

# THE 11 FUNDAMENTALS RULES

FOR CREATING SITES  
THAT MAKE “JAWS DROP”

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Free E-book

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## MAKING YOUR WEBSITE CONVENIENT WITH A CALL TO ACTION

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What makes the best website? Some would argue a beautiful design, others the most up-to-date information. Ultimately, it's a website that's the **most convenient.**

# THE IMPORTANCE OF CONVENIENCE

Don't believe us? Imagine you've just put your children to bed, you're exhausted from a late night at work, and unfortunately your A/C isn't working in the middle of a Florida summer. It's nine o'clock at night and you need someone to fix it tomorrow morning, but you won't be able to be home. You search online for "fast A/C repair" and glance at the recommendations, clicking on three websites that have the highest ratings.

The first website has a friendly picture of the family business on the homepage, stating their great customer service and testimonials from previous clients. You like supporting local businesses, but you decide to move on to the second website. They are currently advertising their low prices and you see their contact information clearly on the navigation bar. However, this isn't helpful because it's past business hours, and you won't get a call back until you are already at work the next day. Finally, you click on the last website and immediately something catches your eye: **"Book an Appointment Online."** You click and notice an opening for tomorrow morning at nine o'clock. Not only will they be here promptly but you won't have to be present for the repair. You enter your information and confirm the appointment. This story happened to our founder and CEO, David Flores. Out of all the companies he chose, **he prioritized convenience over price or reviews.**

## PROVIDING DIRECT SOLUTIONS

Research shows that the average consumer only spends about 15 seconds on a website. When analyzing your own business, try to think about what is most convenient for your customers to make those vital seconds count. **A call to action is the**



**best place to start. Whether it's to “schedule an appointment online,” “buy now,” or “contact us,” a call to action can bridge the gap between what is convenient for your audience and business success.**

A *call to action*, or CTA, is something that web designers use to encourage consumers to react a certain way. It directs your audience towards a certain action such as buying a product, which both helps your business and aids your consumers. In the example above, the goal was to hire an A/C repairman for the next morning. By having a CTA button to “Book an Appointment Online,” one company provided a **direct solution**.

CTAs can aid in other ways than one. Not only do they deliver solutions for new customers, but they can provide convenience for existing customers as well. If we use the example above, the same button can give a returning customer a quick way to schedule a repair. Keeping current customers happy is just as important as creating new ones, and leads to a stronger, more profitable business. However, depending on your business, **you can utilize multiple CTAs to encourage different actions**.

## **WALMART: MAKING THE SECONDS COUNT**

Let's take a look at Walmart, who is currently number one on the Fortune 500 list for total revenue generated. Their already successful company has skyrocketed as consumers demanded a new type of service amidst the global pandemic. How have they utilized CTAs for new and existing customers?

When you first arrive on their homepage, you are greeted with a CTA encouraging you to “Shop now” for the latest school supplies. In the upper right-hand corner,



returning customers can access their account, check their likes on items, and view their cart with separate buttons. There are also new options for pickup and delivery available via a “Start your order” button, a “Try it free” button for their Walmart+ shipping service, and the ability to “Learn how” to save 5% cashback with the Walmart credit card. All of this information is clear and available when you first arrive and **makes the fifteen seconds consumers are willing to spend on a site extremely valuable.**

## BRIDGING THE GAP

When analyzing your website, remember: the difference between a pretty website and a successful website is convenience. Focus on making sure your website is catering to the direct needs of your consumers, and provides them with the ease and efficiency of utilizing it. Using CTAs will help drive your audience to engage with your platform while also giving them quick access to useful links. As both your business and customers evolve, make sure to bridge the gap between your service and their needs.





## **A POOR NAVIGATIONAL MENU IS LIKE DRIVING BLIND**

**When you search for Apple online and land on their homepage, do you feel your time is treated as valuable because of their carefully crafted navigational menu? No, you don't. This doesn't mean you have negative feelings towards the layout of the website, but rather that you feel completely indifferent to the topic because you simply did not think of it at all.**

**When you arrived at Apple's site, you had an objective in mind: to browse their business. Because the web design is so intuitive, it goes unnoticed. This is the sign of a successful menu, and this should be the goal of your company's web design.**

# NAVIGATING WITH INTUITION

There are many different ways you can implement a menu, but the end goal is to **provide a means to easily navigate a website**, such as a bar present at the top of a page. But why is an intuitive menu important?

