WHAT MAKES A GREAT WEBSITE?

FIRST THINGS FIRST: WHO IS THIS SITE FOR?

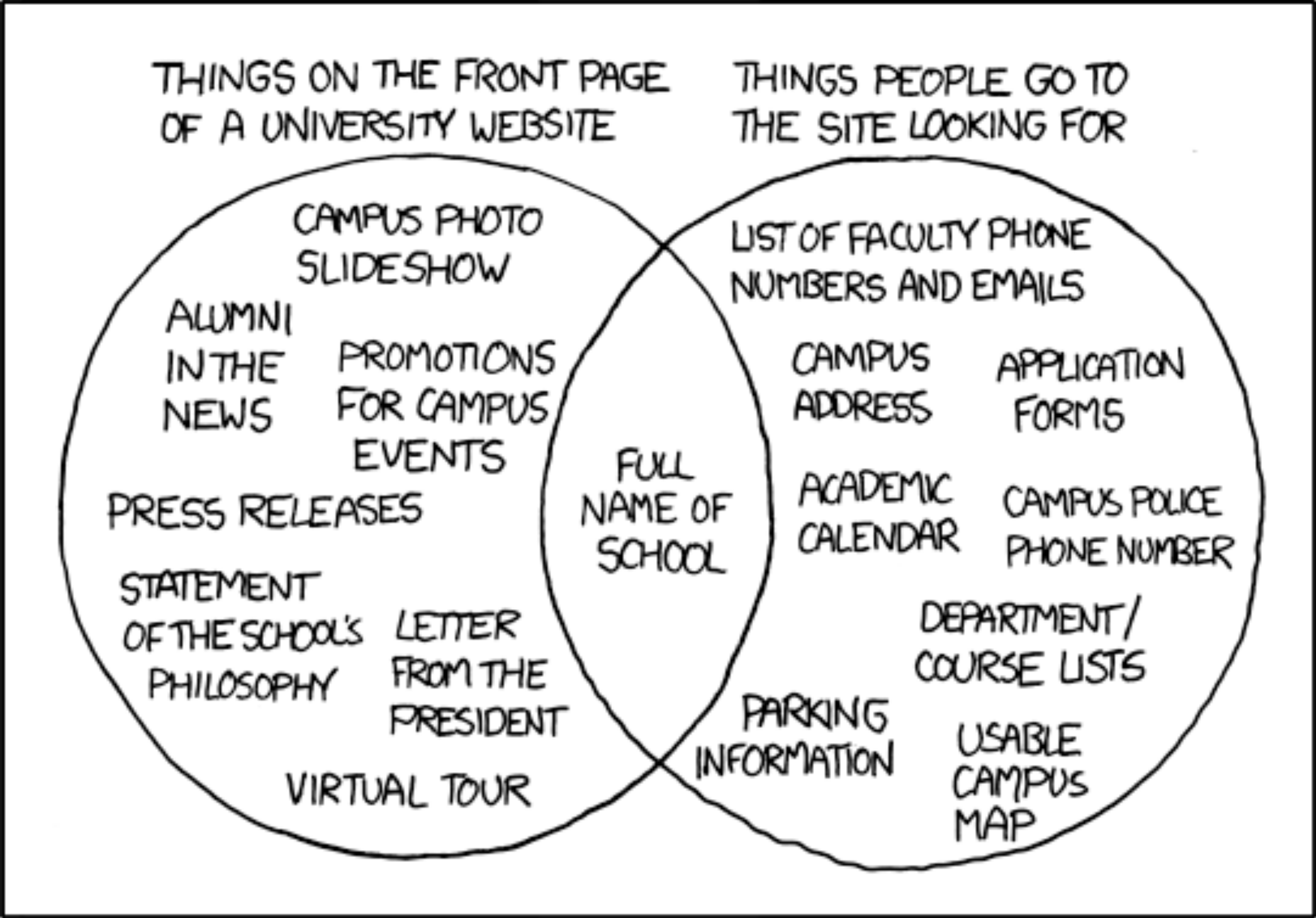"I NEVER DESIGN A BUILDING BEFORE I'VE SEEN THE SITE AND MET THE PEOPLE WHO WILL BE USING IT."

- FRANK LLOYD WRIGHT

UNDERSTANDING YOUR AUDIENCE

- Age & Demographics
- Geography
- Display
- Bandwidth
- Language
- Accessibility Issues
- Media Consumption

WHAT ARE YOUR VISITORS *ACTUALLY* LOOKING FOR?

WHAT DO THEY NEED THAT THEY DON'T EVEN KNOW THAT THEY NEED?

"IT'S REALLY HARD TO DESIGN PRODUCTS BY FOCUS GROUPS. A LOT OF THESE PEOPLE DON'T KNOW WHAT THEY WANT UNTIL YOU SHOW IT TO THEM."

- STEVE JOBS

UNDERSTANDING YOUR AUDIENCE

- Great Sites are Empathetic
- Employ Related Searches
- Deep Dive into Analytics
- Ask Your Staff
- Find the Real FAQ
- Build a Knowledge Base
- Consider Building Personas

WHAT DO THEY NEED THAT THEY DON'T EVEN KNOW THAT THEY NEED?

"IF I HAD ASKED PEOPLE WHAT THEY WANTED, THEY WOULD HAVE SAID FASTER HORSES."

- HENRY FORD

AESTHETICS & DESIGN

"EVERY DESIGNERS DIRTY LITTLE SECRET IS THAT THEY COPY OTHER DESIGNERS' WORK. THEY SEE WORK THEY LIKE, AND THEY IMITATE IT. RATHER CHEEKILY, THEY CALL THIS INSPIRATION."

