

# Topic 2:

# **Web Design**

**MKT 485**

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# Chapter Objectives

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Understand and utilize multiple design philosophies to design and revise webpages to maximize conversion rate.

Know a variety of webpage elements that should be reviewed and decided upon when designing webpages.

List the dimensions on which an ad and landing page should match to encourage conversion.

Know the various types of landing pages.



# Web Design Frameworks

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*To have a good web design the following should be considered:*

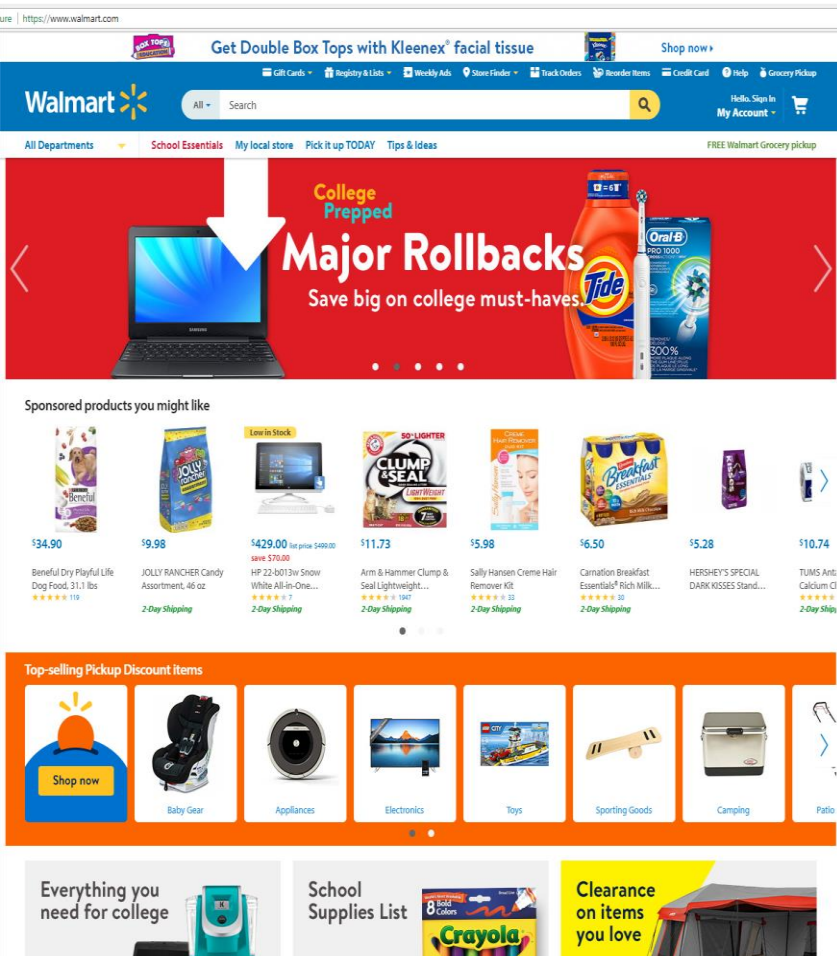
- Design for Usability
- Conversion-Centered Design
- Three Questions
- Segments
- Mobile first

# Design for Usability

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- Follow website conventions
- Create effective visual hierarchies
- Break pages up into clearly defined areas
- Make it obvious what's clickable
- Eliminate distractions
- Format content to support scanning

# Design for Usability (Walmart)



**Conventions:** My Account and Shopping Cart at the top right of the page; Search bar at the top; Brand logo at top left.

**Visual hierarchies:** Attention first to boldly-colored “Major Rollbacks” promotion; orange box to group discount items and separate them from sponsored products; gray boxes underneath the orange box.

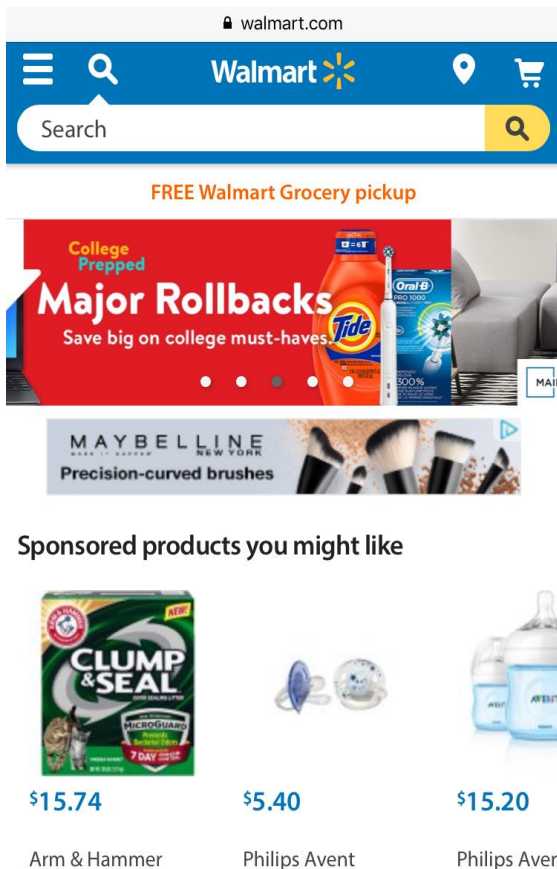
**Clearly defined areas:** Areas are visually set apart with both labels and colored boxes.

**What’s clickable:** For this particular page, what’s more important than making it obvious what’s clickable is to make EVERYTHING clickable. They should navigate to the product page by clicking the product image, the price, the text, or the reviews on the product. Anywhere within the red box at the top should take them to the corresponding rollbacks page.

**Eliminate distractions:** This tends to be a bit different for retail sites, because every shopper has a different list of products he/she is looking for, so one shopper’s distraction might be another shopper’s perfect call to action. For an ecommerce site, what matters is whether they see anything compelling without being overwhelmed by an overly cluttered page. This page provides lots of content that might be compelling to different shoppers but at the same time is well organized so that it doesn’t overwhelm the user.

