Topic 2:
Web Design

MKT 485

Chapter Objectives

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

*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

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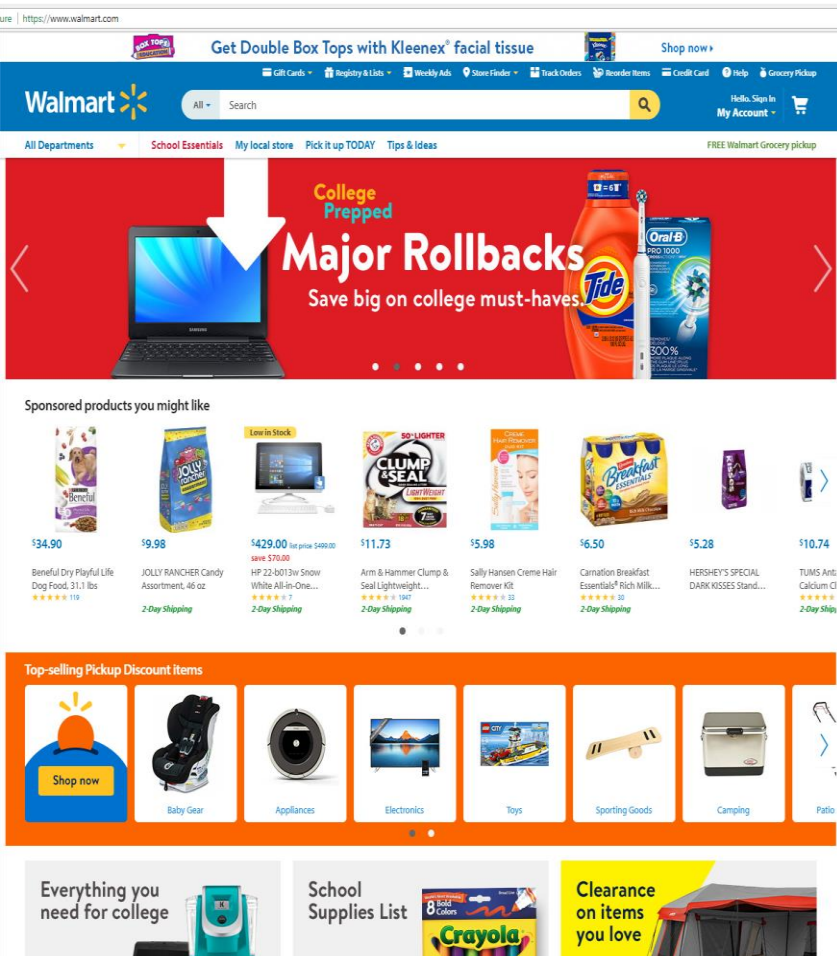
Conventions: My Account and Shopping Cart at the top right of the page; Search bar at the top; Brand logo at top left.

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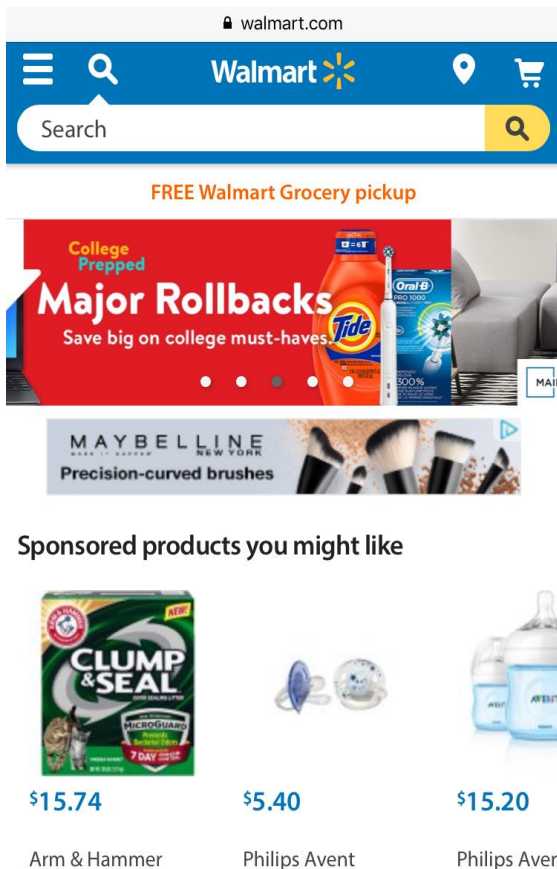
Conventions: Hamburger menu in top left; shopping cart in top right; location finder at top; cut-off product at bottom right to signal right-scrolling is possible.

