What Makes a Killer Website

How to make friends and alienate no one

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To thy own self be true (or Know thyself?)

- What's your goal?
- Who are you targeting?
- What are you selling – products/ideas/services?
- What's your brand identity?
- What do I do?
  - Ask people who know you and your business what they think you do, pre and post website visit if possible

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Layout and design

"Just how important is your website design? *When users were asked to describe why they mistrusted a website,* ***94% of comments were directly related to the site's design****. A well-built website generates better customer traffic and an improved user interface leads to increased conversions."*

Does the design answer:

"Who I am," "What I do," and/or "What can you (the visitor) do here."

Src: http://www.addthis.com/academy/how-to-create-engaging-website-design/

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A great foundation



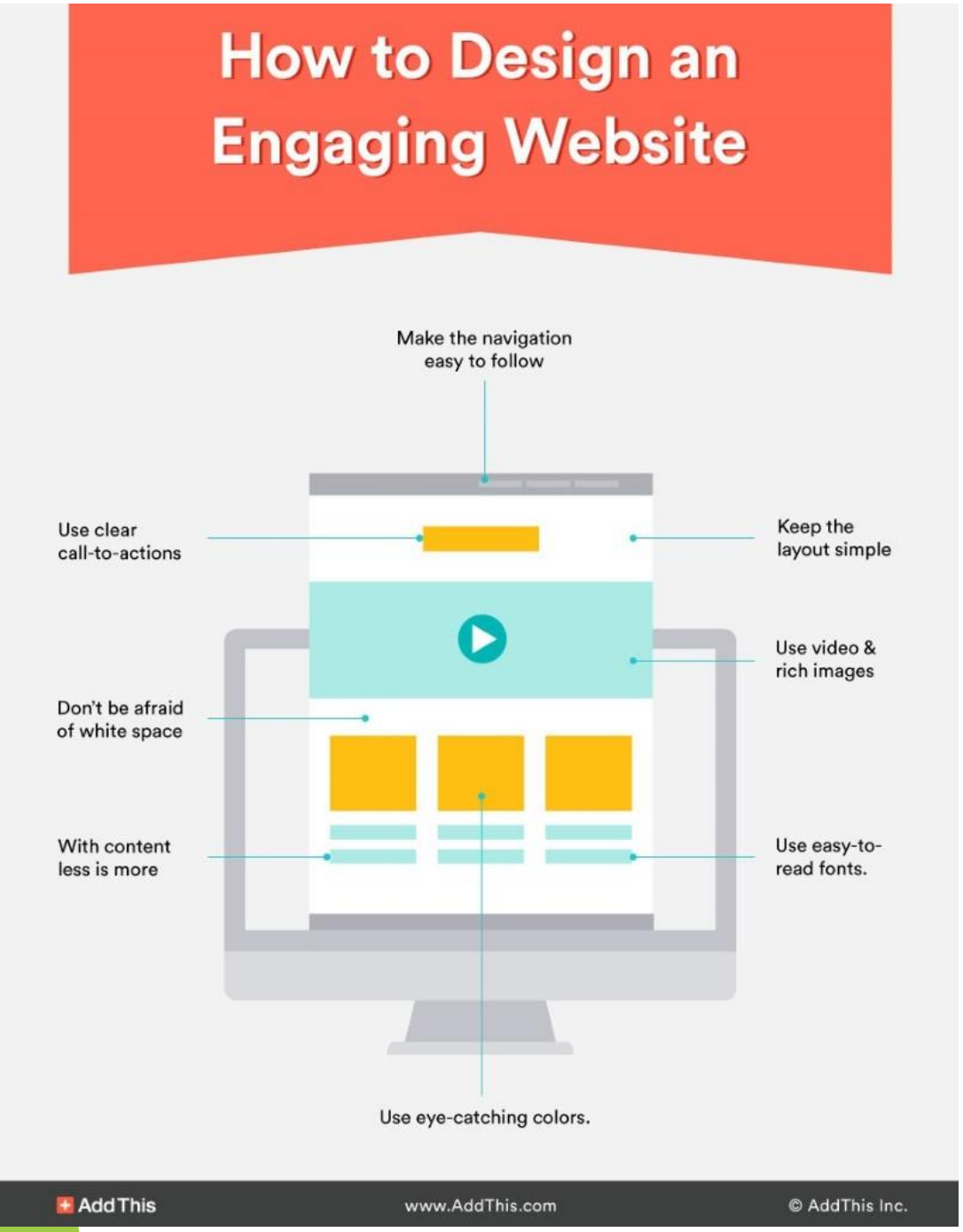
Src: etsy.com

Be

- Welcoming
- Clear
- Easy (don't make me think!)

