



WEBSITE DESIGN HITS AND MISSES:

The 'Musts' and 'Must Avoids'
All Business Owners Should Know

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REVELATION
creative





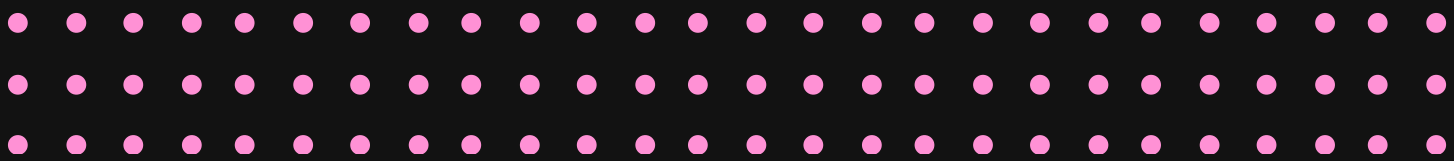
A BRIEF INTRODUCTION

- Educated in cognitive behavioral psychology from Duke University (Undergraduate) and University of Virginia (Graduate School)
- 10+ years experience in marketing and advertising comm
- President of Revelation Creative - A creative agency specializing in showcasing brands across the visual spectrum

OUR AREAS OF EXPERTISE INCLUDE:

GRAPHIC DESIGN (Print & Digital)
WEBSITE DEVELOPMENT
CONTENT CREATION
(SOCIAL MEDIA CAMPAIGNS, BLOG POSTS, EMAIL BLASTS)
STRATEGIC MARKETING GUIDANCE





TODAY'S AGENDA

1

JUST THE FACTS

About Online Traffic

2

WEBSITE DEVELOPMENT

From Digital Diagnostic to Launch

3

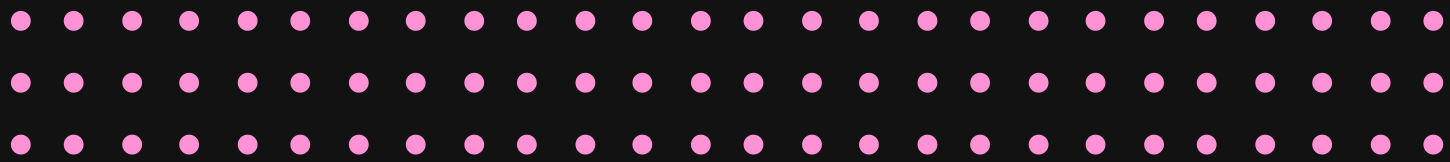
BUSINESS GROWTH

How to Get Ahead

4

Q & A

Ask now or forever hold your peace


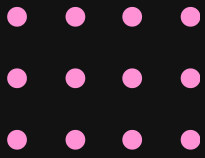




1

THE FACTS

Today, businesses who don't have a website or went the basic 'cut and paste' route jeopardize their credibility by not keeping pace with their peers.



“

**WHY DO I NEED
A FULLY-
OPTIMIZED,
EASILY
NAVIGABLE
WEBSITE?**

”



NEARLY 60%

of small businesses do NOT have a website

96% OF PEOPLE

use a search engine (mainly Google)

70-80% OF CONSUMERS



research a company online BEFORE visiting the small business or making a purchase



OVER 80%

of Internet users own a smart phone

ONLY 56%

of small businesses have responsive websites

47% OF SMALL BUSINESSES

are handling their marketing efforts on their own



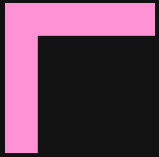


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WEBSITE DEVELOPMENT

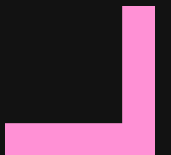
Let's Walk Through the Process from Digital
Diagnostic to Launch





Following a methodical approach to Website development will save you time and frustration.

By getting it right the first time, you'll save on money and begin to attract the clients with whom you want to work.



WHERE TO START?

Take a few steps back...

Who do you want to be your clients?

**DO A 'DEEP-DIVE' INTO THEIR
PSYCHE AND BEHAVIOR**

What imagery do they respond to?

What are their online behaviors?

What information do they typically search for?

Once those types of questions
are answered, it's time to run a
Digital Diagnostic...

WHAT'S A DIGITAL DIAGNOSTIC?

