Web Design Secrets That Increase Sign Ups and Sales

Value Proposition

A value proposition quite simply is communicating "why you should buy from us to your customers". This does not have to be just a headline or slogan but can take various forms including images or videos for example. Communication of this proposition should be visible and affect the entire site and customer experience.

Behavioural research shows that people pay attention to specific facts when they relate to desired benefit.

Keep It Simple

You have probably visited a site that had a whole bunch of unnecessary information on it and or made it hard to find the bits of information you were looking for.

So ensure you have relevant information clearly and easily accessible to your audience. Apply the KISS principle to avoid clutter, unnecessary navigation and to ensure simplicity to the overall design. Keep a customer's perspective in the design of your site, keep it easy on the eye and ensure ease of use.

Colors For Conversion

One of the trickiest things to do when engaging in web design is to come up with a good color combination that can be applied well. There is no real consensus on the topic. However what is agreed on is that the use of color has more to do with context of the page itself.

Von Restorff a psychiatrist, discovered that whatever object stands out on the page is more likely to be recognized and easily remembered. This came to be known as the Von Restorff effect.

Make a Headline

Because people want to know exactly what the webpage is about and need to qualify if it's what they want to spend more time on. So use bold, concise headlines to give your customers the information they need up front.

Leverage White Space

The use of white space is vital for ease of reading comprehension and scan ability. Research from Eyettrack III, Susan Weinschenk's book Neuro Web Design and a study by Wichita state University all support the use of white space. It's also known to bring a greater focus on certain elements of the content to guide one's eye from one point to another as well as communicate what is important, needs attention and what's related.

Social proof

Prospective customers want to know whether they can trust you.

Social proof like testimonials and reviews is a great way to provide them with the proof they are looking for.

Rule of One

Keep things simple and focused for your web visitors. Keep your headlines and images focused on one just big idea. Marketing experiments research has shown a 19% increase in conversions when landing pages had only one objective. Use only one call to action as well.

Slow Webpage Loading Speed

There is a lot of research on the effects of slow sites or slow loading webpages. Google as well have announced that they consider website speed when determining search engine rankings.

Content for scanners and readers

According to Kissmetrics, Apple copywriters understand this principle of writing for those who scan your content and use it in their copy. Here are the rules they follow.

1. Use headlines with big font to highlight one idea
2. Use sub headlines before each paragraph or at least every 2-3 paragraphs to make scanners curious.
3. Use the inverted pyramid to structure your content. What this means is start with your most important point and followed by less important points, with the least important points coming last. That way readers who scan your content, will be able to get the key points.
4. This isn't an Apple take away but use fascinating bullet points.

Closure and Delivery Expectation

Ever signed up or bought something online only to be given a generic message or worse redirected to the homepage leaving you wondering if the process is completed? It is a very impersonal, ambiguous and leaves one hanging in a manner of speaking.

So build a process that gives closure and provides the resources or products that people sign up for in order to match their expectations.