"If visitors can't identify what it is you do within seconds, they won't stick around long." Steve Krug author of Don't Make Me Think

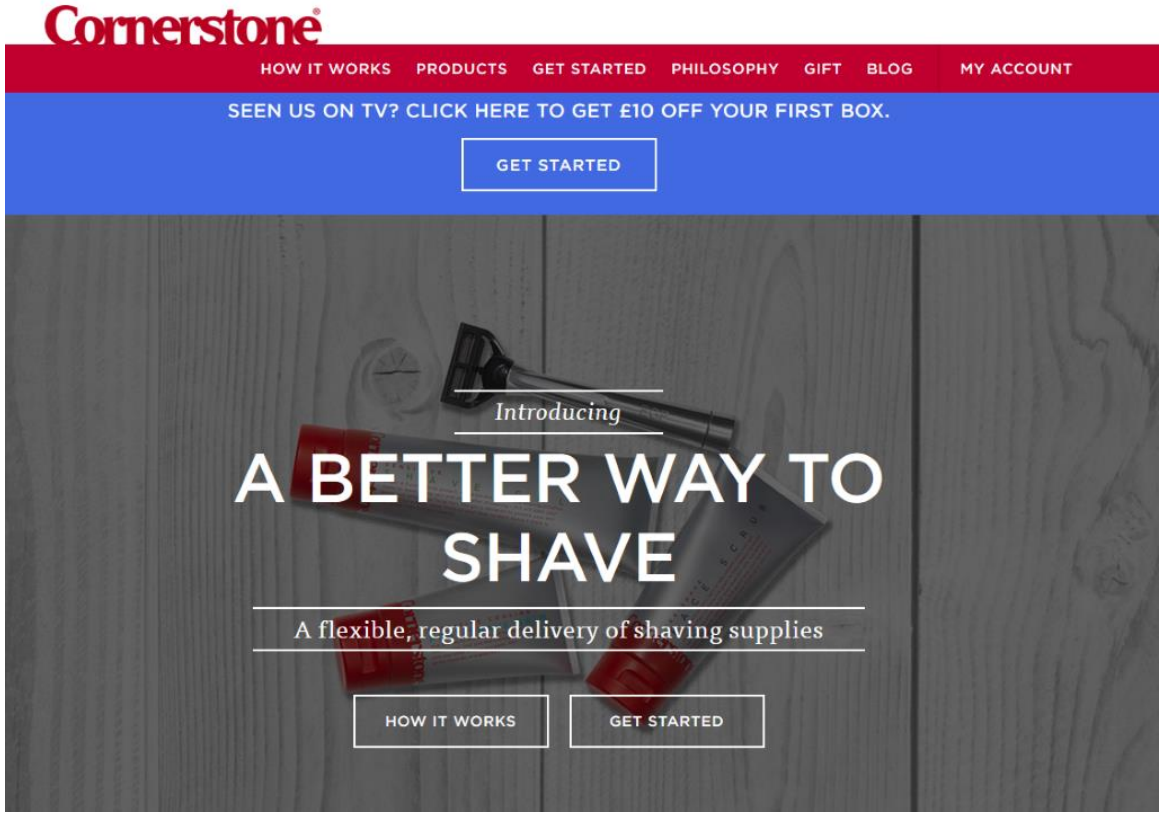
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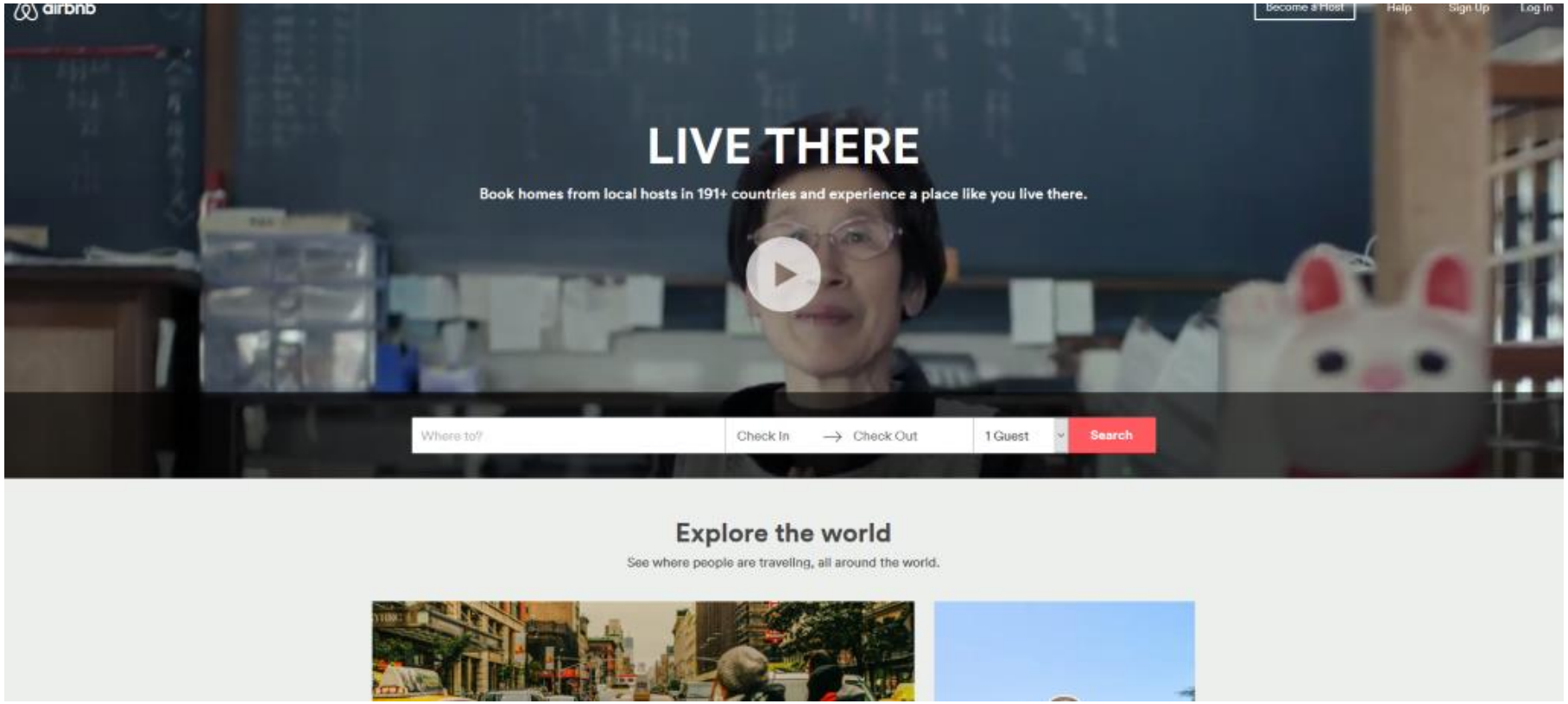
1. Keep the layout simple.
2. Clear Navigation
3. Time to get back to scrolling
4. Use clear calls to action
5. Remember that with content, less is more
6. Don't be afraid of whitespace
7. Enhance your website design with eye-catching colours.

Keep it simple

but be yourself, be unique



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AirBnb *- HD imagery providing the background and super simplified navigation layered over it.*

Beware looking like everyone else! Avoid Stock Imagery – use your own – far more personal!

