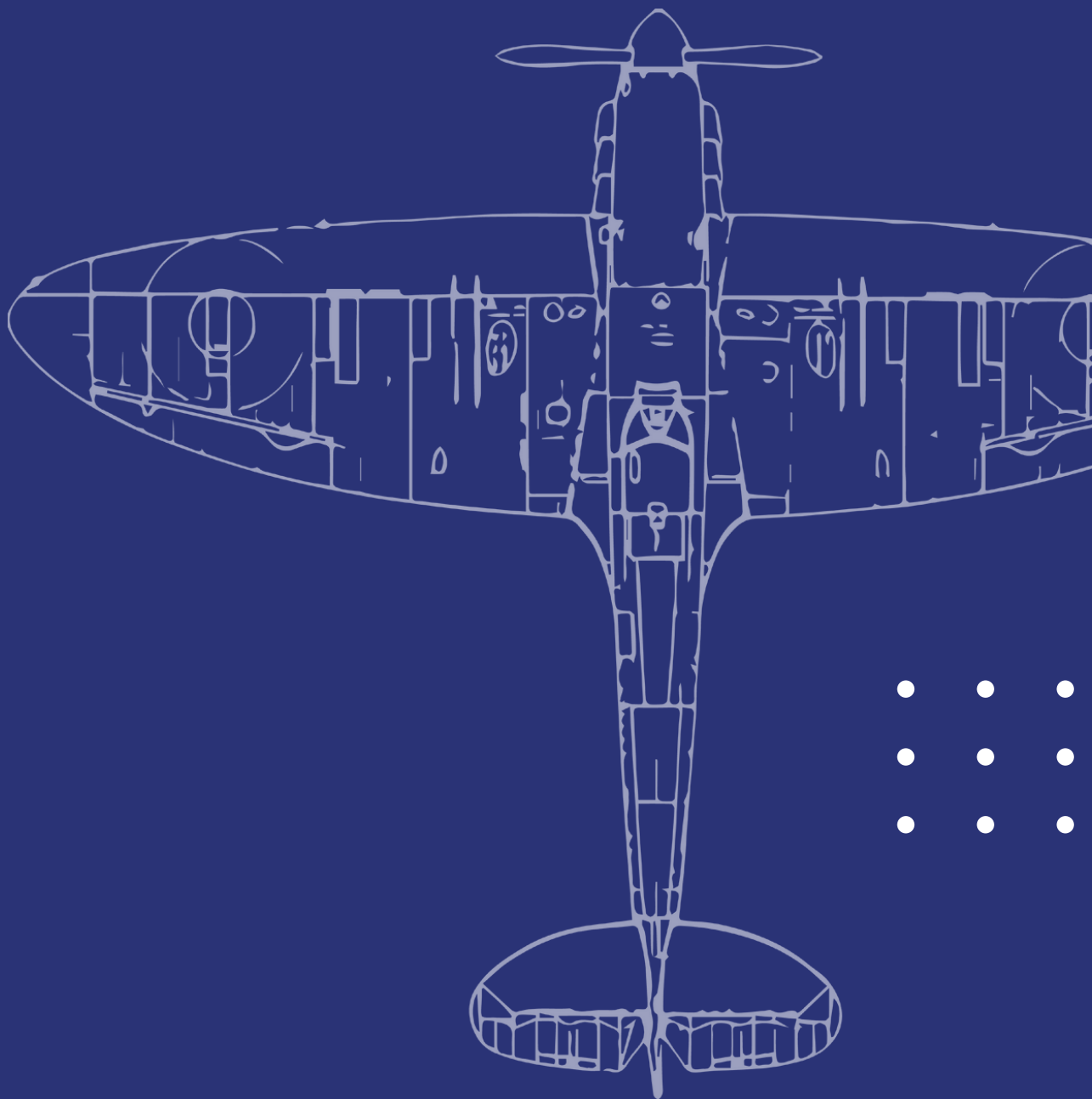