Well, think about your website as a roadmap. Every day, thousands of people get in their cars and navigate these roads, all with a different destination in mind. Now imagine trying to drive on these roads without traffic lights, street signs or lanes. How do you know where you are, where you are going, or how to get there? How will you be able to navigate? These are the questions that you as the business owner must ask yourself on behalf of your audience. **If a customer has to think about your web design, then it is not intuitive.**

## APPLE: SECRETLY GUIDING YOUR AUDIENCE

A navigational menu starts with making sure your audience has **access to where they want to go**. Let's refer to Apple again. They know that most customers will either want to learn about a specific product or purchase it from their store. Their core navigational menu lists the main name of their products. If you click one, for example, "Mac," you are taken to a new page. However, the original menu has expanded upon itself, revealing a sub-menu for each different model provided under "Mac." This is extremely helpful for Apple's customers because it not only easily separates their line of desktop computers from their laptops, but also provides direct access to the pages related to each specific model.



An intuitive menu also helps your audience **know where they are currently**. Referring back to Apple, their menu remains visible when scrolling down the page. Not only can you quickly navigate to other portions of the website, but you always know what product line you are currently browsing. Their audience can explore without having to search extensively and can transition between varying model types with ease. The menu even incorporates a search bar to help customers find exactly what they're looking for. If their customers wish to return to the homepage, they just simply have to click on the Apple logo.

## KEEPING IT SIMPLE

In designing your website, make sure that your navigation is easy to use and accessible, but doesn't overwhelm the user. As stated above, intuitive design is unnoticed; the **knowledge your audience holds at the time of landing on your page should be the knowledge that is required** to use your website. Providing too many options can actually be harmful instead of helpful. If your audience feels overwhelmed, they will most likely spend too much time trying to navigate their options, or simply not make a choice at all. If they abandon your site, it increases your bounce rate, which subsequently leads to lower sales. Bad navigation wastes not only your customer's time but yours.

As a business, it is important to understand the needs of your customer base. Analyze what your site offers and why your customers will want to use it. Making an intuitive menu requires you to **do the thinking for your audience** and then implement it into a way to navigate your site. If you can understand their needs, then you can make a useful navigational menu. Don't let your users drive blind!





## **A PICTURE IS WORTH 60,000 WORDS**

**Where would you click if I asked you to close your eyes and find a website's home button? I guarantee you would instinctively click in the upper left-hand corner. What if I asked you to find the search bar? You would most likely navigate to the upper right.**

**This instinct is the culmination of decades of carefully refined web design. Most websites have a similar layout for a reason: because it works! Straying from this formula can be hazardous as your audience has subconscious expectations of how your website should function, and they can easily be alienated by change. How can you stand out from your competitors? To bring individuality and uniqueness to your website, your business must focus its creative efforts on specifically its visual design.**

# SHOW, DON'T TELL

The average amount of time it takes the human brain to process an image is 60,000 times faster than the time it takes to process words. Visualization is that much more important and compelling to us. This is where first impressions are extremely important; within seconds your audience will have already unknowingly decided if your business is professional and worth their time, regardless of the content your website provides. As the saying goes, “A picture is worth a thousand words.” Ultimately, **how your website looks is how your customers will remember you.**

Your visual design is also the **main source of content digestion** on your website. Most of your audience will not actually read the majority of your webpage. Instead, they will rely on your visual imagery to quickly get the information they need. While this may seem like a bad thing, you can use this to your advantage. Use interactive elements, diagrams, and other visualizations to personalize your website and make your message flow more smoothly.

This can also be used to **invoke certain feelings** in your audience about your business. Using a picture of an employee volunteering in your community demonstrates to your customers that your company is committed to social responsibility far better than a carefully written paragraph. In other words, **show, don't tell.** Visually translating your business makes it much more memorable to your users and incentivizes potential clients to choose you instead of a competitor.