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Clear navigation



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Time to get back to scrolling



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Use clear calls to action

DO

- Keep the call to action front & center – no scrolling to see it!
- Say it loud, say it proud
- Keep it simple

Do NOT

- Blend it in with the rest of the site
- Make it the same size as everything else

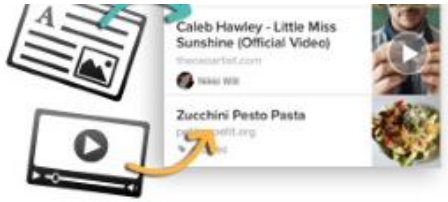
What do you want your visitors to do? Buy something, order something? Make it clear!

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Less is more for content

- Make use of headings
- Lists are awesome
- Focus – use words and visuals that add something to the visitor experience
- Images are easier and quicker to understand than words
- Card layouts, Pinterest style, is a great way to visually divide up content into bite size chunks.

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Save directly from your browser or from apps like Twitter, Flipboard, Pulse and Zite.

Via Email

From Over 1500+ Apps



VIEW WHEN READY

If it's in Pocket, it's on your phone, tablet or computer. You don't even need an Internet connection.

View Pocket:

iPhone and iPad

Android

Kobo

Your Web Browser

Know your audience - minimize the options.

Website for the app, Pocket, has 2 graphics and a handful of links that sum up the app, what it does, and where you can get it. No more navigation really needed.

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Don't be afraid of whitespace

Clutter = chaos

Clear space = clarity

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Colour!

The average person makes a subconscious judgment about a product, person or the environment within 90 seconds.
More than 2/3 of that judgment is based on colour!

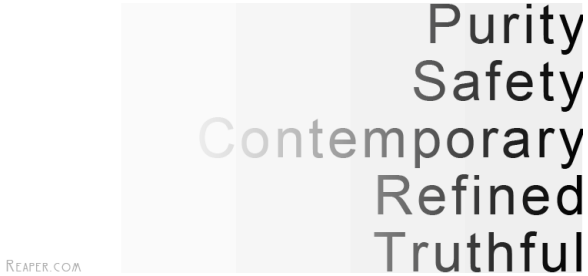
Src: Institute for Color Research

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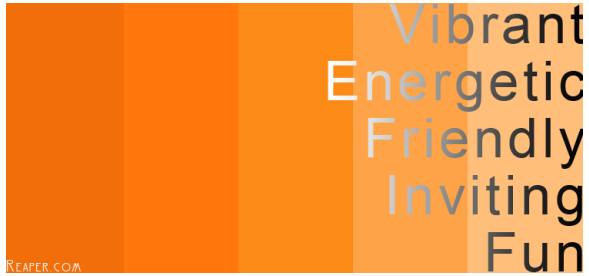




















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Blue – honesty, trust and dependability

Green: Good, healthy, organic, environmental

Red: High energy, urgency, boldness

Silver: Sophistication, class & mystery

Black: Elegance, boldness & sophistication

Orange: Fun, warmth & enthusiasm

Yellow: Cheerful an

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Be smart, be responsive

Because your devices are smart, you need to be responsive

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Mobile design basics

- Use large, easy-to-read text
- Use large, clear images
- Keep layouts simple
- Use large, mobile-friendly calls-to-action (can you tap it with your thumb?)

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Embrace the intimacy of mobile

- Google research has found that people watching video on their phones are;
  - ***1.5 X more likely to talk about it to someone else.***
  - ***2 X as likely to feel personal connection to the content***

  - Over 50% of global viewership on YouTube comes from mobile devices.
  - Average session length: 40 minutes!
  - Millennials are 2X more likely to be focused while watching video on mobile than while viewing it on TV.
  - To them, mobile isn't the second or third screen. It's the first.

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Typography

Words are made better or worse by font family and size

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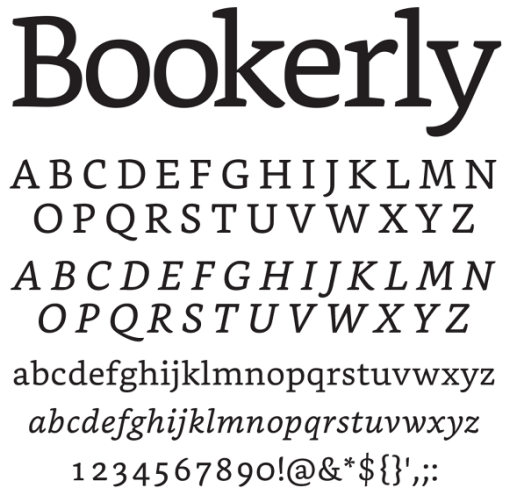
Typography – be easy on the eyes!