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

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

Applies on landing pages

Conversion-Centered Design

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

- Attention
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- Continuance

Three Questions (Your website must answer)

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

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Segments

- 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.
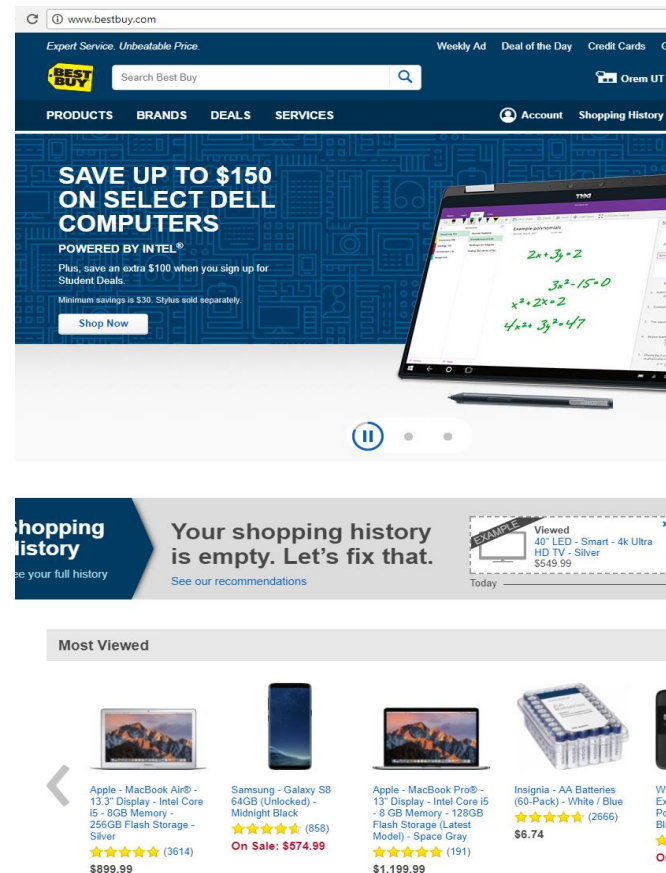
Mobile First

- Design for smaller screens first
- Add features and content for larger screens ("Progressive enhancement")
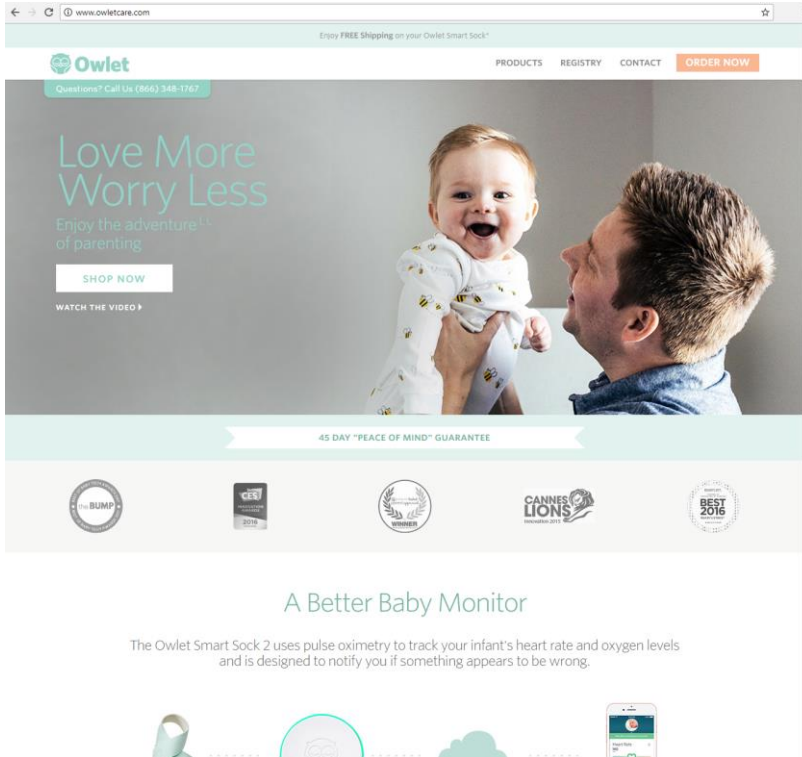
Mobile First

