5 Reasons Your Website Isn’t Working: Change It Now!

MADISON REVELL · INBOUND AV

Reason #1
Too Much Content

Hard to Visually Digest

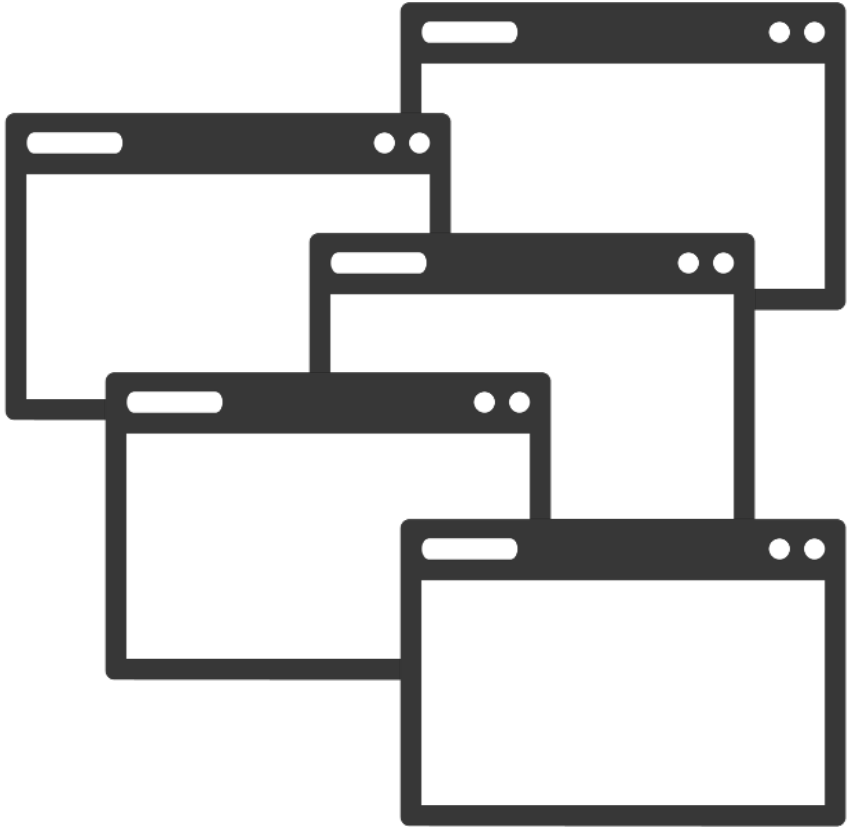
Lots of content and body copy can be overwhelming to the eye.

Takes Too Long

Users are impatient! Too much content takes too much time to read through.

Tabloid-Syndrom

Avoid throwing everything you've got in your users' faces all at once.



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01 Quality Over Quantity

A little goes a long way - have **less** content that's **higher** quality.

02 Negative Space

Create space! Don't feel pressured to fill every inch of your site with content.

03 Content Hierarchy

Prioritize "Need to Know" information based on what's most critical for users.

SOLUTION:
Make Some Breathing Room

HOME PAGE

CONTENT HEIRARCHY

BRANDING → **MAIN FEATURE** → **CTA** → **CONTACT INFO** → **IMAGERY**

01

Make your logo and branding style clear from the get-go.

02

Choose the product, service or information to highlight first.

03

Use **Call To Action** button to drive traffic where you want.

04

Make your contact information clear and easy to find.

05

Use stunning and relevant imagery that captures the eye.