**The information that's currently available
about your business online.**

**Information can be found by performing various searches
using variations of your name, company's name, etc.**

**By running this search, you're able to understand what
information is in market about you right now.**

**How does that reflect what you do?
What narrative does that tell your audience?
Are there things that are missing?**

TIME TO FILL IN THE GAPS!

THE USER

When constructing a Website or redesigning an existing one, **ALWAYS** approach it from the user perspective.

Content and functionality should match the needs and habits of your clients

CONTENT

Imagine that you know nothing about your company.

What value do you bring to the consumer?

Why are you superior to your competition?

MAKE THE BEST USE OF A SHORT WINDOW!

People scan a page for <30 seconds

FUNCTIONALITY

What tools are most useful to your customers to learn about your business & engage with you online?

Do you need features like an online calendar, contact form, search tool, PDFs for download, etc?

PULLING IT TOGETHER: THE WIREFRAME

This is the blueprint from which your site is built.

To save time, money, and frustration, it is important to align on the structure of the wireframe prior to developing a site.

**TIP: Don't focus on just the 'now'.
Think 2 to 3 years down the road.**

SAMPLE WIREFRAME



Company Name

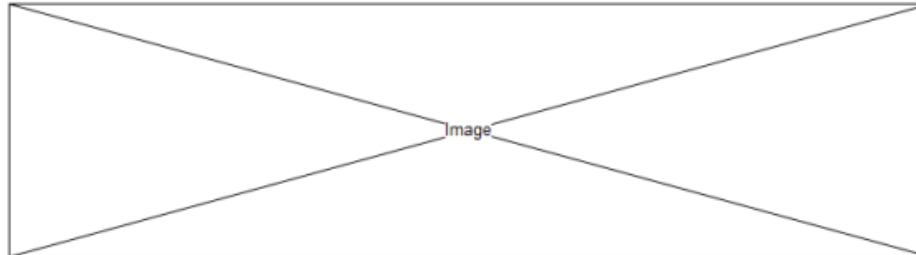
Description

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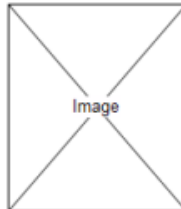
[How It Works](#) | [Edraw Max](#) | [Edraw Mind Map](#)

[Home](#) [Products](#) [Download](#) [Buy Now](#) [Support](#) [About](#)

Search



Top Story Headline



Text description.....

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Download

Purchase

A monthly newsletter brought to you by (Company Name)



VOL 1, ISSUE 1
IMAGE 1 VERY
BEAUTIFUL



VOL 1, ISSUE 1
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VOL 1, ISSUE 1
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User Reviews

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Social



Share & Links

Navigate

- ◆ Item
- ◆ Item
- ◆ Item
- ◆ Item
- ◆ Item
- ◆ Item



"WHAT CONTENT FORMATS SHOULD BE INCLUDED ON A SITE?"

Small businesses must ensure a variety of high-quality content online for consumers to view, learn from, and engage with

i.e. blogs, infographics, eBooks, etc.

THE MUST HAVES

Every Website should have:

- A Call-To-Action
- Contact Information
- Compelling Content & Visuals

Every Website should consider:

- A Blog
- Calendar of Events
- A Newsletter

THE MUST AVOIDS

Every Website should watch out for:

- Outdated Templates
- A Confusing Taxonomy
- Non-Responsive Design

Your top priority should be keeping your website and your customers' information safe and secure.

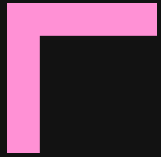


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BUSINESS GROWTH

The Best Ways to Get Ahead

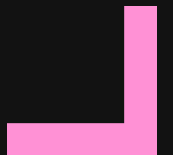
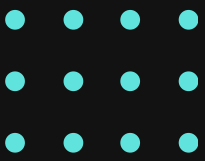




1. Provide Easy To See & Click Contact Information

Don't make your customers (both current and future) work to contact you.

The harder it is to contact you, the more likely they'll go elsewhere.



2. Have Strong Calls-To-Action

Let users know what to do once they've gone through your website.

Determine if you want visitors to sign up for your newsletter, or book an appointment, etc.



3. Tell Them About Yourself

Leave the concept of "Show Don't Tell" behind.

Develop a short summary of who you are as a business, what you offer and your values to help consumers relate and connect with you.

4. Get Social

Find the platform(s) that will showcase your business.

Update your feeds regularly.

Include links or embed your feeds on your website for easy access for your customers to connect.



4

QUESTIONS?

Feel free to also contact me directly at
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