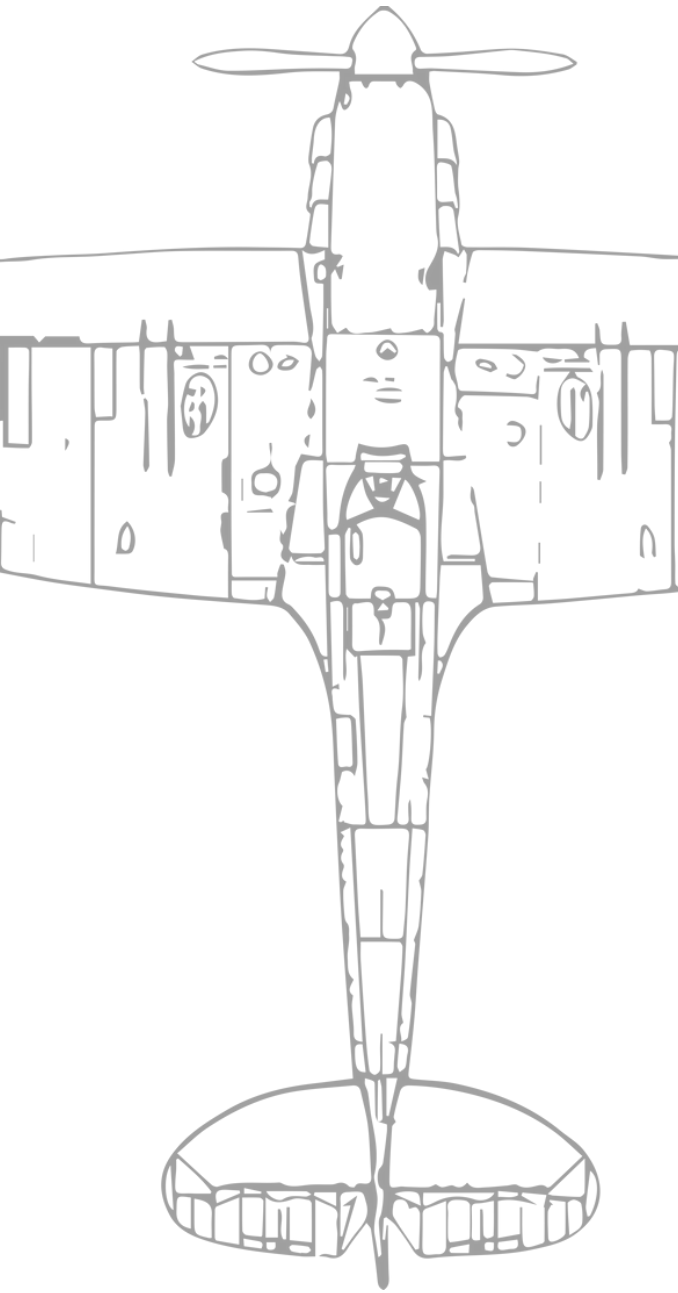




