

A SmartFinds Marketing Learn From The Pros Webinar Series

# How To Use Website Design To Increase Sales



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*creative online marketing strategies*

+

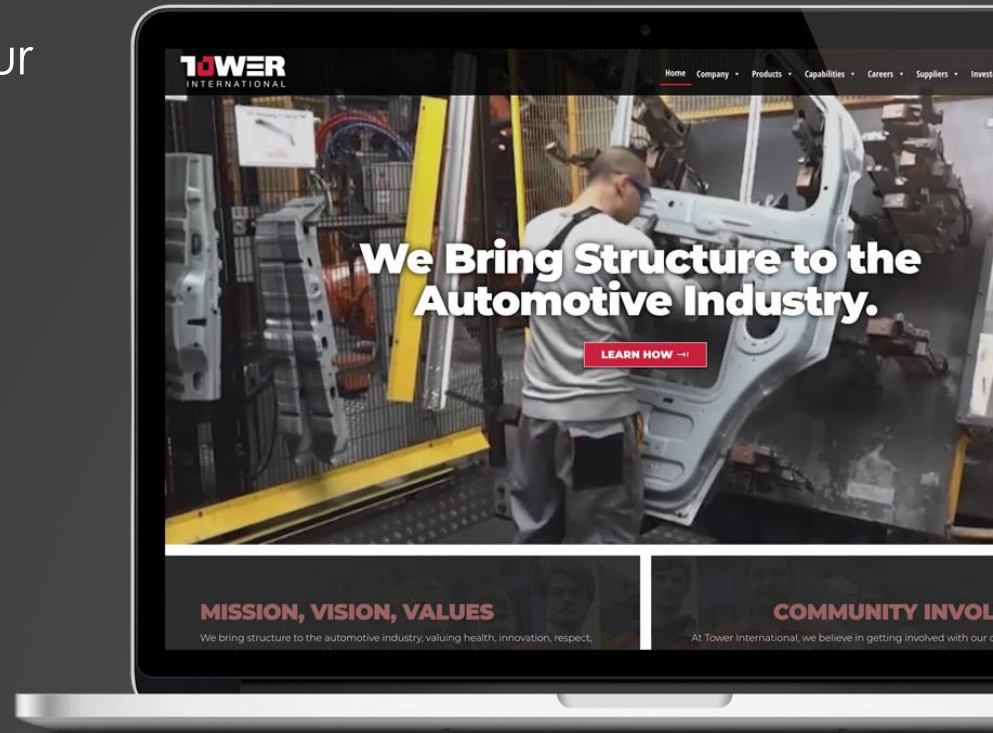
**DRIVE**  
CREATIVE



THE IMPORTANCE AND  
PURPOSE OF CREATIVE DESIGN

# CREATIVE WEB DESIGN

should be aimed at turning your web visitors into advocates for your brand. It's more than just "looking professional"; it's assisting in communicating a message that can not be told alone with words... It's about making your visitors feel something and making a decision to do business with your brand.



