CTA above the fold
- Secondary CTAs below primary
- Consistent button styling
- Clear action words

3. Content Structure

- F-pattern for text-heavy pages
- Z-pattern for minimal content
- Clear visual hierarchy
- Scannable content blocks

4. User Flow Optimization

- 3-click rule to conversion
- Clear path to goals
- Minimal form fields
- Progress indicators

5. Conversion Funnel Design

- Clear value proposition
- Social proof elements
- Trust indicators
- Minimal exit points