Webpage Elements

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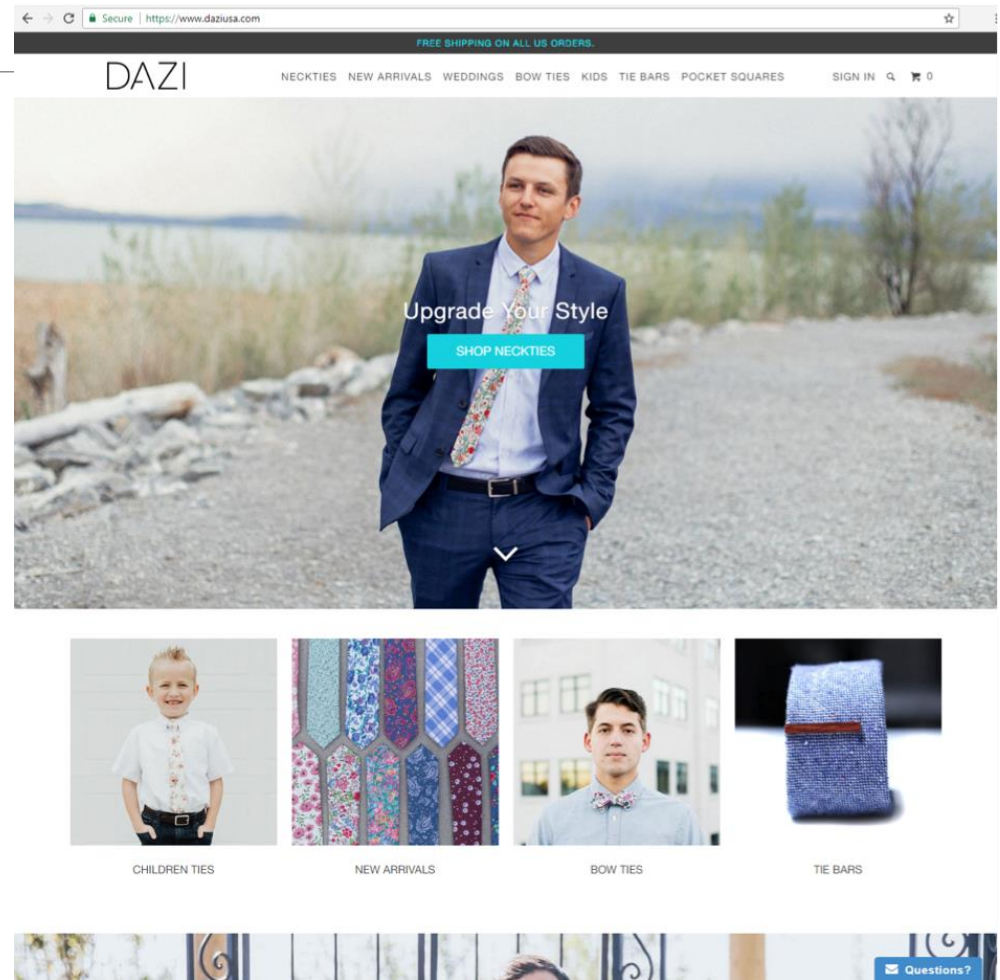
Landing Pages

"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

Never Start A Marketing Campaign Without A Dedicated Landing Page

Good landing page?