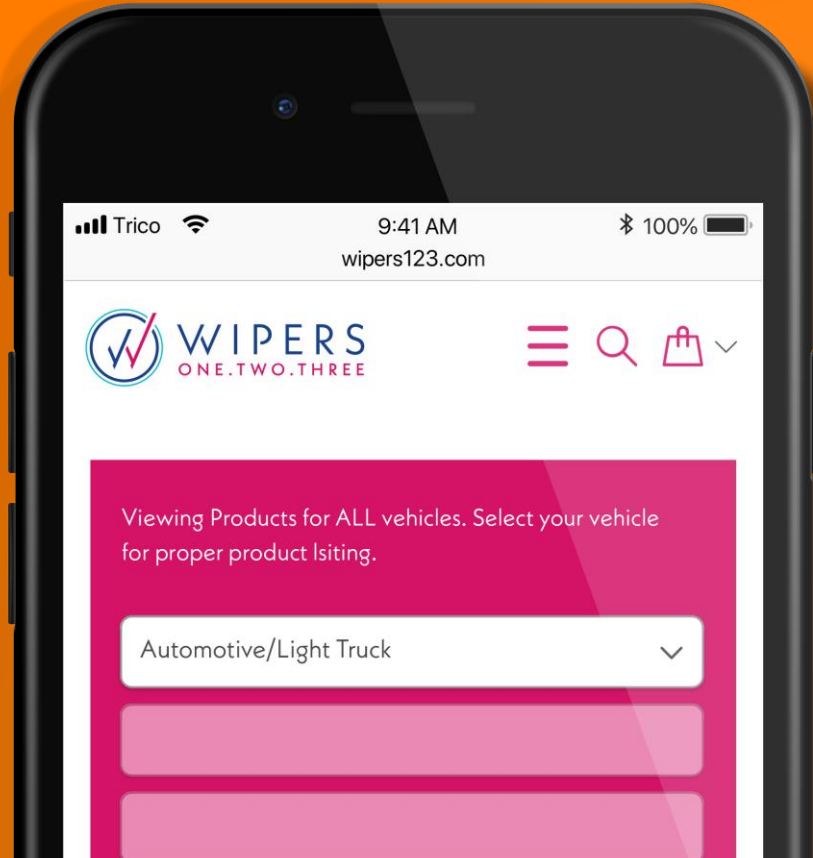
# CREATIVE WEB DESIGN

- **Mobile Friendly**
- **Brand Consistency**
- **Proper Fonts**
- **Color Theory**
- **User Triggered Animations**
- **Video**
- **Proper Usage of Negative Space**
- **Dark Mode**



# MOBILE FRIENDLY DESIGN

User experience is a key indicator in how Google indexes search results, and a large factor in converting your traffic into sales.



# MOBILE FRIENDLY DESIGN

- **Consumers spend 5 hrs per day** on their smartphones (AdWeek)
- **52% off all web traffic** is mobile (statista.com)
- **Consumers are 77%** more likely to purchase from a brand that allows for ease of mobile purchase (Google)
- **79% of people** are more likely to share/revisit a site that has a seamless mobile experience (Google)



# Consistency is Key.



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# BRAND CONSISTENCY

Brand consistency helps **increase sales by as much as 23%** (Forbes). Starting with a branding guide is key in keeping your brand consistent across all channels, not just your website.



## CELEBRITY THAT EMULATES WIPERS123

### BILL NYE THE SCIENCE GUY

- Explains complicated topics in a clear concise manner

## LOGO LOCKUPS.

The horizontal version of the logo lockup is the primary variation and should be used whenever possible.

In certain applications, the primary logo may not be suitable due to visual or size constraints. In these cases, you may choose to use the primary logomark as a standalone element.

In very select cases, you may have a need

horizontal logo  
used for most cases



standalone logomark  
used when full logo does not fit  
(mobile apps, social media, etc)

vertical logo  
select use only when full logo is needed  
and horizontal logo doesn't fit



# BRAND CONSISTENCY

**STEP 1 - Create** a brand guideline including: logo lock-ups, fonts, proper usage, color schemes, photography, voice/tonality, buyer personas, and brand purpose.

**STEP 2 - Review** current brand and brand assets and determine changes that need to be made.

**STEP 3 - Implement** these changes.

**STEP 4 - Share** your brand guidelines with everyone that is working on your brand, and create a process to ensure the brand remains consistent.

# Typography sets the Mood.



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# PROPER FONTS

Using the correct fonts for your brand helps express your brand's personality and tell your story. Some brands may benefit from using large san serif fonts that express a modern look and feel, while others may benefit from using a serif script to evoke an emotion of nostalgia.

## Anton

### Glyph

Aa

### Characters

ABCČĎDEFGHIJKLMNOPQRSŠTUV  
WXYZŽabcčćddefghijklmnopqr  
sštuvwxyzžĂÂÊÔŮăâêôșr1234  
567890'?'“!”(%)[#{@}]/&\<-+÷  
\*=>®©\$€£¥¢:;.,\*

### Styles

Type here to preview text

Fonts make design|

46px

Fonts make design

### Popular Pairings with Anton

Roboto



Lato



Montserrat



Anton

Regular



Montserrat

Regular



The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was

# PROPER FONTS

INVESTING IN

## THE FUTURE OF GLOBAL AUTOMOTIVE MANUFACTURING

Autokinton Global Group (AGG) exists to pursue investments in global automotive metals manufacturing companies. We focus on powertrain diagnostic platforms and provide our customers with solutions to lightweight their vehicles in an entrepreneurial manner to deliver value to our stakeholders. The result is a stronger business and greater value for our stakeholders.

## OUR HISTORY

2018

2018

20



AGG acquires information manufacturing engineers structural components

The combination of L&W and Tower International creates synergistic value by lowering overall cost, significantly broadening our product offerings and diversifying our customer base. AGG is committed to providing current and future customers with world-class product quality and customer service.



**Make sure** the font you use is easy to read on all devices; mobile, desktop, tablet.



Your primary **fonts should complement** the fonts of your logo.

# PROPER FONTS

- ✓ **Avoid** using colors in your font that make it hard to read.
- ✓ **Pair** visually appealing primary and secondary fonts.
- ✓ **Consistency** in font usage builds overall brand consistency.