# STARBUCKS: THE POWER OF SUGGESTION

A prime example of effective visual design is Starbucks Coffee Company. Their front page represents the company with compelling photographs and colors rather than long descriptions. As soon as the website loads, you see their new, vibrant Refreshers, as well as their classic Frappuccino. Below, you find an eye-catching image of a clear, blue pool and a float carrying these drinks. These pictures are tailored to induce thirst in potential customers, and Starbucks inserts “Order now” links right below each of the images to quench this thirst. By visualizing how satisfying their drinks look, they don’t need to explicitly tell you to buy their products; they gently guide you to making that decision on your own.

The cherry on top of Starbucks’s visual design sundae is the use of their signature shade of green. You can find it everywhere on their website, from the text fonts to the background hues to even the employee uniforms. They want to make sure that every time you have a positive feeling on their site, you see that color and subconsciously feel the same way about Starbucks themselves. Clearly, they succeeded. This color is so synonymous with the company that it is commonly known as “Starbucks Green.” Even if you notice that green outside of the context of Starbucks, you still recognize it as “Starbucks Green.”

# CHOOSING YOUR COAT OF PAINT

Strong visual design is the most important polish you could add to your business's website. If you want to display that your company is fun, laidback, and casual, you can use bright colors and exciting shapes. If your business is looking to impress, a clean, modern look with plenty of negative space, neutral colors, and simple fonts can display your professionalism. **Your design is the character of your company**, so make sure to be true to your customers on what you want them to know.

There is much to be said about not only the importance of visual design for your website but the many different ways you can utilize it to your and your audience's advantage. Even if only a minority of people actively read your website, **effective visuals can ensure that your entire audience receives the same message**. In short, your website's design is about more than just being pretty; it's about making your business memorable and understandable to your users.





## **BUILDING TRUST AND CREDIBILITY IN AN ONLINE MARKETPLACE**

**We've all seen the trope of the sneaky watch salesman hidden in a dark alley wearing a trenchcoat. Everything about this character type is meant to make you feel uneasy, and you can be sure that he is not really selling a Rolex. The lies are made clear to the audience in this case, but when browsing online it can be much trickier to know who to trust. Your business must maintain credible practices in order to gain and keep the confidence of your customers.**

# FIVE OUT OF FIVE STARS

The easiest way to build credibility is by encouraging your users to **review**. Research shows as much as 88% of consumers believe that a positive review is equivalent to a recommendation from someone they know. Further, 72% say that excellent reviews contribute to their trust in a business. If a user bought your latest item and they loved it, you want them to share their opinions with others. The more positive reviews, the more likely others will follow suit to try your product out for themselves. Leaving reviews on your page helps your audience feel confident in their purchase and your company, while **providing you with a reputation**.

If you find that your audience is not thrilled with their purchase, reviews can help promptly voice that opinion to you. Being a successful business means knowing how to respond to feedback, both good and bad. Treat negative feedback as a learning experience to improve your products and business. Don't be afraid to reach out to those customers via your website to try to make things right, because it not only helps your clients but can help restore your reputation.

## AMAZON: ENCOURAGING PRODUCT FEEDBACK

Standing at number two on the Fortune 500 list for total revenue generated, Amazon is a giant in the world of e-commerce. Breaking down the numbers, they host over 5 million businesses worldwide, and 30% of Americans say they bought their most recent product from the site. A large portion of their continued success stems from their customers' trust in the company and the products they sell. Pur-



chasing online can be a gamble if going off the company depiction alone, but Amazon highly encourages customers to rate their purchases to help fellow shoppers and the businesses alike. Falling between one to five stars, products on Amazon are reviewed by the thousands, meaning an excellent review is truly earned. In fact, 113,000,000 seller reviews have been submitted by customers in 2021 alone. If a recent buyer hasn't rated their purchase within the first few days of receiving it, Amazon will send out a gentle reminder email to do so. Overall, Amazon **understands the power of opinions** and embraces their audience's feedback to make a better experience for all.

## MORE THAN JUST NUMBERS

Testimonials are another type of review that can be beneficial for your business. Unlike a traditional rating system that is usually numeric, testimonials provide personal stories about customer's experiences. For some, this has more weight than a regular review because of the depth of the information provided. Customers can specifically state their positive feelings and explain what **makes your company stand out from the rest**.