**Support scanning:** Different sections are labeled so users can quickly jump from section to section.

# Design for Usability



**Conventions:** Hamburger menu in top left; shopping cart in top right; location finder at top; cut-off product at bottom right to signal right-scrolling is possible.

**Visual hierarchies:** Blue around navigation-related links; Red background to separate promotion bar at top.

**Clearly defined areas:** Maybelline ad is a different size to show it's not part of promotion at top; title of sponsored products section separates it from other content.

**What's clickable:** Practically everything is clickable. What's more important on mobile is that no links are too small to click easily.

**Eliminate distractions:** With smaller screen size, less content can be shown, and this page is not cluttered.

**Support scanning:** Clear labels for each section.

# Conversion-Centered Design

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- Attention
- Context
- Clarity
- Congruence
- Credibility
- Closing
- Continuance

*Applies on landing pages*

# Conversion-Centered Design

The screenshot shows the Dropbox homepage in a web browser. The browser's address bar displays 'Dropbox, Inc [US] | https://www.dropbox.com'. The page header includes a 'Try Dropbox Business' button, the Dropbox logo, and links to 'Download the app' and 'Sign in'. The main heading is 'Reinventing teamwork', followed by the subtext 'Introducing Dropbox Paper and Smart Sync — a simpler way to work together.' Below this, there are two featured product sections: 'Dropbox Paper' with the tagline 'Grow bigger, brighter ideas' and an 'Explore Dropbox Paper >' link, and 'Smart Sync' with the tagline 'Everything you need, right when you need it' and an 'Explore Smart Sync >' link. In the center, there is a sign-up form with fields for 'Full name', 'Email', and 'Password', a checkbox for 'I agree to Dropbox Terms', and two large blue action buttons: 'Sign up for free' and 'Sign up free with Google'.

**Attention:** The two large blue action buttons attract the most attention.

**Context:** The principle of context is especially important for landing pages, but it also applies to homepages like this one. Who is Dropbox's most likely visitor? They likely already know basically what Dropbox does, so instead of the homepage explaining how Dropbox works, it shows additional, lesser-known capabilities that Dropbox enables.

**Clarity:** It's clear that the page wants the user to sign up for an account. The page doesn't make clear what Dropbox does, but given the context, that might not be a problem.

**Congruence:** The content about Dropbox Paper and Smart Sync could potentially distract customers from the desired conversion. But this content is congruent in the sense that it enhances the value of Dropbox to the user.

**Credibility:** The content about Dropbox Paper and Smart Sync are clearly meant to communicate the sophistication of Dropbox for file sharing and collaboration.

**Closing:** The word 'free' appears on both action buttons.

**Continuance:** The user has entered his/her name, email, and phone number, so a click on the link should take them to a page that confirms their account creation and walks them through the next steps.



# Conversion-Centered Design

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Boost  
productivity  
with Dropbox  
Business

The secure file sharing and storage  
solution that employees and IT admins  
trust.

Try Dropbox Business free

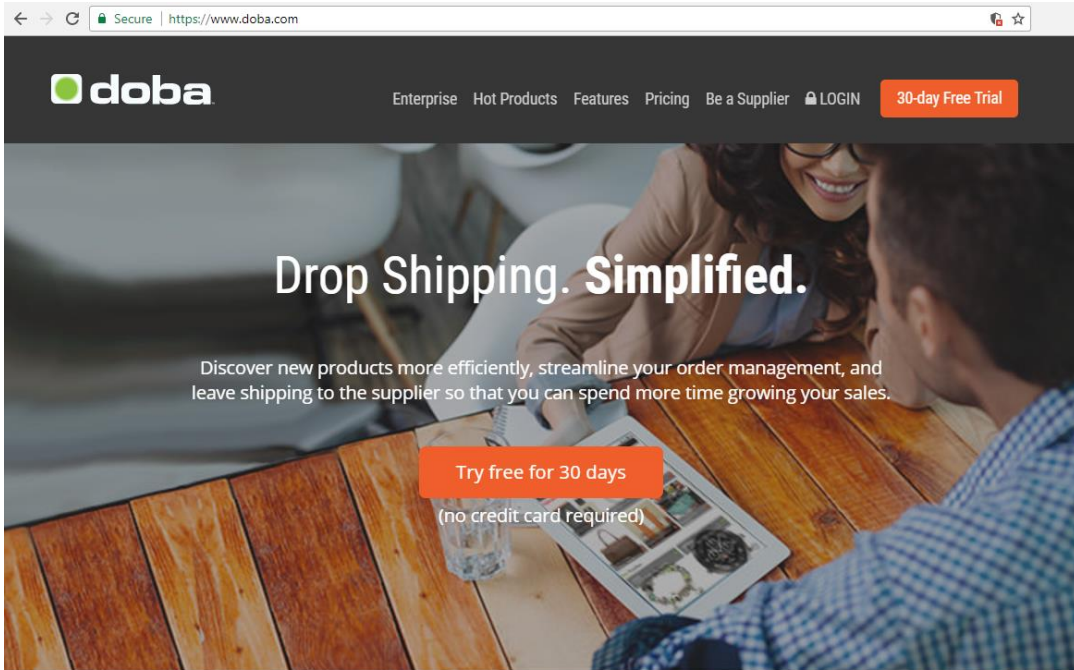
Get Dropbox Basic

- Attention
- Context
- Clarity
- Congruence
- Credibility
- Closing
- Continuance

# Three Questions (Your website must answer)

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- What are you offering?
- Why should I pick you?
- What do you want me to do next?



### How does Doba work?

We've brought hundreds of qualified manufacturers and suppliers into one marketplace. You can list and sell products without ever having to buy inventory up front or pack and ship orders.