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

- Attention
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Applies on landing pages

Landing Pages

Types of landing pages:
- Single product
- Multi product
- Lead generation
- Subscription
- Long copy
- Single purpose

Single product

Single product landing page should have:

- Product image

- Unique value proposition (UVP)

- Call to action

- How to proceed

- Familiar color scheme & logo

Multi product

Lead generation

Subscription

Long copy

Single purpose

Landing Page Type

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.

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.
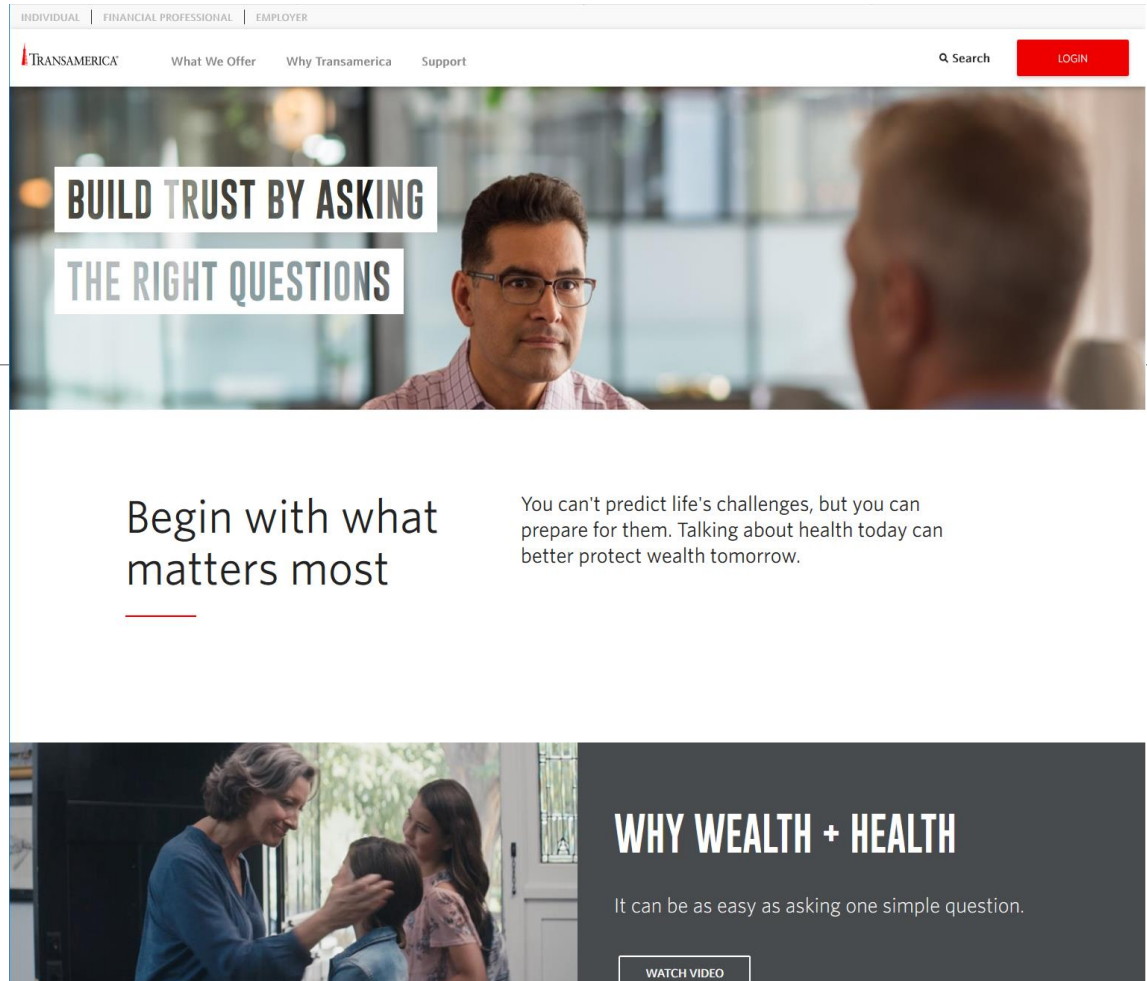
The messaging on the landing page does an excellent job matching with the ad. The two major themes were "asking the right questions" and "wealth+health". The "Wealth + Health" shows up in the upper fold along with a video that explains the full meaning. Right above it, the short blurb explains why health 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.