"Americans aged 18 and older spend more than 11 hours a day watching TV, listening to the radio or using smartphones and other electronic devices."

Choosing fonts for your site, use Google websafe fonts. Displays across all platforms & they're free!

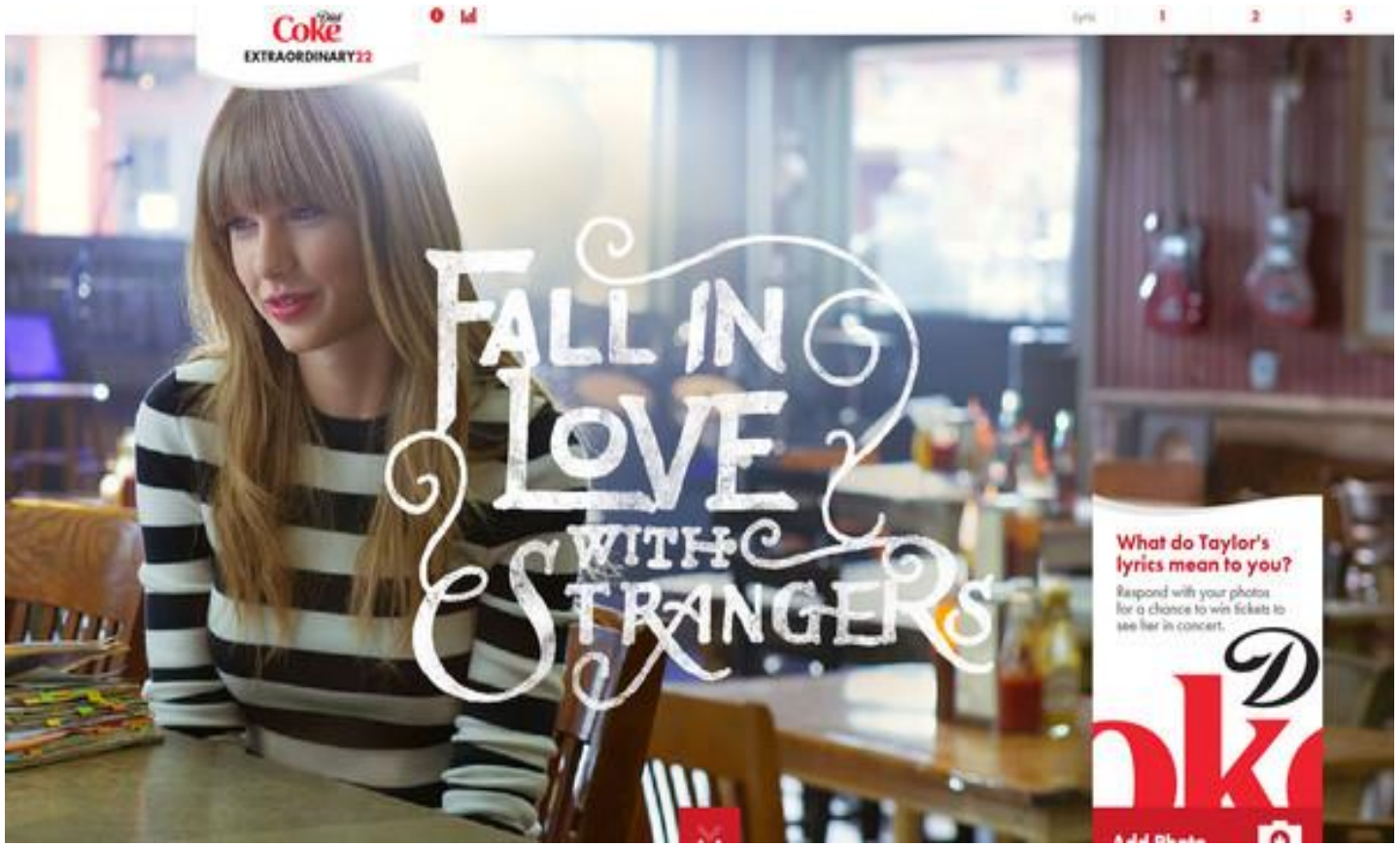
- Serif & Sans-serif fonts often pair well together
- Sans-serif fonts are often easier to read online
- Serif fonts are easier to read in print, eg Bookerly, designed for Amazon Kindles to reduce eye strain.