STEP 1

**Find the products in the Doba marketplace that you want to sell**

Search our catalog of millions of products for products that fit your niche and organize them in



STEP 2

**Export product listings to your online store**

Easily upload products to popular ecommerce platforms and marketplace sites. You can add hundreds of products to any of the



STEP 3

**Sell to your customer first, then buy the product from Doba**

You sell the products at retail price, then pay the wholesale price to the supplier through the Doba



STEP 4

**The supplier ships the product directly to your customer**

When you place the order through Doba, just enter the customer's shipping address, pay the wholesale



STEP 5

**Sell again. Profit again.**

The time and money you save in warehousing and fulfillment costs can be spent doing what you do best: finding new product your customers want and

# Three Questions

- What are you offering?
- Why should I pick you?
- What do you want me to do next?

# Drop Shipping. Simplified.

Discover new products more efficiently, streamline your order management, and leave shipping to the supplier so that you can spend more time growing your sales.

Try free for 30 days

## Three Questions

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- What are you offering?
- Why should I pick you?
- What do you want me to do next?

# Segments

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- Conversion, or the next step in the conversion process, should appeal to a variety of customers
- Segmentation can have many dimensions
  - Search versus category navigation
  - Browse versus directed shopping
  - Product category
  - New versus returning customer
  - Preference for online versus in-store shopping
  - Many more

# Segments

**-Search versus category navigation:** search bar is prominent, navigation menu by products or brands is also easy to find.

**-Browse versus directed shopping:** People who prefer to browse see offers in the main promotional section and popular products further down. They can also click the Deals navigation to browse deals.

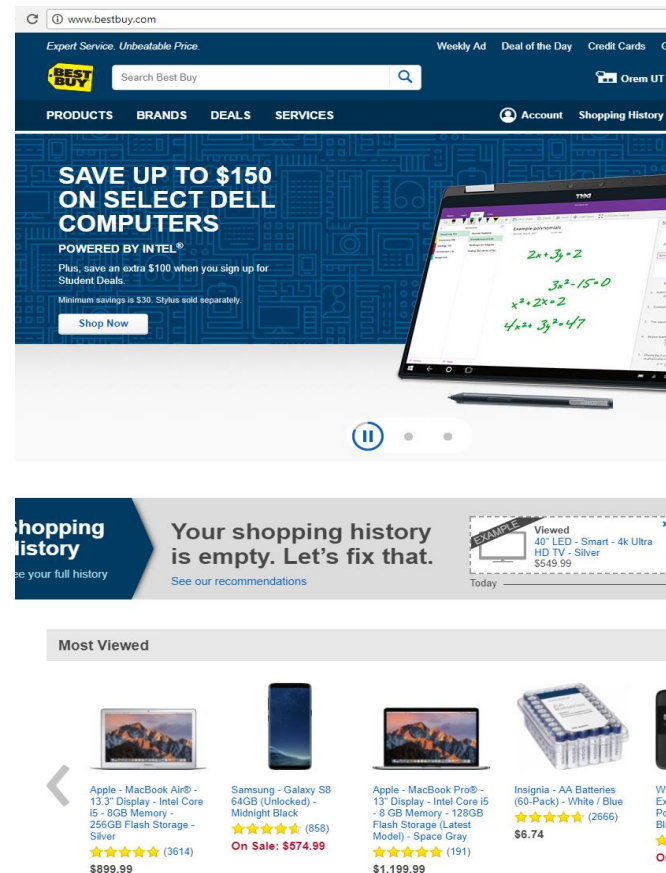
**-Product category shopping:** If they click on the Products navigation, they can see a variety of product categories to shop from.

**-New versus returning customers:** Returning customers can see shopping history, order status, or log in to their account. Importantly, these capabilities for returning customers aren't off-putting to new customers. All of the shopping that new customers want to do aren't hindered.

**-Preference for online versus in-store shopping:** People who prefer to shop in-store are directed to the nearest store and even given the closing time.

**-Additional segmentation basis, product comparison shoppers versus brand-loyal shoppers:** People who like to compare products can navigate via the Products navigation, while those who are brand-loyal can search via the Brands navigation.

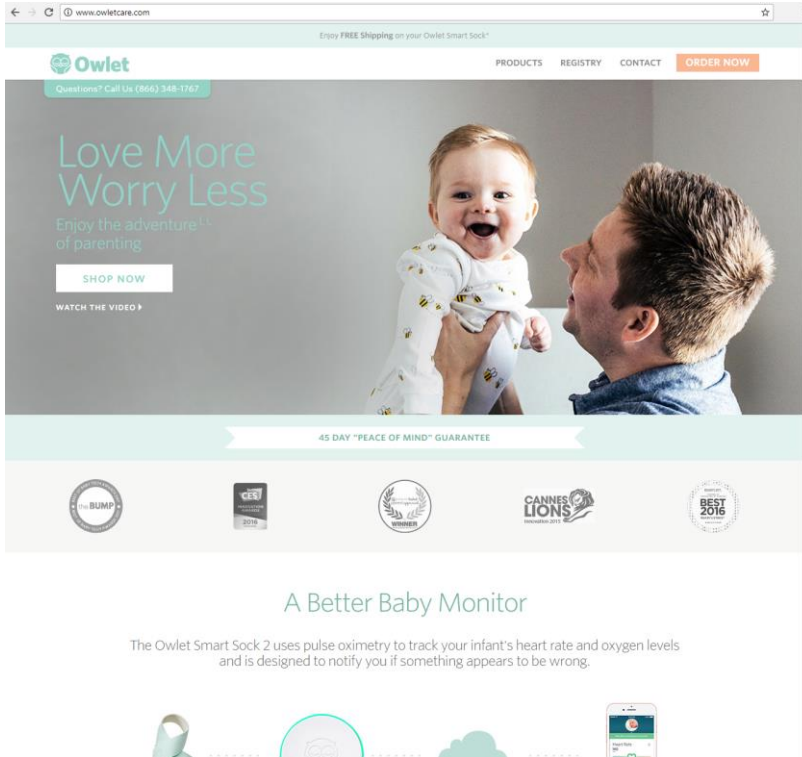
*However, trying to appeal to too many segments may cause the page to get so cluttered it appeals poorly to all of them.*