DESIGN

VECTOR ALPHABET  
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y  
Z 1 2 3 4 5 6 7 8 9 0

THE  
CREATIVE

ALPHABET  
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y  
Z 1 2 3 4 5 6 7 8 9 0

TRENDY

VECTOR ALPHABET  
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y  
Z 1 2 3 4 5 6 7 8 9 0

## PROPER FONTS

Choose a font that fuels the right emotion. Do you want to be fun or professional? Modern or traditional? Calm or high energy?

And please, for the love of God, stay away from Comic Sans!!!!!!

# COLOR THEORY



Similar to fonts, different colors drive different emotions. Properly using the psychology of color on your website can increase the time spent on your site and lead/sales conversions. Keep in mind, it's important for the color palette of your website is complementary to the color of your brand to keep things consistent.

**Understanding the psychology of color and how to use it...**

# COLOR THEORY

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**Orange** is aggressive. Creates a call to action to buy or sell.



**Red** creates urgency. Great for discounts/sales call to actions and impulse buys.



**Green** is relaxing. Easiest color for the eyes to process, used to calm people.



# COLOR THEORY

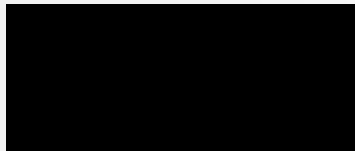
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**Yellow** is optimistic. This is a great color to use to grab someone's attention.



**Pink** is feminine. Primarily used in marketing products to women.



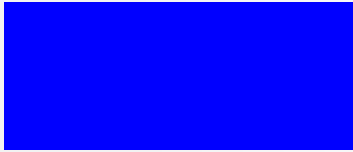
**Black** is powerful and sleek. Often used to invoke a feeling of luxury.

# COLOR THEORY

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**Purple** is soothing. Often used with beauty and anti aging products.



**Blue** is trust. Commonly used as a primary color in business as it's non-invasive. Considered the favorite color of both genders through studies.

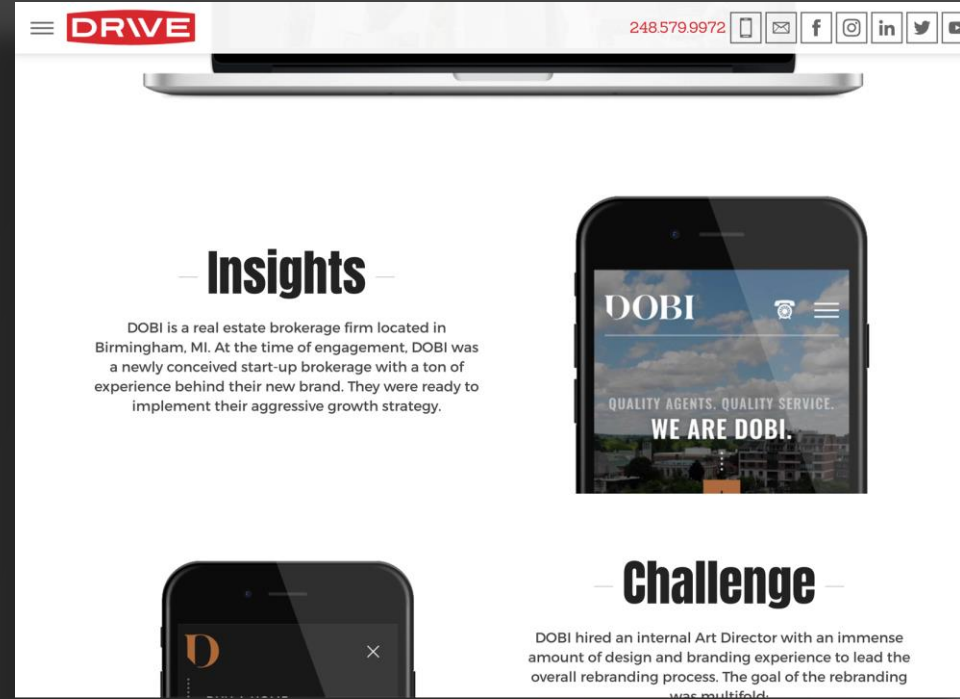
# USER TRIGGERED ANIMATIONS

User triggered animations make your website more interesting for your visitors, and assist in guiding your visitors to the content you want them to view. As a species, we are attracted to movement!



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User triggered animations make your website more interesting for your visitors, and assist in guiding your visitors to the content you want them to view. As a species, we are attracted to movement!



# USER TRIGGERED ANIMATIONS

- Parallax scroll animations make it **easier for your visitors** to scroll through your website content.
- Using scroll animations such content flowing into view as the user scrolls can help **highlight CTA's**.
- Building micro animations around mouse movement helps **prompt users to click** on the links you want them to view.
- Scroll triggered animations can actually **help with page load time**, which is a key indicator in SEO rank with Google.
- Animations help **keep users on your site longer**, which increases the likelihood of them doing business with you.