THE ULTIMATE WEBSITE DESIGN GUIDE



INTRODUCTION



Building and launching a website can be overwhelming because of all the different stages you have to go through.

Our Ultimate Website Design Guide will help you to streamline your design process and ensure that you don't miss any key steps in designing a website that your users love and remember.

We designed our Guide to be adaptable- so you can tailor it to meet your specific business or user needs.

We'll walk you through the most important research, design, technical, content, marketing, and compliance steps so you can be sure you've got all the bases covered to build an effective site for your users.

You can follow the steps in order, and tick the points off as you go, or just use the steps most relevant to you at the time.

Let's begin!



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Growth Driven Design



Simply put, **Growth-Driven Design (GDD)** is an efficient and productive method of designing and developing your website, and this is the first step as it should underpin the entire development process.

As your business grows and evolves, so must your website. Growth-driven design (GDD) optimises your website based on real data, and this will ensure that your website best supports your business goals.

Why is GDD important?

Attempting to plan and build an entire website in one go leads to large upfront costs and lengthy timelines, based almost entirely on a hypothesis. This makes it costly to change things around if your hypothesis was incorrect. GDD seeks to use a launch pad website to get off the ground quickly and generate real data early in the process. This real data is then used to drive the rest of the process in small steps to ensure that your website development is agile and always meets real needs.

We strongly recommend GDD because it allows for continuous learning and improvement. Traditional Web design is often based on assumptions, such as how users interact, what features will resonate, and how effectively the site will be converted. Traditional methods also often lack opportunities for ongoing review and optimisation, whereas the GDD method is based on the knowledge of users, and is continuously working to test, adapt, and evolve a site to constantly improve it. If you'd like to learn more about GDD and its benefits, speak to one of our experts.

Growth-Driven Design has 3 main stages:

- 1.Strategy
- 2.Launch Pad
- 3.Continuous Improvement

Tip: It's crucial to complete each stage; skipping one will hurt your web design and force your team to backtrack. Don't cut corners, you'll thank us later!





Strategy

The strategy step includes many elements that can be customised by your business depending on what you want to achieve with your website.

Steps include:

1. Business strategy and website goals
2. Competitive analysis and positioning
3. Website strategy:
 - Website audit
 - Jobs to be done (by the users)
 - Buyer personas
 - Fundamental assumptions
 - User journey mapping
4. User experience research
5. Review of current tools (CRM, CMS, etc.)
6. Brainstorm Wishlist
7. Website strategy workshop
8. Launch Pad

Launch Pad

The second stage is the Launch Pad website. The goal of this stage is to build a site that looks and performs better than the site you currently have.

There are 4 methods that you can use to create your launch pad website. This all depends on your business and what you are trying to achieve.

1. Refresh—Evolve your existing website into your initial launch pad website by using insights from the strategy stage to identify gaps and opportunities for high-impact improvements.
2. Kick-start—Build a new website using pre-built assets such as images and content to accelerate the content creation and design stages.



3. Launch and Expand—Deconstructs the launch pad website into phases that can be executed over time:

Phase 1—update all global elements.

Phase 2—Bucket the highest impact pages or sections and relaunch them.

Launch the website and continue all phases until the website is complete.

4.80/20—Choose 20% of the Wishlist items from the strategy stage that will make 80% of the impact and use these items to create the launch pad website.

As soon as the website is live, choose the launch pad acceleration method that is most appropriate and move on to the continuous improvement stage.

Continuous Improvement

The third stage of the Growth-Driven Design methodology is the Continuous Improvement stage. At this stage, you would have already launched your new website, and have real users interacting with the site, which will provide valuable feedback.

You could say that this stage is where the real growth starts. It's meant to help your website grow with your business. There is no limit at this stage and you can now continuously change and customise elements on your website based on your insights and data that you've collected.

The GDD journey includes the following steps:

Step 1:

Create a low-fidelity wireframe

Step 2:

Create content using your low-fidelity wireframe (from step 2)

Step 3:

Create a high-fidelity wireframe





Step 1

Create a low-fidelity wireframe

Before we get into the wireframing steps, it's important to note the outcomes that should be achieved from wireframing. Once your wireframing steps are completed, you should have your overall website structure, content structure, and user journey all mapped out.

Basically, your low-fidelity wireframe is like a blueprint or outline of your web page. It helps you to communicate your 'big idea' and doesn't focus on any specific details.

Think of your low fidelity wireframe as a rough layout—kind of like some quick sketches on a napkin. The simple design will help your team quickly determine the best solutions for users.

Your low-fidelity wireframes have these elements:

- Focuses on layout and high-level interactions and concepts
- UI (User-Interface) elements and content can be represented as boxes or lines, with or without label descriptions
- Gray-scale
- Can be paper sketch

Tip: Don't include branding elements or graphics at the wireframing stage. Rather, use your wireframe to test and validate basic interfaces while your website is still in the design phase, so you can identify usability issues earlier.