# Mobile First

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- Design for smaller screens first
- Add features and content for larger screens (“Progressive enhancement”)

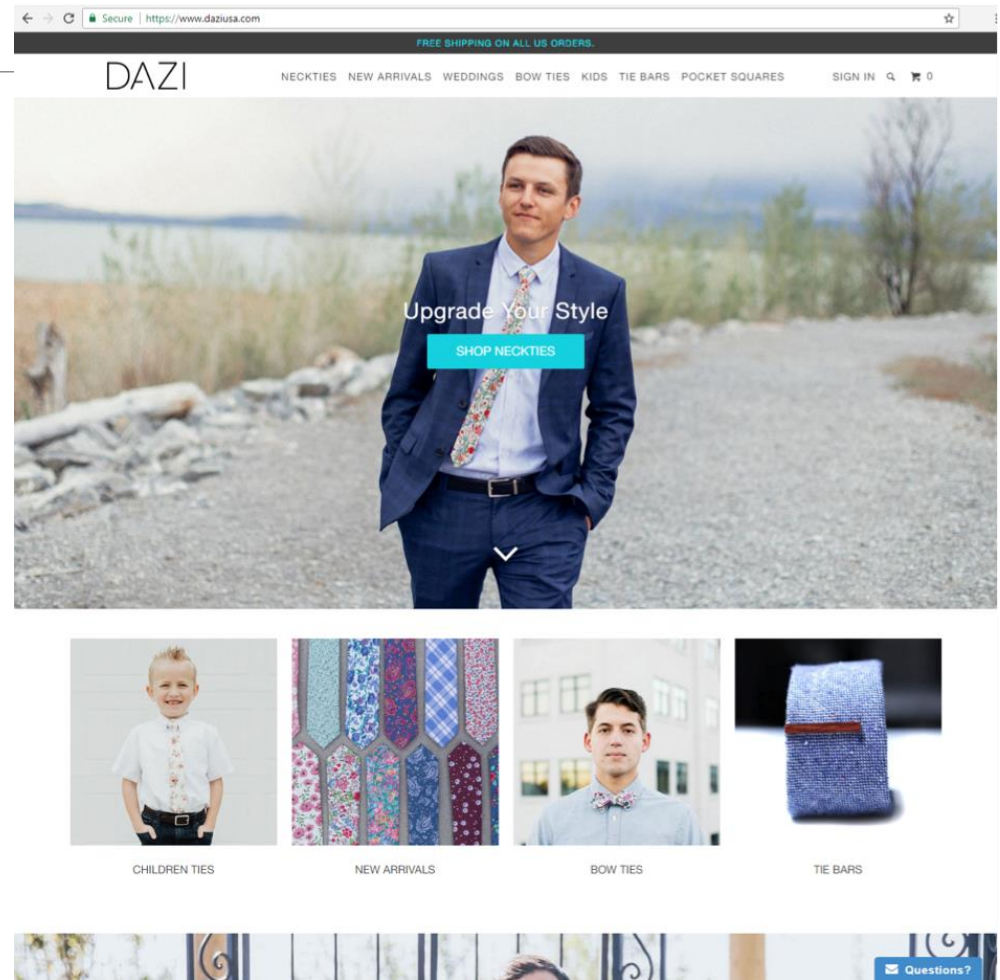


# Mobile First



# Webpage Elements

- Color Scheme
- Buttons
- Images
- Navigation
- Trust Symbols
- Video
- Forms
- Phone Numbers



# Landing Pages

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“A landing page is any web page that a consumer can land on, but in the marketing realm, it’s usually a **standalone page, distinct from your homepage or any other page, that serves a single and focused purpose.** A landing page is a follow up to any promises that you’ve made in your content. Essentially, it’s the next step toward a visitor becoming a customer. Your landing page lets you make a trade, some sort of special offer, piece of information or a deal, in return for providing contact information.

Landing pages can be click through, leading to another page such as your e-commerce site, or lead generation based. Lead generation **landing pages typically offer items like an eBook, free trial, contest entry or webinar registration in return for the submission of contact information.**

A good landing page will do its job by convincing a potential customer that it’s worth it to provide personal details in return in exchange for whatever you have to offer. “

(Baldwin 2020)

# NSAMCWADLP

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Never Start A Marketing Campaign  
Without A Dedicated Landing Page

# Good landing page?

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One the top of the five components of web design framework, landing pages **need to match** the advertisement on three aspects:

- Product (or service)
- Message
- Visuals

# Conversion-Centered Design

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- Attention
- Context
- Clarity
- Congruence
- Credibility
- Closing
- Continuance

*Applies on landing pages*

# Landing Pages

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Types of landing pages:

- Single product
- Multi product
- Lead generation
- Subscription
- Long copy
- Single purpose

# Single product

[Home](#)[Headphones](#)[Earphones](#)[Support](#)

## BeSound.

The best headphones ever created.

[RESERVE NOW](#)[LEARN MORE](#)

## Impressive Sound.

## *Single product landing page should have:*

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- Product image
- Unique value proposition (UVP)
- Call to action
- How to proceed
- Familiar color scheme & logo



# Multi product

JustBats.com

JustBallGloves.com

7 Hours & 7 Minutes Left  
For Free Shipping Today On All Baseball  
Gloves and Softball Gloves

\$0.00  
0 items

CHECKOUT

Order Lookup

Customer Service

Returns

Order Gloves: 1-866-321-4568

CHAT NOW

Search Gloves

SEARCH

Gloves

Glove Coach

Glove Reviews

Glove Resource Guide

TRY THE  
GLOVECOACH

What type of glove are you looking for?