# USER TRIGGERED ANIMATIONS

Average attention rates in the US have dropped from 12 seconds in the year 2000 to 8 seconds in the year 2020. (source: Time Magazine)

**Animation can help keep your users engaged and paying attention to your brand!**

P.S. A Goldfish has any average attention span of 9 seconds...



# Lights. Camera. Action!



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# VIDEO

According to AdWeek, we are consistently seeing an **88% increase** of time spent watching video on smart phones year after year.

It's simple; **if you give someone the choice to watch a video, chances are they are going to tune in.**

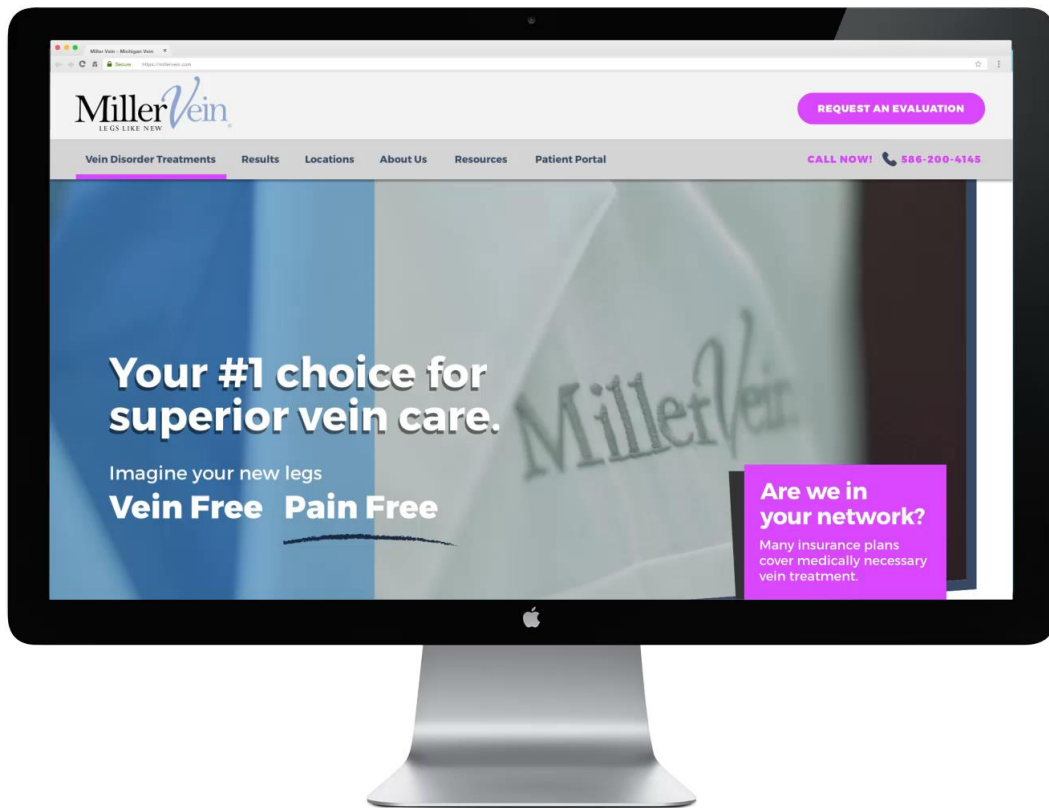




# VIDEO

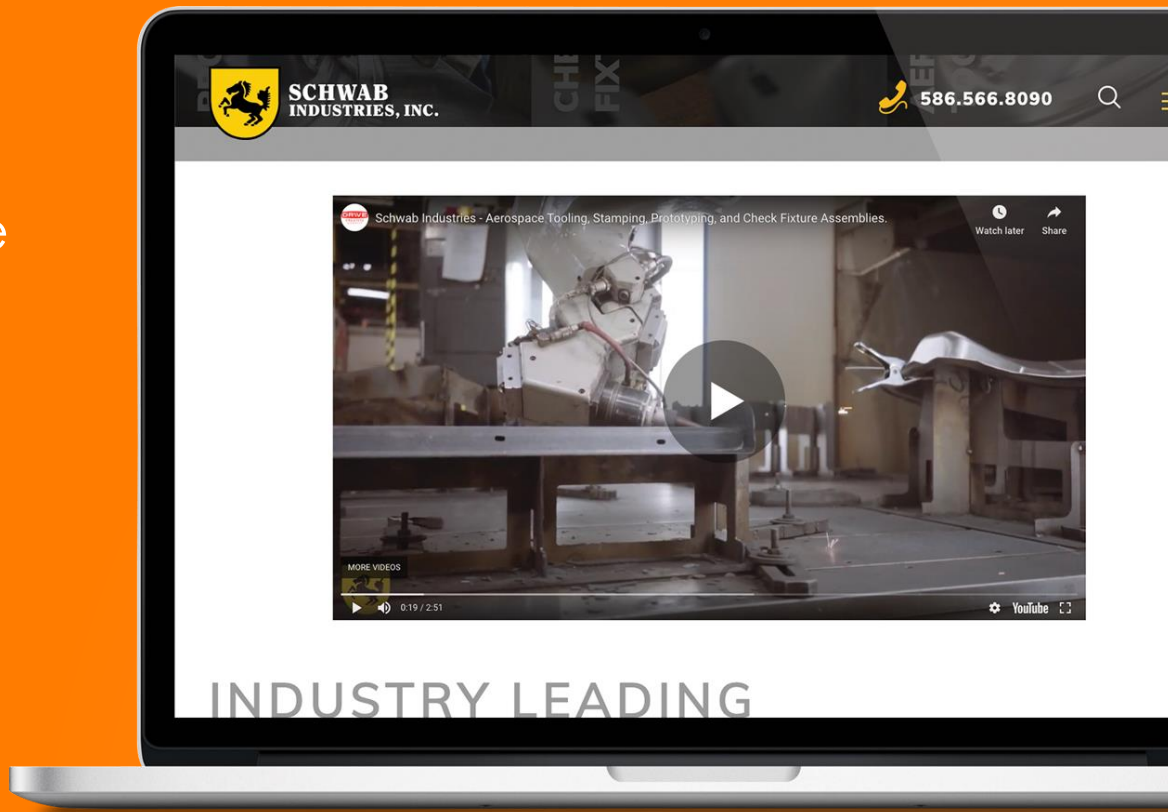
- Using **automatically prompted video** in the header of your website is a great way to showcase your brand, service, and products.
- Create a **brand/company story video** on your homepage to showcase your brand's purpose, and why people should buy from you.
- Create **customer testimonial videos** to build consumer trust.
- Develop a **vlog section** on your website that people can subscribe to. This is a pedestal for you to grow an audience and build trust.

VIDEO