Case studies are a type of testimonial that serve to provide an in-depth description of your customer's problem and how your company provided the solution. Their strength lies in the ability to **capture your audience's emotions** by telling a story. The narrative entails the situation your business was invited to analyze and solve. When thinking about whether or not your business should incorporate case studies on your website, make sure it is specific and relevant to the industry you work in.



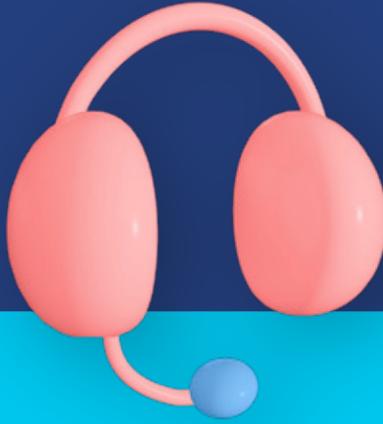
# SHOWING YOUR CUSTOMERS WHAT YOU CAN DO

Another great way to showcase to your audience your business's credibility is by providing a portfolio. Giving a **preview of what you are capable of** and the care you give to your customers is a great way to make them feel comfortable enough in a decision to do business with you. Portfolios are the vision of your skill sets as a company; show, don't just tell your audience that you are the professional for the job.

# ASSURING YOUR AUDIENCE THAT YOU'RE THE RIGHT CHOICE

As more and more business interactions take place online, it can be hard for consumers to know who to trust. By being open about your company and what you can provide, you can assure them that your products deserve their confidence. Allow your audience to honestly reach out about your strengths and weaknesses, because this interaction can not only help other potential customers but also help you grow and be better as well. In short, give your clients a **reason to believe in you.**





## PROVIDING BETTER CUSTOMER SERVICE MEANS BEING ACCESSIBLE

Everyone has had a frustrating experience with customer service before: long wait times, inefficient communication, robotic responses, and worst of all, no resolution to your problem in the first place. It's important as a company to remain sympathetic to your customers' issues by remembering the times you yourself felt wronged by bad business practices. You should strive to be that better service by providing your customers with **accessibility**, availability, and ease of use. Doing so will make your clients far more likely to continue using your service.

# PREDICTING YOUR CUSTOMERS' NEEDS

A great way to solve your customers' concerns is to **provide them with solutions from the start**. Having a Frequently Asked Questions (FAQ) page can give your clients answers to general, common concerns they may have. This not only saves their time and requires little effort, but it makes your customer service representatives more available to those who need specific help. You can make this process even simpler by providing internal links to other pages referenced so your customers do not have to search around. Your audience will have peace of mind in knowing their concerns are reasonable and valid, and may improve their opinion of your business because you had help available from the get-go.

## THE IMPORTANCE OF LIVE SUPPORT

The key to aiding your clients in their time of need is making sure your customer service is as accessible as possible. Live chat boxes that are always visible provide your users with instant support directly on the page. Customers can speak with a representative immediately and have their questions answered quickly. This also **helps your customer feel heard** because they are talking to real people instead of robots. Some applications can even provide translation assistance, eliminating communication barriers with international customers. Advanced options can also suggest links to areas of your website based on the questions of your consumers, shortening their wait times and increasing the availability of your staff.

However, if support is not 24/7 or if your customers only receive automated responses, then they will likely become frustrated. The purpose of easily-accessible live chat is defeated if shoppers have to wait extensively for answers or if everyone gets the same cookie-cutter response. So make sure you have enough people ready to help your clients when they need that immediate assistance.



# CONTACTING WITH CONVENIENCE

You can also make communication more accessible with a call to action. Utilizing a button such as “Contact us” at the top of your page prompts consumers to reach out if they need help. This also **encourages potential clients to take the next step** in choosing your business. If they simply want to get in touch with your company to discuss their options and see if you’re a good fit for their needs, this provides them with a direct link to reach you.

It is also useful to incorporate links to your social media pages on your website. You simultaneously enable conversation between you and your audience and increase the convenience of your customer service. Clients **can reach you using platforms they already use**, and having active social media can add credibility to your business depending on your activity, engagement, and verification status.