Baseball

Female Fastpitch

Slow Pitch Softball

Youth

SHOP BY SUB TYPE

Catchers Gloves (85)

Fielders Gloves (484)

First Base Gloves (54)

Vintage Gloves (36)

SHOP BY THROWER

Left Hand Thrower (324)

Right Hand Thrower (527)

SHOP BY POSITION

All Positions Gloves (20)

Catcher Gloves (86)

First Base Gloves (54)

Infield Gloves (344)

Outfield Gloves (176)

Pitcher Gloves (204)

Second Base Gloves (247)

Short Stop Gloves (243)

Third Base Gloves (295)

SHOP BY DEALS

Closeout Gloves (26)

Gloves

Baseball

Showing 24 gloves

Sort By: Most Popular

Most Popular Baseball Gloves

In baseball, every defensive player on the field wears a baseball glove, but many baseball players have their own unique needs based on their position and personal preference. JustBallGloves.com aims to assist players in finding their perfect baseball glove by allowing you to sort by [Fielders Gloves](#), [Catcher's Mitts](#), [First Base Mitts](#), and [Vintage Baseball Gloves](#), so that you can easily begin navigating toward the glove you're looking for! From there, we've broken down our massive selection to give you the option to filter by position, size, brand, web style, and by [Right Handed Baseball Gloves](#) and [Left Handed Baseball Gloves](#). If you're searching for cheap baseball gloves, check out our [Closeout Gloves](#) and [Demo Gloves](#) for discount prices and great baseball glove sales! If you're still not sure which of our baseball gloves for sale is right for you, browse our [Glove Resource Guide](#), or let our [Glove Coach](#) walk you through the buying process step-by-step! Also, be sure to see what other players think the best baseball gloves are by checking out our [Baseball Glove Reviews](#) page!

Rawlings REVO 750 Series: 75C112PCS

Vinci Pro Custom Pro Junior Series: BRV1957 Youth

Vinci Pro Custom Pro Junior Series: BRV1953 Youth

Rawlings Renegade Series: R115FBR Youth First Base Mitt



WAS \$159.99

\$69.99

Rawlings 11.25 Inch REVO 750 Series: 75C112PCS... more

★★★★★ 2



\$59.99

Vinci Pro 10.50 Inch Custom Pro Junior Series: BRV1957 Youth... more

★★★★★ 32



\$59.99

Vinci Pro 11.00 Inch Custom Pro Junior Series: BRV1953 Youth... more

★★★★★ 21



\$69.99

Rawlings 11.50 Inch Renegade Series: R115FBR Youth First Base Mitt... more

★★★★★ 7

Wilson A2K Series: AZK0BB3CQW


Wilson A2K Series: AZK0BB3OT6

Mizuno Prospect Series: GXF101 Youth First Base Mitt

Shoelless Joe Joe Junior Series: 1000JR Youth



WAS \$299.99



WAS \$299.99





POPULAR BRANDS

Rawlings

Mizuno

nohona

Wilson

Sluggar

A

Nike

WORTH

GLOVE DEALS

JustBallGloves.com

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Sign Up

CUSTOMER SUPPORT

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support@justballgloves.com

Live Chat

Customer Se

TESTIMONIAL

Google Trusted Store

# Lead generation



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## How Buffer Uses Scalable Customer Collaboration to Build a Winning Product



In just 5 years since Buffer got its start in 2010, it has become the go-to social media tool for marketers. Buffer is an easy to use social media scheduling and management platform. The platform helps marketers save time by scheduling and publishing content across multiple social media accounts at once. Buffer also offers tools to help with content curation and provides rich analytics that enable marketers and agencies to track engagement and identify their most successful posts.

Download the case study to read about how Buffer:

- Manages feedback from over 3 million users
- Prioritizes customer requested features for their roadmap
- Ensures efficient allocation of engineering resources

*"We're not building things focused purely on our own assumptions, but we really push for customer validation, so that we make sure anything we build is something that customers actually need and solving an actual problem."*



**TOM DUNN**  
Customer Development & UX Researcher

Get the case study now!