# VIDEO

**FACT:** Using video on your site makes it more likely to populate in Google search!



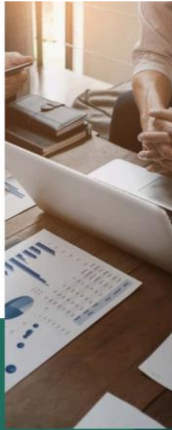
# PROPER USAGE OF NEGATIVE SPACE

Sometimes, simple is better. Negative space is defined as the space around an object, image, or type. Further, micro negative space is the space between words or CTA's, where macro negative space is the space between larger blocks or elements.

**Using the proper amount of negative space creates a better user experience and increases the likelihood of them returning.**

# PROPER USAGE OF NEGATIVE SPACE

- Negative space **creates a break** in the page so the user can understand what they are looking at.
- It helps **direct the overall flow** of the page, and helps your user get to the content you want them to view.
- Helps specific **images/items stand out**, for example items that are for sale on your website.
- Negative space **declutters** text heavy websites.



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23 Butikker

el-biler til barn Index  
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**2**

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**Robot-Slavsuger**

**Roboter**

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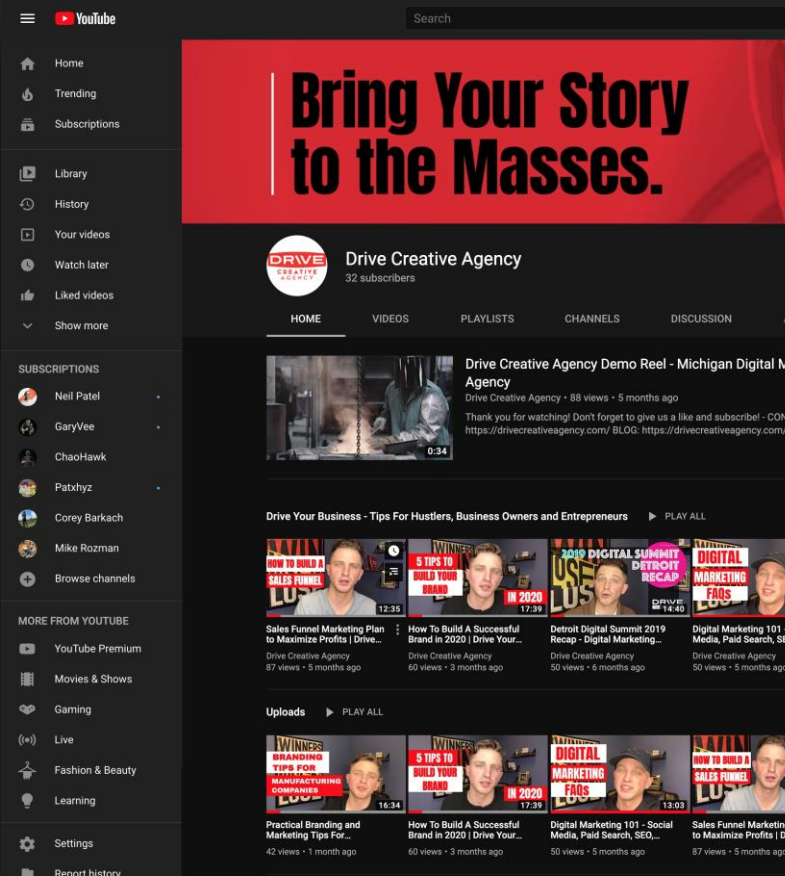
# DARK MODE