## THE GROMMET: GOING ABOVE AND BEYOND

A great example of customer service and interaction is The Grommet. Recently, I was struggling to get in contact with a company to fix an item I had bought almost two years ago. Not only was this purchase expensive and something I use frequently, but my product warranty was about to expire. I desperately wanted to get in contact with customer service to repair this item and avoid purchasing a new one. I began to lose hope as my several emails went unanswered by the company. Then, I remembered that I actually bought the product from The Grommet, not from the company itself. Even though The Grommet only hosted the product on their website and did not manufacture it, they were more than happy to help me.



Contacting them was easy: I simply went to their “Return” page, logged in, and was able to see my order from two years ago. After that, I marked the reason for my return - a broken product - and was notified that a representative would contact me to confirm my request. I expected to wait extensively, but I was promptly contacted within the hour. They did not just grant my request to return my broken product; they replaced it for free with the latest model. This was an unexpected yet pleasant surprise, especially since the replacement was more expensive than the original purchase. The Grommet’s service team responded quickly and made me feel appreciated. They acknowledged my warranty and happily exchanged my item for an even better model. Overall, I could not have been more satisfied with my experience with them.

## PROVIDING FOR YOUR CUSTOMERS WHAT OTHERS DID NOT

It’s important as a company to remember the last time you felt scorned by bad business practices and **remain sympathetic** to your customers. Being understanding of their issues because you’ve dealt with them before is a great way to make sure you right the wrongs of the past and **provide the better service** you didn’t have.





# BRINGING IT ALL TOGETHER WITH USER EXPERIENCE

Imagine building a house filled with rooms, but you don't know what they will be until construction is completed. Doesn't make sense, does it? This is why molding your website around user experience is important.

We've discussed the concepts that make a website excellent, but the most important aspect of your planning process should be how your design affects your customers. User experience (UX) focuses on how your website caters to your audience and impacts your business as a whole. In short, it's about **making your site as valuable as possible by always providing what your consumers need.** Let's review how each concept before should be handled in terms of UX.

# CALL TO ACTION

Call to actions (CTAs) are built on the foundation of making your website **convenient** to use. When implementing them on your webpage, make sure their placement is visible enough to draw attention to the user, but not blatant enough to disrupt the flow of the page. A great place to start is in the top right corner or the center of the homepage as these are both natural locations based on where users tend to gravitate visually. Ultimately, CTAs should provide direct solutions for new and returning users alike.

# NAVIGATION

Navigation should be **intuitive** to your users. This means you should understand how your audience behaves and make an educated decision on the type and placement of the main menu for your website. A great way to do this is by having the menu always visible at the top of the screen, even when scrolling, to allow for quick cross-navigation. Make sure the categories included are absolutely relevant to your audience to make it as intuitive as possible to use.

# VISUAL DESIGN

The biggest mistake a business can make is sending the wrong message with lackluster visuals. First impressions mean everything, so understanding your audience's tastes and your company as a whole is key to conveying the right message. Your visuals should help make your content **easier to digest** and incite your audience with positive emotions. Overall, make your page **aesthetically pleasing** to look



# CREDIBILITY

Your site should feel **trustworthy** to your audience. Implement testimonials where appropriate and make sure your customers can review your business for others to see. Building a positive reputation for your company makes it easier for customers to know they can count on you.

# CUSTOMER SERVICE AND CONVERSATION

As your business grows, it's important to know how to handle feedback. Your customer service should be **accessible** to your audience both before and after a sale to make their experience as smooth as possible. Give answers to common questions before your customers even have to ask with a Frequently Asked Questions page. Use live support to make contacting you convenient and personal by having a box always visible in the bottom corner of the page. You can even use your social media as an outlet of conversation that is accessible to your audience from platforms they already have. Whatever method is best for your business, make sure that ultimately, your customers do not have to guess how to contact you.





## FINAL THOUGHTS

Whether your company is seasoned and experienced or you are just starting out, your UX should be at the forefront of every decision you make on your website. Put yourself in the mind of your consumers and **think about what they will want to accomplish, then make that goal as easy to achieve as possible.** By implementing the above tactics, you can embrace the elements of a successful website and make your business responsive to the needs of your users. In short, think like your consumer, and always prioritize what is most important for them to utilize your business online. Make their time valuable by ultimately ensuring your website is valuable, too.





# THANK YOU

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