Step 2

Create content using your low-fidelity wireframe

Creating strong content allows you to convey key information, establish a good brand identity, and attract customers. When creating web content, keep in mind that it needs to **fulfil the user's experience and meet your business goals**. Here is your checklist when it comes to creating content for your website:

Images:

- Create your own images

Using your own images is the easiest way to get unique pictures while avoiding copyright issues, but stock images can be a great option too.

Remember, when using stock images, it's imperative that the images you use complement your brand and support your content. Also, make sure that you have the necessary rights to use stock photos.

- Be intentional

Don't plaster images all over your site for no reason. Only include visuals that are relevant, meaningful, and deliver value to your customers.

- Size images correctly.

Giant photo files are a major culprit behind slow website loading speeds, which damages UX **(User experience)** and drive up bounce rates.

Tip: While photos are great for enhancing the experience on your website, so are infographics. Infographics are eye-catching and entice users to read important info, so be sure to add a few infographics to your site.





Copy:

Writing website copy can be a bit tricky. Your copy should be detailed enough to address the user's needs and pain points, but not too long that it becomes boring or irrelevant. Here's how to find that sweet spot when writing your website copy:

- Identify where on the website this copy will appear

- Which buyer persona are you trying to reach?

Each buyer persona will have different pain points that your copy should address. Determine how to make the copy about the reader.

- Which stage of the buyer's journey is your copy targeting?

Think about whether you're writing a general awareness level web copy or a page on the website that's meant to convince leads who are close to making a decision? The buyer's journey stage you are writing for will impact your copy.

- Are you using the correct keywords and phrases for SEO?

It's important to understand the specific keywords and phrases that the website copy is trying to rank for.

Once you know which personas you're writing for, which keywords to use, and where your copy will appear, you can begin crafting your copy! Be sure to include:

- Headlines
- Main text
- Calls to action

Here is your checklist for crafting great website copy:

- Speak to your customers to create a tone of voice guide and use it to write consistent, user-centered copy.
- Write with purpose: don't include any fluff and make sure every sentence is valuable or useful to your customers.



- Break up your text into headings, subheadings, quotes, lists, and short paragraphs, so it's easy to scan.
- Proofread and edit all copy before it goes live.
- Track content with tools like Hotjar's Heatmaps once your site is live to better understand what copy is engaging users and getting them to convert, and what's getting ignored.

Overall Content

Your website content should lead visitors down the sales funnel. It should have a variety of content that addresses different questions or concerns depending on where the prospect is in the buyer's journey.

For instance, a blog is an excellent tool for building awareness, educating, and answering general questions about your services or industry. However, if a prospect is evaluating your company for hire, a case study or testimonial is more appropriate to demonstrate the successful work you've done for your clients.

Here is your checklist of content essentials to include on your website:

- | | |
|--------------------------|---|
| <input type="checkbox"/> | Thought leadership, educational articles |
| <input type="checkbox"/> | eBooks |
| <input type="checkbox"/> | Industries/Capabilities information |
| <input type="checkbox"/> | Case studies |
| <input type="checkbox"/> | Client testimonials |
| <input type="checkbox"/> | Compelling "About" page with a company history |
| <input type="checkbox"/> | Team overview page and bio |
| <input type="checkbox"/> | Careers page (content can include employee testimonials, internships, etc.) |
| <input type="checkbox"/> | Up-to-date job postings |
| <input type="checkbox"/> | Locations (if you have multiple offices) |
| <input type="checkbox"/> | Videos (can feature company culture, client testimonials, etc.) |





Step 3

Create a high-fidelity wireframe

Once you've got all your content, you can now start developing your high-fidelity wireframe. At this stage, you should know exactly what your design needs to look like based on multiple drafts of your low fidelity wireframe.

Here is your checklist for your high fidelity wireframe:

- ☐ Corporate Identity
- ☐ Typography
- ☐ Colours
- ☐ CTAs
- ☐ Icons
- ☐ Images
- ☐ Content

Once you've designed your high fidelity wireframe, your website should have a strong visual identity with all the details and content included. It will give you a clear idea of what the website will look like and how it will function.