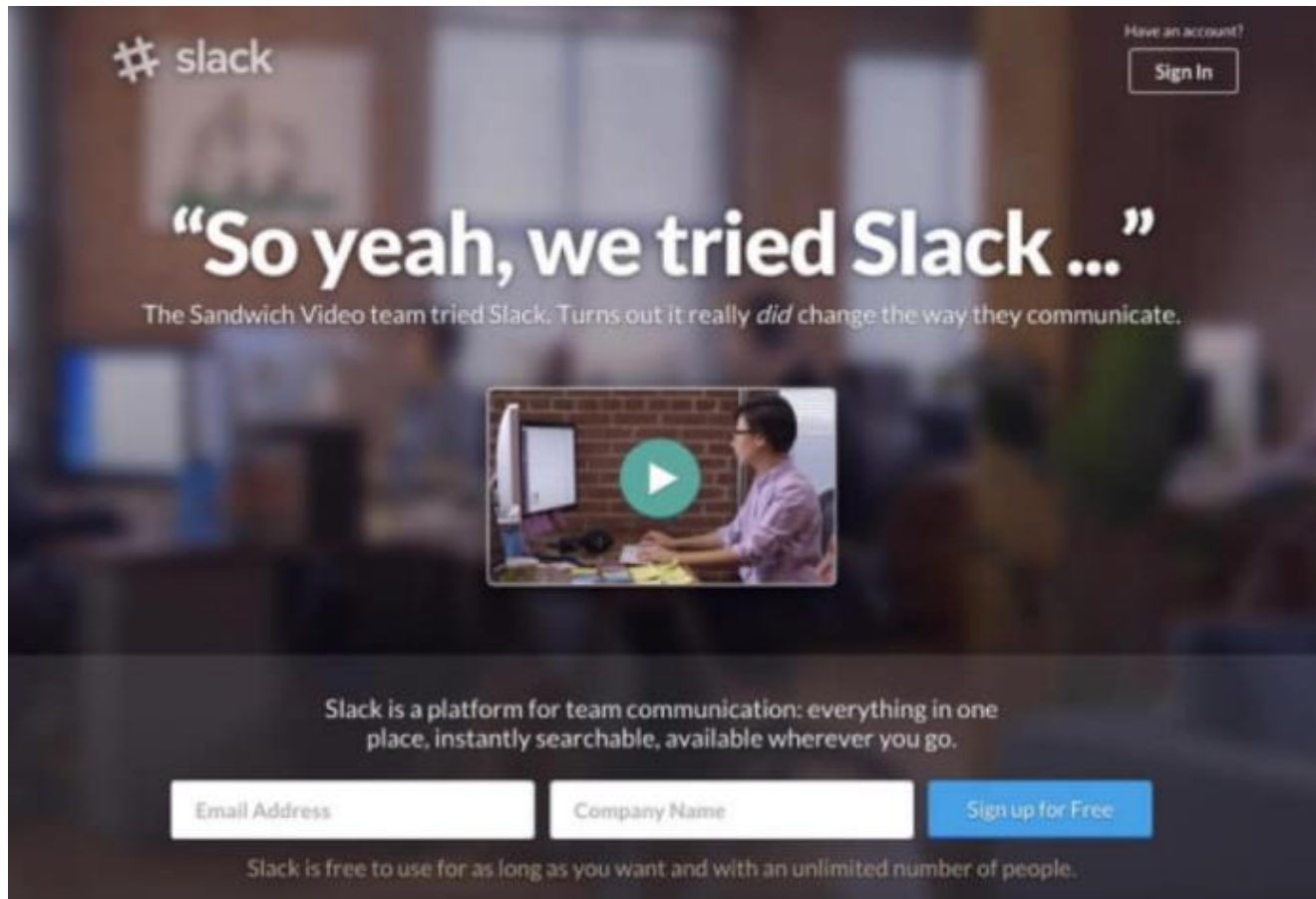


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# Long copy

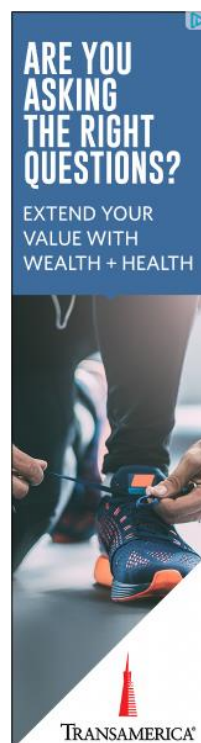
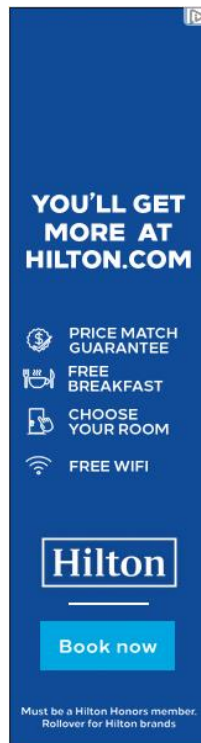
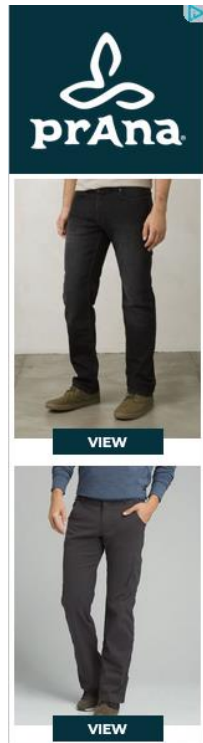
# Single purpose

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A screenshot of the Slack landing page. The background is a blurred office scene. In the top left, the Slack logo (a hash symbol) and the word "slack" are visible. In the top right, there is a "Sign In" button with the text "Have an account?" above it. The main headline reads "So yeah, we tried Slack ..." in large white font. Below it, a subtitle says "The Sandwich Video team tried Slack. Turns out it really *did* change the way they communicate." in a smaller white font. In the center, there is a video player showing a man at a desk with a large green play button overlay. At the bottom, a dark grey section contains the text "Slack is a platform for team communication: everything in one place, instantly searchable, available wherever you go." Below this text are three input fields: "Email Address", "Company Name", and a blue "Sign up for Free" button. At the very bottom, a line of text states "Slack is free to use for as long as you want and with an unlimited number of people."



# Landing Page Type





CUSTOMER CARE ▼ FREE SHIPPING ON ORDERS OVER \$99\*

WISHLIST GIFT CARDS SIGN IN MY BASKET

prAna

WOMEN MEN ACCESSORIES SALE STORIES Search Products

Home > Sale > Men's Sale > Bottoms > Pants > Manchester Jean

**Manchester Jean**  
★★★★★ (109) | STYLE: #M41179901X  
~~\$99.00~~ **\$59.40**

CHOOSE A COLOR: BLACK

SELECT A SIZE:

28	30	31	32	33
34	35	36	38	40
42				

Size & Fit Guide

SELECT INSEAM: 30

30	32	34
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**ADD TO MY BASKET**

Add to Wishlist

THE DETAILS  
**MANCHESTER JEAN**

THE PRANA MANCHESTER JEAN IS A SLIM FIT MADE WITH DURABLE ORGANIC COTTON STRETCH DENIM FEATURING 5 POCKET STYLING AND REINFORCED RIVET DETAILS.