We anticipate dark mode being the biggest trend of website design in 2020. As you have seen, many of the big brands (for example, YouTube, Android, iPhone) have already started offering dark mode to users.

User benefits of dark mode:

**Reduces eye strain**

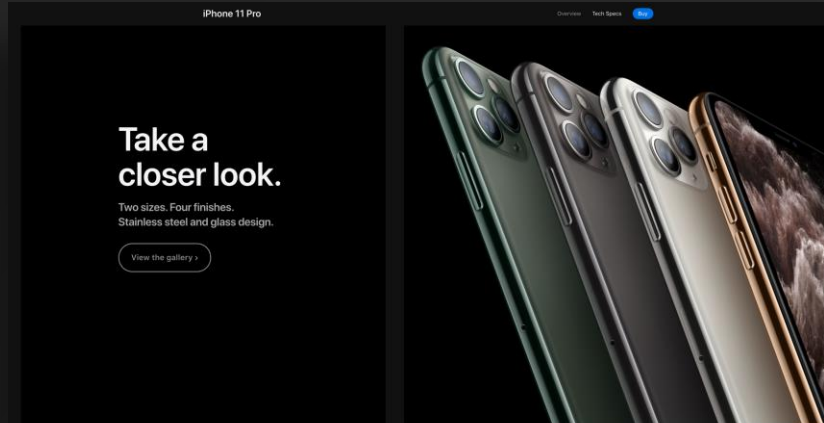
**Conserves battery life**



# DARK MODE

There are currently dark mode extensions on Chrome, Safari, and Firefox that you can download to test how your website looks in dark mode.

**If this trend continues, it will be important to consider dark mode for your website's design.**







WEBSITE CONVERSION,  
IMPROVING THE CONVERSION OF  
THE EXISTING WEBSITE TRAFFIC TO  
A LEAD OR SALE

# ANALYZE. INTERPRET. ACT.

Converting website visitors is more important than driving more traffic to your website.



# CALLS TO ACTION (CTA)

## KNOW YOUR WEB PAGES

Any page on your website generating a lead or sale. In most cases this is not your home page.

### Types of Calls To Action Pages:

- Contact Us
- Sign-Up
- Download
- Pre-Purchase
- Thank You
- Call Us





USE YOUR WEB PAGE'S BODY TO  
DIRECT YOUR WEBSITE VISITORS

BEST NOT TO RELY ON VISITORS  
USING YOUR WEBSITE'S NAVIGATION.

# TECHNICAL PERFORMANCE

TEST YOUR WEB PAGES

Did you know that **86% of women between 18 and 24** admit they're less likely to buy something when a web page is slow to load?