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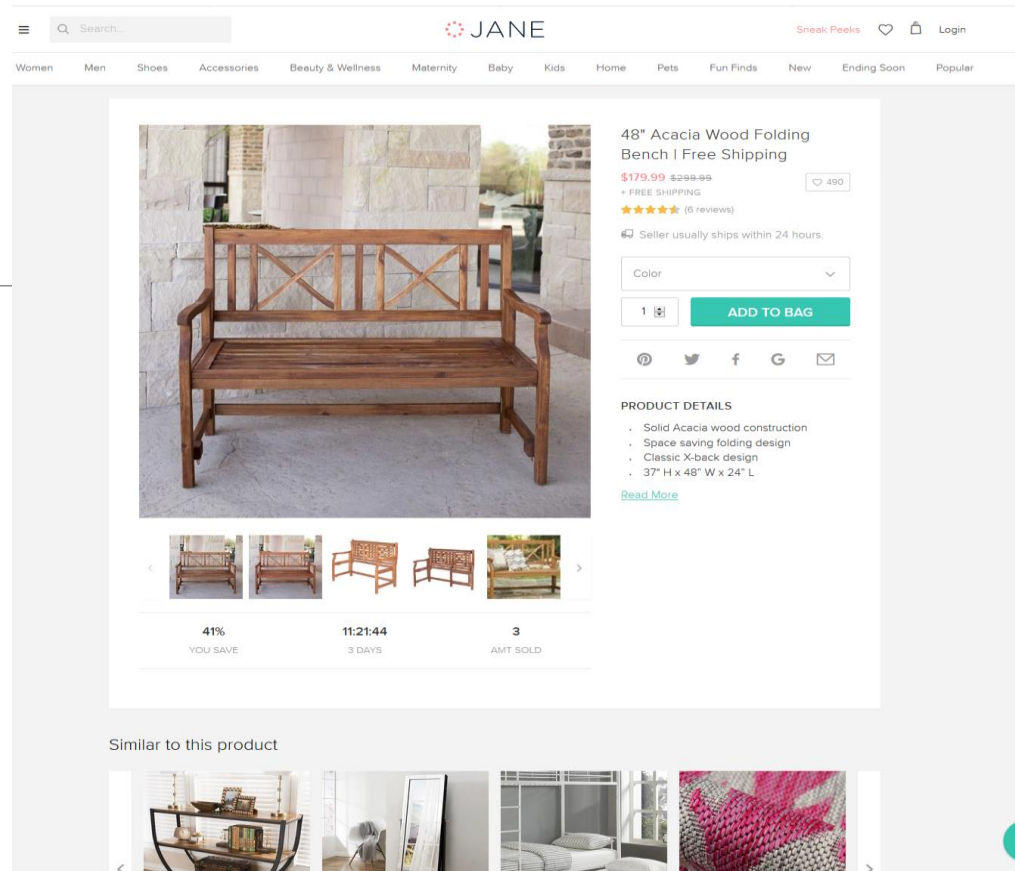
Similar to prAna, Jane opted for a single-product landing page. They clearly believe that a click on their ad reflects interest in the product itself, and not a desire to browse products on Jane. Or perhaps they believe that even if a good share of consumers are clicking with the desire to browse, it's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

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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