SIZE GUIDE

PRODUCT DETAILS

- Organic blend stretch denim
- 5-pocket styling

FABRIC DETAILS

- 85% Organic Cotton / 14% Sorona® Polyester / 1% Lycra® Elastane

OUR FABRIC  
**ORGANIC COTTON**

When you buy products featuring organic cotton, you are supporting a process that eliminates the use of harmful pesticides and fertilizers, which are only

The prAna brand clearly believes consumers were interested in the specific product, as they have provided **a single-product landing page**. The absence of ad messaging enabled prAna to show the already-existing product page rather than design a new landing page.

**YOU'LL GET MORE AT HILTON.COM**

- PRICE MATCH GUARANTEE
- FREE BREAKFAST
- CHOOSE YOUR ROOM
- FREE WIFI

**Hilton**

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Must be a Hilton Honors member. Rollover for Hilton brands.

My Reservations Sign In Join **Hilton** HONORS

OFFERS MEETINGS & EVENTS RESORTS ABOUT HILTON LANGUAGES

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[ADVANCED SEARCH](#)

\*Must be a Hilton Honors member. Hilton Santa Barbara Beachfront Resort, California, USA

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- Our Best Price
- Points towards Free Nights
- Free Wi-Fi

[JOIN NOW](#)

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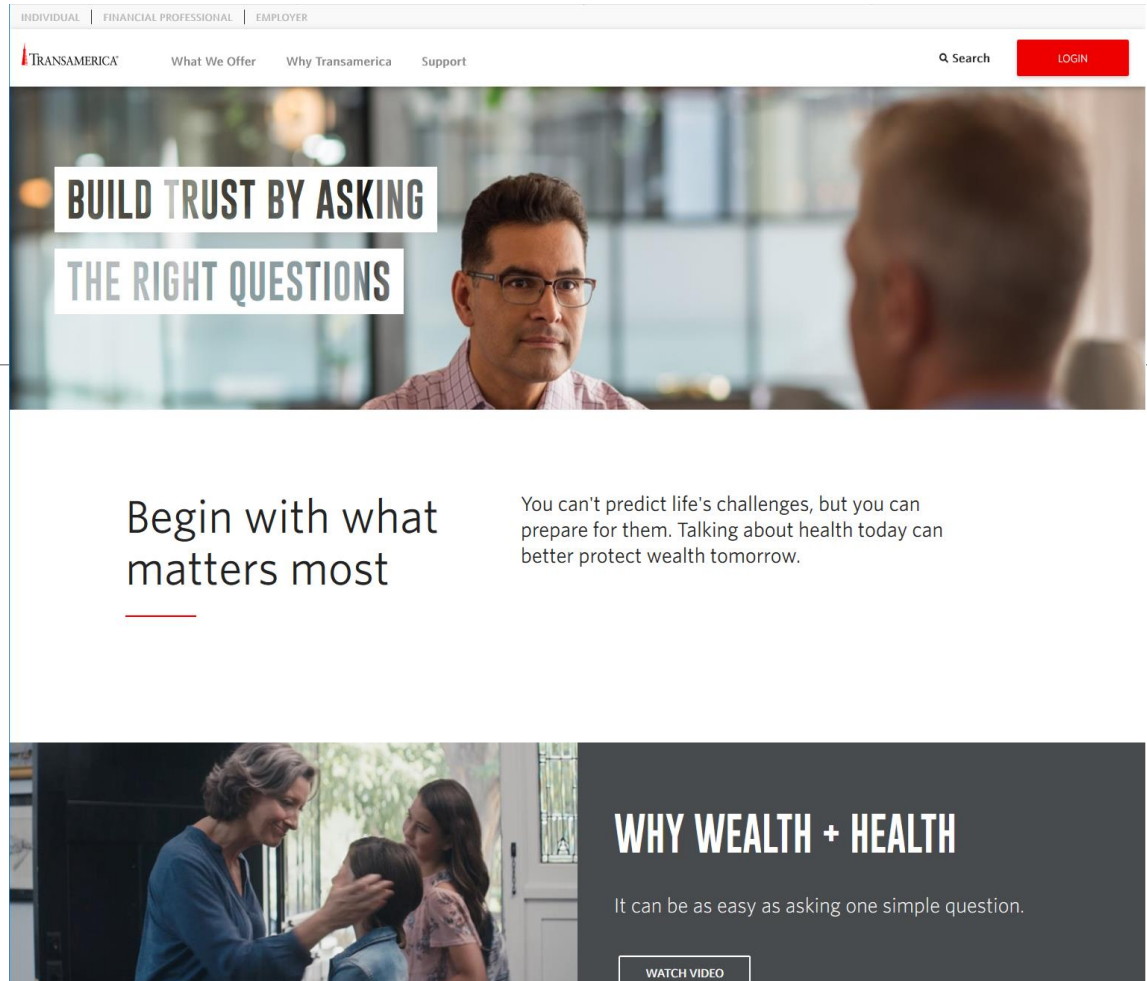
[Feedback](#)

**Hilton**

WALDORF ASTORIA CONRAD canopy Hilton CURIO EXETER TAPESTRY HYATT PLACE by Hilton TRU HOME2 Suites by Hilton Hilton Grand Vacations

Hilton did not opt for the single-purpose landing page. Surprisingly, the landing page does not do a great job matching the ad message. The middle image below the booking window provides some match (“Our Best Price” is a partial match to the “Price Match Guarantee” from the ad and the “Free Wi-Fi” is also there), but a more direct match, more prominently displayed near the booking window, might produce better results. The color scheme at least matches well.





The messaging on the landing page does an excellent job matching with the ad. The two major themes were “asking the right questions” and “wealth+health”. The “Wealth + Health” shows up in the upper fold along with a video that explains the full meaning. Right above it, the short blurb explains why health and wealth go together. The very top stripe talks about “asking the right questions”. There was a lot more content as the user scrolled down the page, along with intermittent calls to action.



My Store: 564 Lindon Pkwy - Lindon

My Vehicles | Cart: \$0.00 (0 Items)

TIRES WHEELS APPOINTMENTS TIPS & GUIDES FINANCING PROMOTIONS

What can we help you find?