# TECHNICAL PERFORMANCE

TEST YOUR WEB PAGES

Recommended Reading - Unbounce 2019 Article

Slow Loads Sabotage Your Conversions:  
See The 2019 Page Speed Report

<https://unbounce.com/landing-pages/slow-loads-sabotage-conversions/>

# TECHNICAL PERFORMANCE

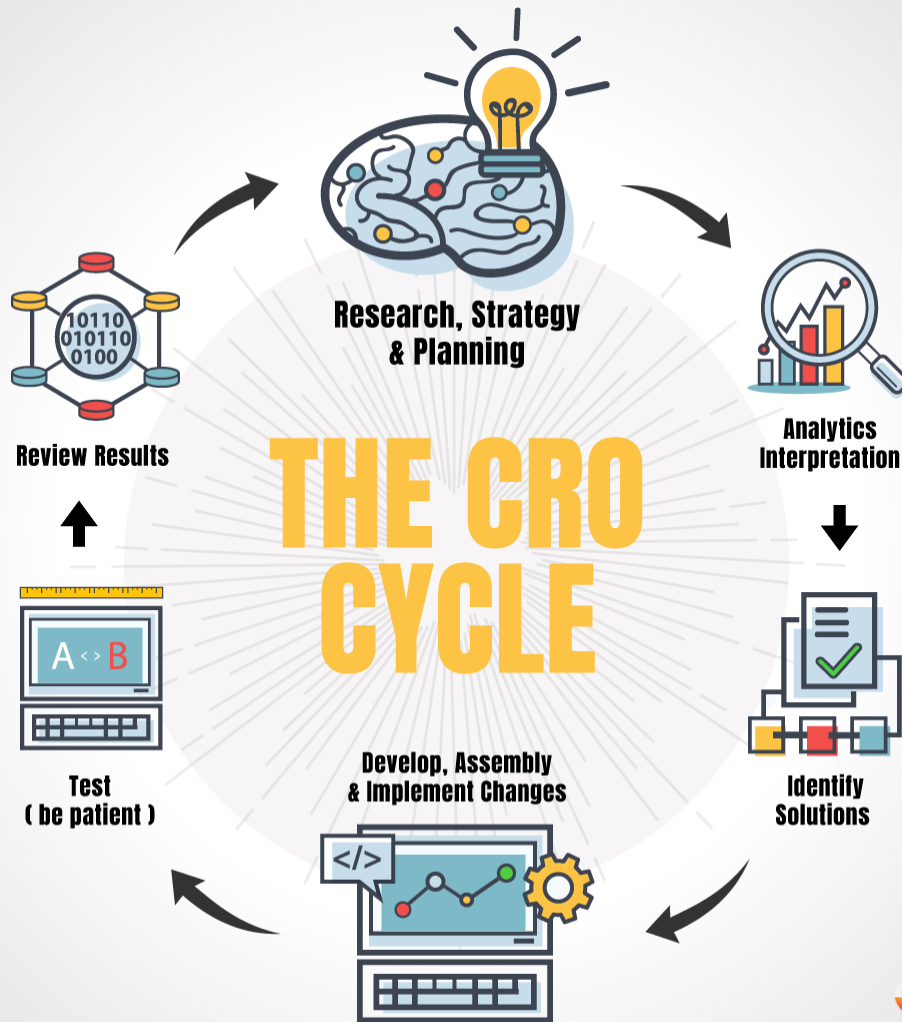
TEST YOUR WEB PAGES

## 1. Google Page Speed Test

<https://developers.google.com/speed/pagespeed/insights/>

## 2. GT Metrix

<https://gtmetrix.com/>





# CONVERSION RATE OPTIMIZATION

RATIO OF ACTIONS TO CTA

(CRO)

Understanding the effectiveness of your web pages.

## 1. Measure Multiple Data Points

Website Analytics, Form Completions, Bounce Rate and more

## 2. Analysis and Interpretation

Find trends and patterns that help you come to different conclusions.

## 3. Changes and Testing

Making changes may come easy. Being patient to see the results of your test can be harder.



# WEBSITE INTERACTION

## VISITOR UX AND UI

**UX (User Experience)** helps to generate an enjoyable experience through the way a user interacts with the web page.

**UI (User Interface)** is the way a web page is designed and laid out to the website visitor.

# WEBSITE INTERACTION

## 1. Be Clear

What do you want website visitors to do?

## 2. Visuals to Direct

Graphics, Images, Colors, Text Copy & Size

## 3. Remove Distractions

Visuals not related to the call to action(s) need to be removed

### 5 Simple Steps to Legs Like New

consultation

Includes ultrasound mapping, immediate exam results, and a custom treatment plan.

approval

cedure

check-up

Care



What if your legs feel gr  
but you have spider vein

Click here to learn about VeinErase

LEARN MORE

Request your vein evaluation today!

WITH 6 CONVENIENT LOCATIONS IN METRO-DETROIT, SUPERIOR VEIN CARE IS NEARBY

PHONE

CHOOSE A LOCATION

# WEBSITE INTERACTION

## THE UHI ADVANTAGE

Learn more about our unique capabilities ▶

Recommended Reading -  
Harvard Business Review 2019 Article

More Isn't Always Better

<https://hbr.org/2006/06/more-isnt-always-better>

Bacon ipsum dolor amet beef short ribs cow, sirloin shoulder spare ribs ham hock tongue fatback doner filet mignon beef ribs turducken bacon.