For something really distinctive you could turn your own handwriting/drawing skills into a font using these guys: http://www.myscriptfont.com/



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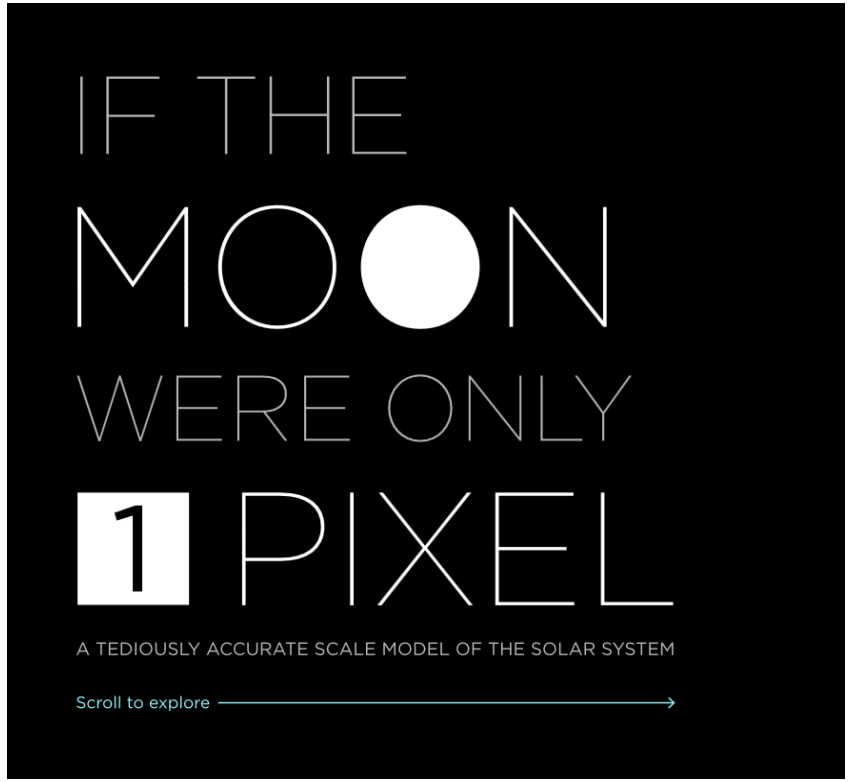
Typography – be easy on the eyes!



Source: Diet Coke

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Other great sites



http://joshworth.com/dev/pixelspace/pixelspace_solarsystem.html

Quuu – hand picked content for you to post out on your social media feed – It's free!!! http://quuu.co/

Unsplash.com – source of high res, **FREE** imagery, that you can use on your site!

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Sources

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Beyond Responsive Design: How to Optimize Your Website for Mobile Users
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Why Online Video Is a Must-Have for Your Mobile Marketing Strategy
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https://www.youtube.com/yt/press/statistics.html

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Reaper Enterprises have been providing website design, digital & IT solutions since 2000.

Creating an online presence that works for you.

Consumers are going online to source products and services so it is important that your website links in with other marketing efforts and accurately represents your business. We offer a full service solution; domains, hosting, design, development, maintenance, & digital marketing.

Strategic consultancy, evaluation services, & solution design

From sketching it out on a piece of paper through to design and maintenance, Reaper Enterprises is a "one-stop shop", ensuring you are not chasing multiple suppliers.

Working with Reaper

When you work with us, you actually work with us, no outsourcing to other countries. We try to make the process as enjoyable as possible, so we have a pretty straightforward design & development process.

Check out our portfolio at www.reaper.com/portfolio.

Have a chat!

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