A Final Word

So there you have it! This is your Ultimate website design guide. It is important that you view your website as a living entity. Just as your business grows, adjusts, pivots, and changes, so must your website. An outdated site is a liability, so be sure to always keep it up to date with relevant content, and leverage the data that you've gathered to customise your site accordingly.

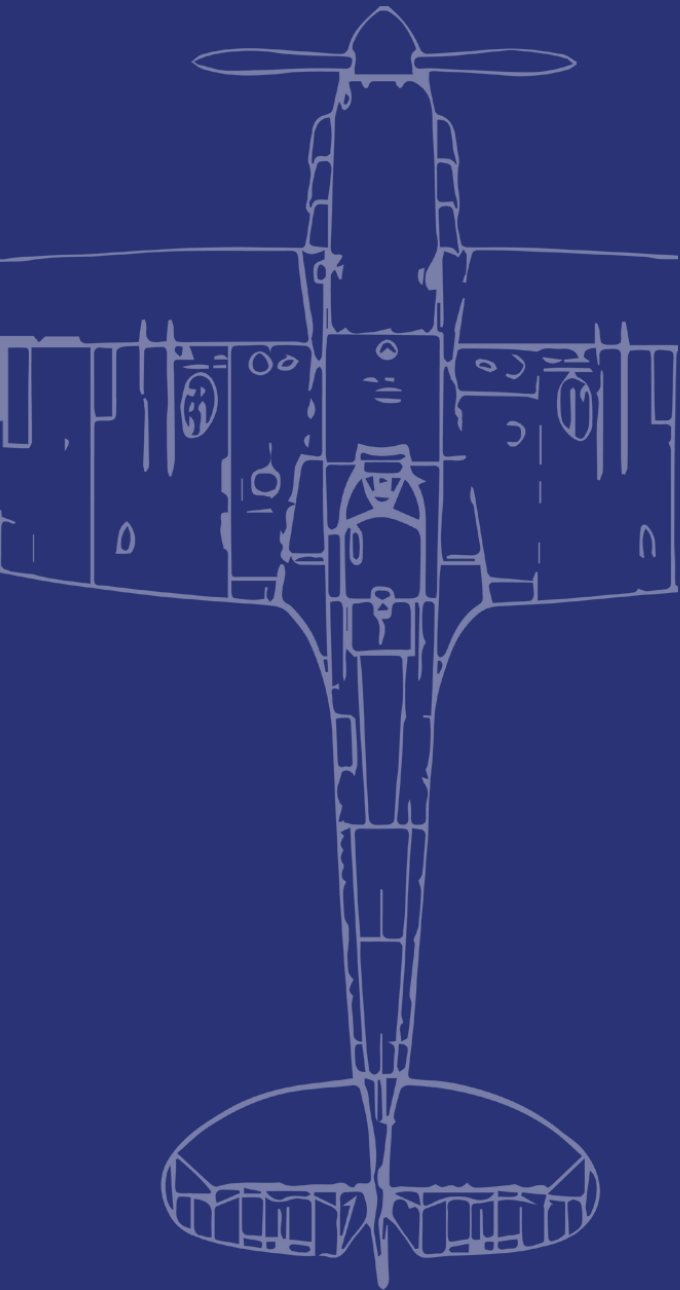
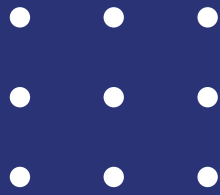
The best looking website still won't drive sales if it's not providing value to customers. Remember, your website must make it easy for customers to learn and get answers to their questions. By combining a good marketing plan with a visually appealing, fast website, you can drive transformational growth for your business.

If you're not sure about how your website can help you to accomplish your marketing and sales goals, our experts are happy to help! [Reach out to us](#) and we'll gladly assist.





GET IN TOUCH



Sometimes it's best to speak to the experts when implementing a new tool.

Get in touch with us for assistance with all things HubSpot.

Contact Us