- AARON RUSSELL

AESTHETICS & DESIGN

- USE YOUR BRANDING IF YOU HAVE IT.
- DON'T GET STUCK ON DETAILS IF YOU DON'T.
- FIND THINGS YOU LIKE AND STEAL THEM.
- MARSHAL YOUR RESOURCES.

DESIGN & USABILITY

Ease of use may be invisible but its absence sure isn't.

It's ok to be repetitive.

Put things where people expect them.

Combine similar concepts

And remember, it's ok to be repetitive

Good design means never having to say

CLICK HERE

FEEDING GOOGLE

If you can't be found effortlessly, you don't really exist online.

- People have high expectations and they're lazy.
- But being found is less rocket science and more like following a recipe.
- Google only knows what you explicitly tell it.
- Be clear.
- Be an expert on a subject.
- Treat each page as an opportunity to tell a very specific story, complete with a table of contents.
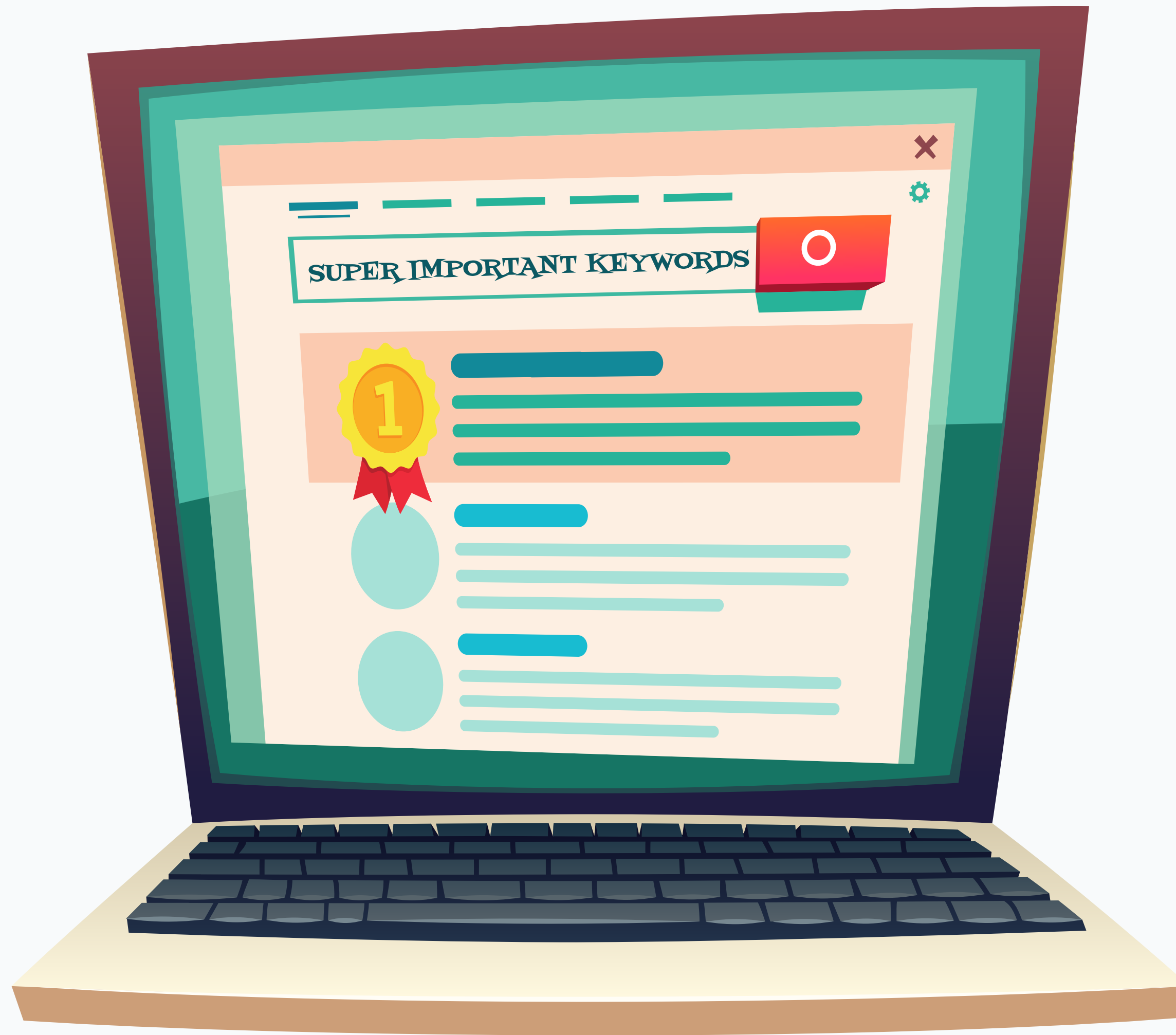
MEASURING SUCCESS

"NO MATTER HOW BEAUTIFUL
THE STRATEGY, YOU SHOULD
OCCASIONALLY LOOK AT THE
RESULTS."

- WINSTON CHURCHILL

Review, Ask, Strategize

- Ask your users through surveys and forms
- Review Analytics & Search Console
- A/B test your theories
- Your website isn't written in stone

The process is really just iterate iterate iterate...

...CHRIS CLARK

THANK YOU

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Questions? Book a Zoom meeting at http://bit.ly/jonathan-meeting

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GEEKS ON THE BEACH - WEB AGENCY