Home > Tips & Guides > Tire Safety

## Tire Safety

Always consult your vehicle owner's manual as well as tire manufacturer's literature for specific information as to vehicle/tire performance. The intent of Discount Tire is to supplement and not supersede this material. In the event of a conflict in the materials, you should always rely upon the recommendations of your vehicle and tire manufacturers.

### KNOW YOUR NUMBERS

At Discount Tire, our first consideration is the safety of our Customers. When it comes to driving your vehicle, there are several variables that can affect your safety. Road conditions, adverse weather and driving behaviors are a few that can compromise your overall safety, but your tires also play a role.

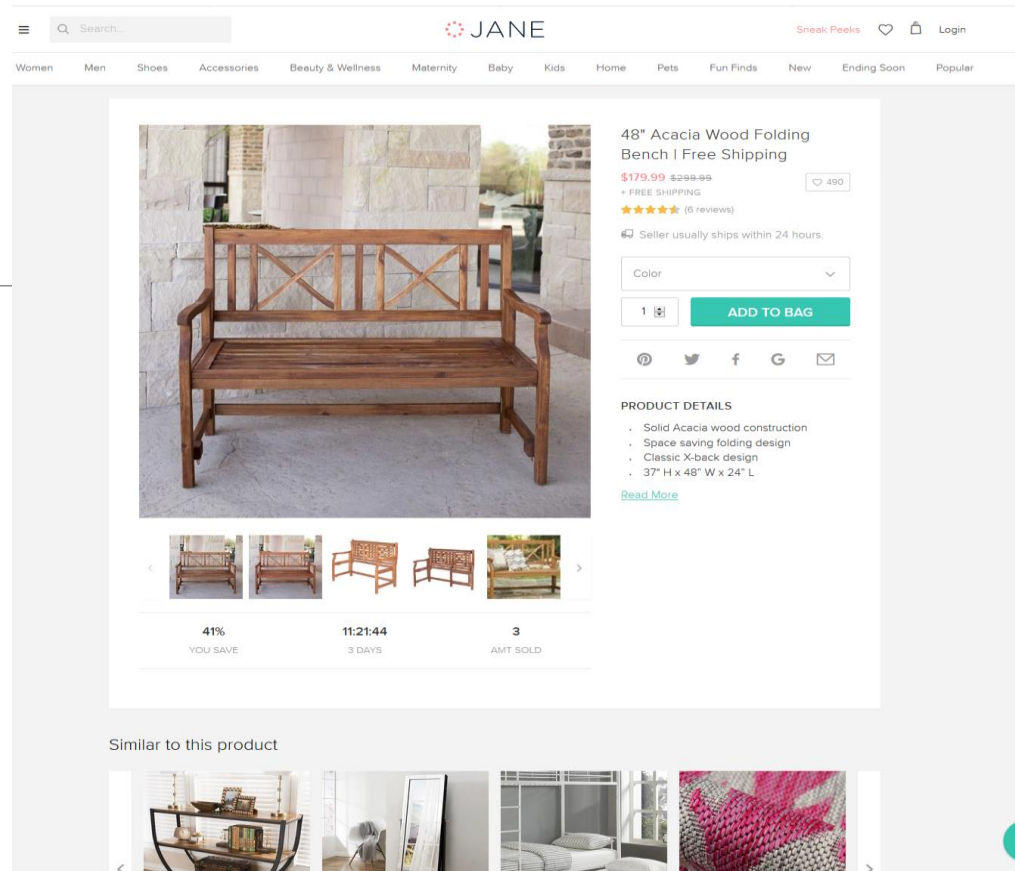


Of all the safety features on your vehicle such as anti-lock brakes, traction control, and all-wheel drive systems, your tires are one of the most important. Your tires are the only thing that connect your vehicle to the road, so it makes sense that they play such a major role in your safety on the road.

Before you hit the road, it is important that your tires are properly maintained and are in good working condition. The more you know and understand about your tire's health, the better off you will be when driving your vehicle. There are 4 main factors when it comes to the health of your tires: Tread Depth, Tire Age, Tire Inflation/Load, and keeping up with Routine Maintenance.

TREAD DEPTH SAFETY

Even though the landing page does not match on visual elements well, the long-form nature of the page, designed to provide education leading to a conversion, means that a matching image might decrease the credibility of the landing page. By giving the page the prominent header of "Tire Safety", it immediately communicates the possible importance of the page information.



Similar to prAna, Jane opted for a single-product landing page. They clearly believe that a click on their ad reflects interest in the product itself, and not a desire to browse products on Jane. Or perhaps they believe that even if a good share of consumers are clicking with the desire to browse, it's easier to browse from this product page (all the navigation is visible) than it is to find the bench from a different page.



## A THOUGHTFULLY CRAFTED CRUNCH.

To craft Crunchmaster snacks, we use inspiration from the traditional Japanese rice culinary style called "Usuyaki."

We start with pure, California rice, add seeds and other better-for-you ingredients, dry them to a precise moisture and bake in the goodness.

The top image seen in the landing page is actually a video. The landing page, rather than try to secure a conversion, provides information in support of the quality of the cracker. The mapping function that allows consumers to find the stores at which they can purchase the crackers is located at the bottom of the page, after a lot of scrolling past alternate calls to action. The lack of an immediate call to action is probably a mistake. People who clicked on the ad were probably already intrigued by the option to eat "better crackers," and the landing page does not give opportunity to immediately capitalize on this interest. The lack of a clear visual match is also a mistake.

## Conclusion

There is no single right way to design a webpage or landing page, but all well-designed webpages have two things in common. First, they were designed to facilitate the behavior desired from the customer. Second, they were continually tested and updated to yield the highest possible conversion rate or profitability. Good web design is not about creating aesthetically pleasing sites—it is about generating conversions.

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**STUKENT**