Bacon ipsum dolor amet beef short ribs cow, sirloin shoulder spare ribs ham hock tongue fatback doner filet mignon beef ribs turducken bacon.

**AUTOMOTIVE**

**AER**

Bacon ipsum dolor amet beef short ribs cow, sirloin shoulder spare ribs ham hock tongue fatback doner filet mignon beef ribs turducken bacon.

Bacon ipsum dolor amet beef short ribs cow, sirloin shoulder spare ribs ham hock tongue fatback doner filet mignon beef ribs turducken bacon.

**TRUCKING**

**MIL**

Bacon ipsum dolor amet beef short ribs cow, sirloin shoulder spare ribs ham hock tongue fatback doner filet mignon beef ribs turducken bacon.

Bacon ipsum dolor amet beef short ribs cow, sirloin shoulder spare ribs ham hock tongue fatback doner filet mignon beef ribs turducken bacon.

# GOOGLE ANALYTICS KEY METRICS

Know and understand the key metrics related to website conversion.

1. Page vs. Site Visitors
2. Bounce Rate
3. Exit Rate
4. Time on Page
5. Patterns Over Time
6. Acquisition Sources
7. Geography





# GOOGLE ANALYTICS WEBSITE DATA

**“Statistics”** is a specific branch of knowledge that, among many other activities, includes addressing reliable ways of gathering data and making inferences based on them.

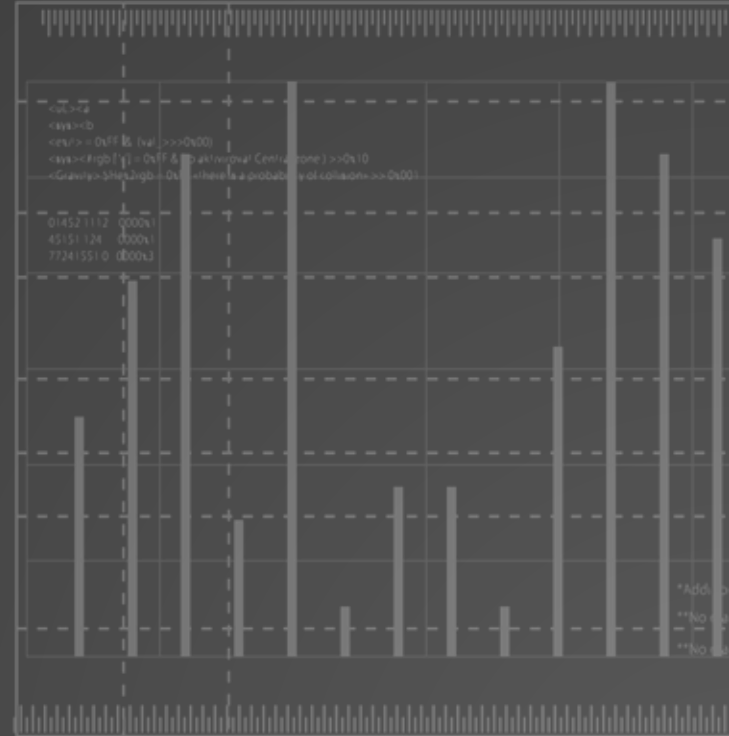
ScienceDirect -

<https://www.sciencedirect.com/book/9780444518620/philosophy-of-statistics%23book-description>

# GOOGLE ANALYTICS WEBSITE DATA

Managing a large amount of data can be tricky. Look for patterns. Ask questions and find answers. Time management is important.

1. **Work In Small Increments**
2. **Try Different Date Ranges**
3. **Target What You Want To Solve**



# LEAD RESULTS (Case Study)

Web page changes and improvements are great.

Google Analytics looks great.

**Does this translate into lead results?**





# Questions?



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YOUR STRATEGIC PARTNERS

# SMARTFINDS MARKETING

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Today's web has powerful new tools for engaging customers, making it a game changer for businesses. Leveraging our 25 years of experience in Digital Marketing, we can put those powerful new tools to work for you, providing an important edge in creating successful online customer relationships. SmartFinds manages our client's entire web presence to become their digital marketing department. This ensures a consistent strategy across all marketing and technical channels.



# DRIVE CREATIVE AGENCY

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Advertising isn't just a spend game anymore,  
it's a brand game... **and the best brands win.**

Our job is simple (but not always easy) – we help new brands create an identity that will prepare them for success in the marketplace. We also work with established brands, helping them look to the future, refresh, reset or rebrand for continued success or to take a step further in the marketplace. No matter where your brand is currently, we have the expertise to grow it and get your message in front of the right audience. Drive's combination of creativity, strategy, and execution allows us to create winning marketing strategies for all our clients.



# LET'S REACH SUCCESS TOGETHER



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