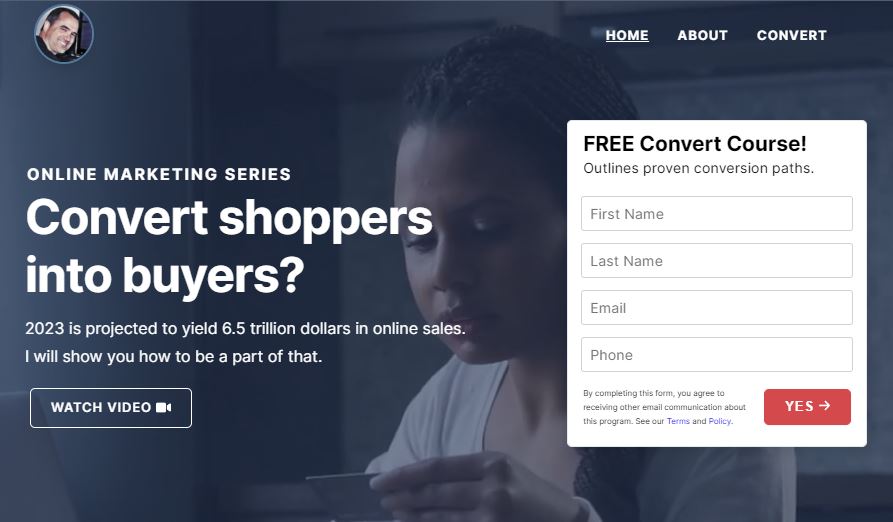
Convert Shoppers Into Buyers

[](https://topwebworks.github.io/wdd130/convert/)

Brett Snyder  
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# Convert WEBSITE Report

## Introduction

2023 is projected to yield 6.5 trillion dollars in online sales. I will show website visitors how to be a part of that. You may have a great product, but if you can’t uncover the buyers for your specific product – why bother?   
  
<https://topwebworks.github.io/wdd130/convert/>  
  
**The audience is for online sellers:** 69.4% male, and 30.6% female. Average ages range from 26-57 (Millennials to Gen X). 9.1 million Online Retailers in the world and 2.5 million of them are in the United States. The sellers can be broken down into three categories: Branded sellers, Traditional sellers, and Virtual Goods sellers. Many sell products on their own website by utilizing an in-house solution or a shopping cart platform. The rest will find a Marketplace for multiple sellers to list and sell products to be shipped and fulfilled by the Marketplace, the seller, or both. The audience for this site is mainly those with existing eCommerce or merchant shops, looking for more effective reach.

## Goals/Objectives

**To answer:** How do you convert shoppers into buyers? First, show your expertise in that product field. Present easy-to-understand content and user testimonials.

Secondly, target a hungry audience that fits your user vision through online campaigns.

And finally, make it easy and satisfying to purchase your product online. I would like to build a site that clearly outlines those 3 things. The approach is a series of microsites to gain leads through expertise and support. Later will sell my services to leads. Not selling anything at this point.

## Design Process

The design for this site came from best practices I have discovered in creating landing pages over the years. Clean whitespace and easy-to-follow content! The wireframes were created using Figma:   
<https://tinyurl.com/23mh5s4b>

Once the wireframes felt solid, I started creating the HTML scaffold. After that, added the styling. The CSS cascade approach is global > specific content blocks > responsive overrides. I placed flat gray placeholder images.

For responsiveness, I used the fluid approach. Most all container widths are percentage alongside a max width to constrain as needed. Responsive should work at any screen width on all common devices.

After the site structure worked responsively, I added the final images and videos from Pexel.com. Then verify the code using W3.org.

For fun, I added some JavaScript components from to add another layer of interactivity…the video modal and floating phone number.

## Conclusion

This class helped me remember some forgotten practices like REM and Grid. I have learned that it never hurts to review HTML and CSS 😊 I use it most days at work and after a while, it became more like a natural expression of the creative language…less like coding.

In the future, I feel like the web design industry will continually overlap with UI/UX and Frontend Coding to the point that most web designers should have those skills to stay competitive.

And once the web designer lands a job it is important, they help educate their team about becoming a team that converts sales rather than a production house of marketing web pages that do little. Convert those shoppers into buyers!