

Website Best Practices: Make Your Website User Friendly

WHY DOES THIS MATTER?

When a person lands on your website you have roughly **8 seconds** to make an impression, that's not much time! This is important because, as human beings, we make roughly **35,000 decisions** in one day!

Making your website easy to use, gives your visitors more head space to focus on other choices, instead of trying to figure out how to use your website.

HOME PAGE MUST-HAVES

Here is a wireframe, there's no design, just the bare bones of a website. **Above the fold**, where your laptop cuts off, you have: a logo, tagline, description, compelling imagery, and a call-to-action or next-step.

Below the fold, after the user scrolls, you want to give them something meaningful, your benefits — why should the user buy from you?

Further down the page you want to include testimonials, awards, a special download, social media icons, and most importantly... **contact info**.

“44% of website visitors will leave a company's website if there's no contact information or phone number.”

HOME PAGE DESCRIPTION FORMULA: THE ABC TEST

The “A” represents the, **“what you do.”** We build Adirondack chairs.

The “B” identifies the target audience. The “who.” **Toward whom are you aiming your message?** The visitor wants to be clear they have come to the right place; that this site is for them. For anyone who appreciates the finest in rustic, artisan, premium outdoor furniture.

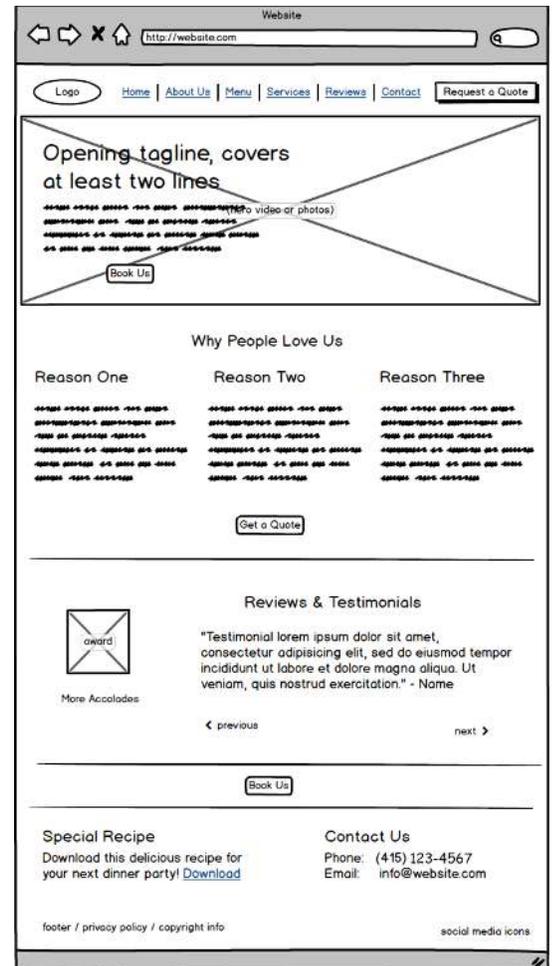
The “C” calls out the **“what's in it for me.”** The value. Why should I care? So what? So you can impress your friends and enjoy the best in old-world teak craftsmanship.

Acme Lawn Furniture builds the world's finest Adirondack chairs crafted from premium teak for those who appreciate artisan quality at backyard prices.

“After reaching a company's website via a referral site, 36% of visitors will click on the company's logo to reach the homepage.”

“Given 15 minutes to consume content, two-thirds of people would rather read something beautifully designed than something plain.”

the “fold” ➔



NAVIGATION

What should be in your navigation? Avoid using fancy terms that won't mean anything to your visitor, **stick to standards**. Unless it's a big part of your company personality and you're not worried about visitors finding more information.

Your navigation should also be consistent across the website. The compass that guides your visitors and orients them to where they are on your website. And want to **make sure your logo links to the homepage**.

Figure Us Out (About Us)
How We Help You (Services)
Shoot Us a Line (Contact)

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YOU READ THIS FIRST

You will read this when skimming

You will probably not read this on a skim

You will not read this. **Unless a phrase is bolded**

*Post... This is using 'anomaly'
to break the flow of the hierarchy. Cool huh?*

“39% of people will stop engaging with a website if images won't load or take too long to load. If your images don't load quickly, your visitors will leave.”

IMAGES AND IMAGE OPTIMIZATION

This refers to the process of compressing images so they load faster. We want big images because monitors are big, but we want them to load fast too.

Install a plugin or use an online optimizer. Good WordPress Plugins: WP Smush or ShortPixel. Good Online Resource: optimizilla.com

“Roughly 53% of users will defer to the search box rather than use navigation.”

ONSITE SEARCH

Does your website need a search box? If you have a really large, heavy website with many levels of content, a search box is a good idea. Ideally, your visitor **shouldn't need a search box** because you're doing everything we talked about here.

DON'T WANT TO DO THIS STUFF?

If it's all just too much, you can hire us to take care of these things for you! Get started with a **FREE Website Checkup**.

www.smackhappy.com/website-checkup



TEXT, CONTENT, AND HEADINGS

The way you put text on a page dictates how easy it is to read.

Most people will scan or skim the page looking for specific words and phrases. Headings and subheadings help sum up the topics on a page. Bullet points are also easy to scan.

Here is a great example of visual hierarchy with font sizes and weights. You can see the big bold title would be read first. But the red fancy text also stands out.

Underlining should be reserved for links. Most users think underlined words lead to new pages.

At most, you should only use **three types of fonts**. When you use more, it starts to look chaotic and unorganized.

LET'S JUST
stick to using
comic sans!

RESPONSIVE

Refers to how your website looks on **smartphones and tablets**. Make sure website looks good and is usable on all types of devices.

“Mobile devices now account for nearly 2 of every 3 minutes spent online.”

SSL: MAKING YOUR WEBSITE SAFE AND SECURE

Refers to that little green lock icon in the address bar and https, or Hypertext Transfer Protocol Secure.

Starting this year, 2017, Google will dock points for websites without SSL. So **get your site secured!**

FINALLY...

If you enjoyed this video, I recommend reading *Don't Make Me Think* by Steve Krug. He goes into depth about many of the practices discussed here.

Questions? Email: nicole@smackhappy.com

All quotes from Hubspot, April 2016:
blog.hubspot.com/marketing/compelling-stats-website-design-optimization-list

