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# GET READY TO LAUNCH YOUR SITE

COLLECTION OF BEST PRACTICES TO WIN OVER POTENTIAL CUSTOMERS

WHY MOST WEB DESIGN IS DONE THE WRONG WAY

MISTAKES THAT EVERYONE MAKES

Some web sites are based on a template, they are usually cluttered, unattractive and they don't convert well.

Websites need straight-to-the-point clarification, colours and call-to-action-buttons in the right places, generally more whitespace, better copywriting, and maybe an overall upgrade in aesthetics while not overdoing it. Solely optimising for beauty might win you a design award that come with extra traffic. However, untargeted traffic is unlikely to convert, and the effect is only temporary.
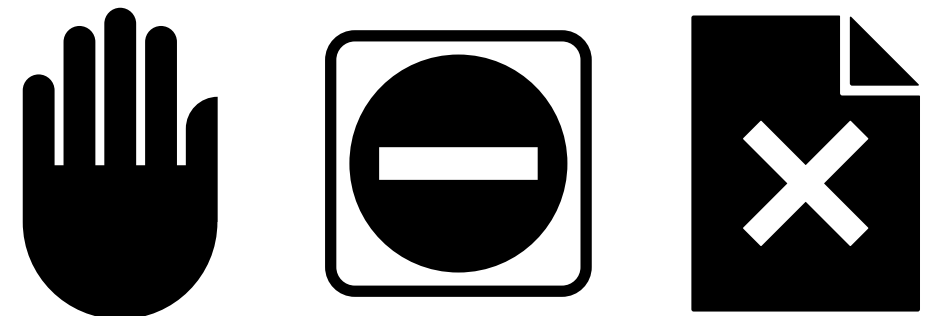
Customers are the bloodline for any business, that is why applying customer-centric design is so crucial. Scientific web design is functional. The form follows function; that's why Google, eBay, Amazon, Craigslist, LinkedIn, Facebook, Wikipedia, YouTube, and other leading websites look the way they look.

By measuring and testing everything you create, you learn how to make websites ultra-effective.

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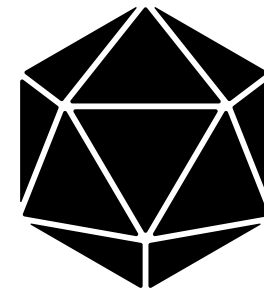
DESIGN FOR FUNCTION, NOT AESTHETICS

Take a look at the homepages of Google, eBay, Amazon and other websites and you will see that they are not designed for beauty. Their form follow their function.
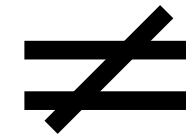
AESTHETIC

Most web agencies design for beauty, paying little more than lip service towards the goals of the business and its customers.

FUNCTIONAL

Good web design means understanding your visitors and your business, then designing to meet both of their needs. And this doesn't mean to follow someone who says, "I know my customers," but instead gaining deep insights through extensive research.

ART ≠ DESIGN

WHY NOT DESIGN FOR FUNCTION AND AESTHETICS?

Typical Wikipedia pages can be edited in one minute, but a similar change can take a least a day to some sites. Much of the time difference is because their own site is more complicated for aesthetic reasons. Fonts are substituted, decorative images are included, layouts are complicated, and ornamental graphics are added.

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CARRY OUT EXPERIMENTS ON YOUR WEBSITES

The benefits of A/B testing.

YOU KEEP ONLY YOUR SUCCESSES

If something works, we know not to throw it away. If we repeat this process of testing over and over again, meaning that only better performing versions of pages are kept, so then your conversion rate can only go up.

YOU NEVER NEED TO MAKE HARD DECISIONS

Testing allows you to postpone the decision-making until you know the correct answer, at which point the decision is a no-brainer. Endless pontification about "Should we do it?" Is replaced with a simple "Let's test it and find out.
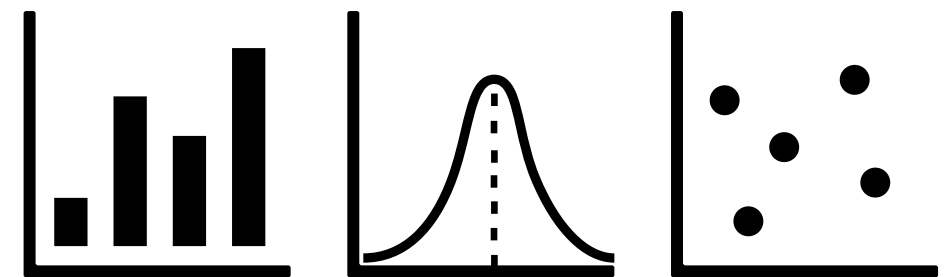
"Being able to figure out quickly what works and what doesn't can mean the difference between survival and extinction."

-Hal Varian, Google Chief Economist

"If you double the number of experiments you do per year you're going to double your investiveness."

-Jeff Bezos, CEO of Amazon

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SUBTLE AND FREQUENT, INCREMENTAL CHANGES

"Every work day Facebook is safely updated with hundreds of changes including bug fixes, new features, and product improvements. Given hundreds of engineers, thousands of changes every week and hundreds of millions of users we have worldwide, this task seems like it should be impossible.

-Chuck Rossi, Facebook's Release Engineering Manager

The top companies update their sites frequently - often weekly and sometimes daily. The changes are usually improvements to parts of pages rather than complete page redesigns or website redesigns. If you update your site in incremental iterations like this, you get three benefits:

1. **YOU GET TO SEE WHAT'S WORKING**

2. **YOUR SITE-IMPROVEMENT PROCESS STAYS NIMBLE**

3. **YOU GET TO SEE WHAT'S WORKING STAYS NIMBLE**

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WHY DO SOME PEOPLE IGNORE THESE PRINCIPLES

To uninitiated buyers, aesthetic design is easier to sell. Whether it's hammers or websites, some people buy beauty.

- **ANALYSE YOUR WEBSITE AND VISITORS**

- **IMPLEMENT CHANGES IN FREQUENT, SMALL TARGETED ITERATIONS**

- **IMPLEMENT THE WINNING CHANGES FROM THE A/B TESTS**

TO FIND OUT MORE OR IF YOU HAVE FURTHER QUESTIONS PLEASE CONTACT:

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