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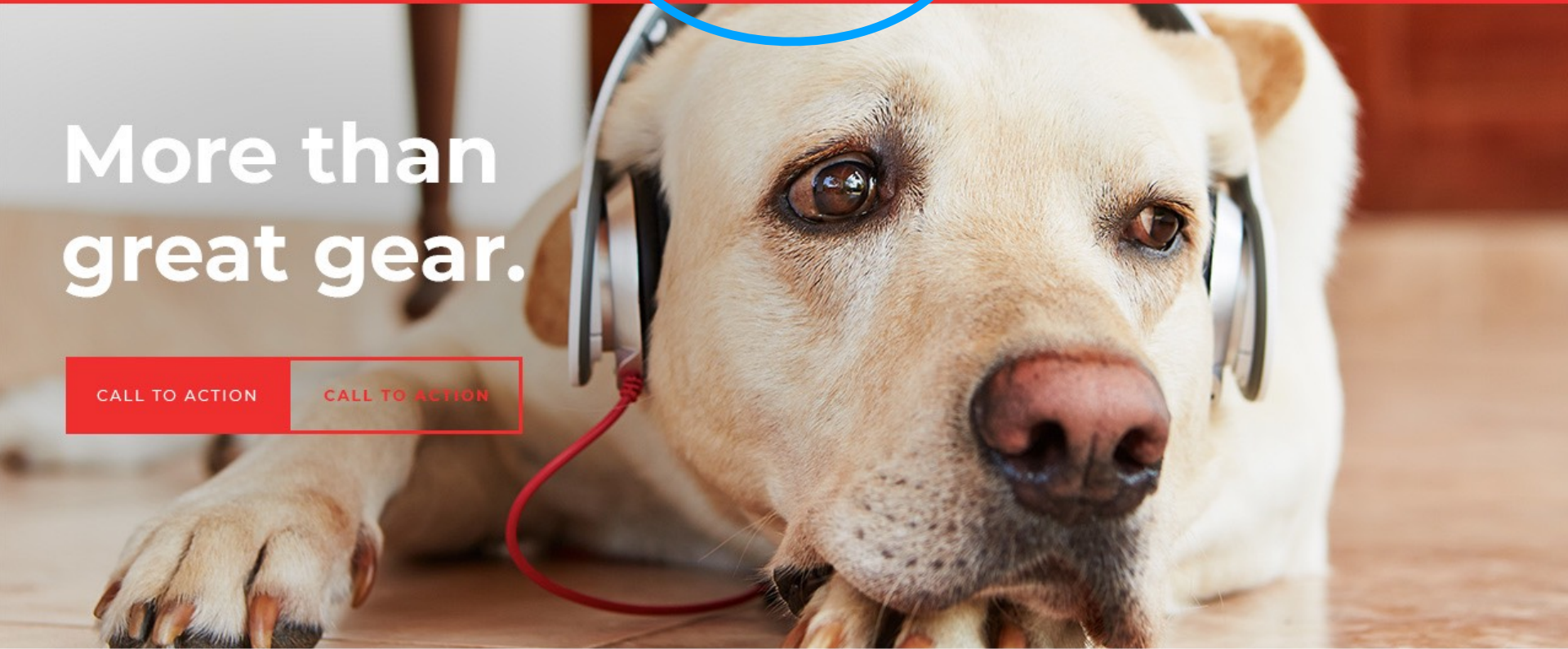

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Reason #2
Wrong Message

Irrelevant or Misleading Content

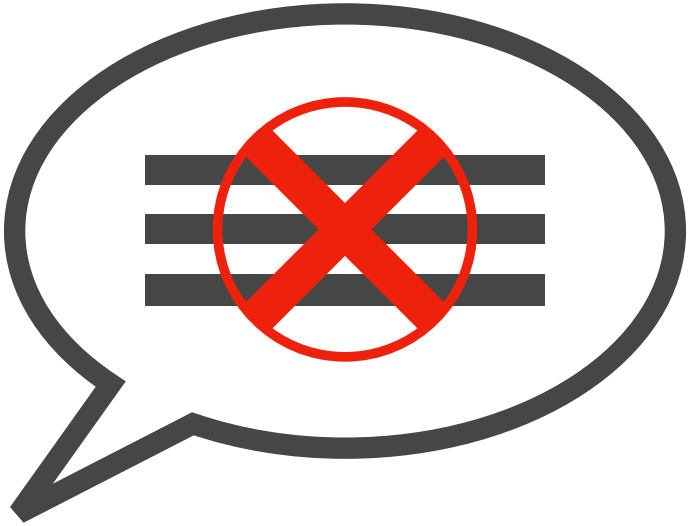
Content that isn't clear, relevant, or accurate can hurt your site's performance.

Confusing Visuals

Graphics and imagery that don't make sense will leave users feeling confused.

Loss of Interest

If your message is wrong for your audience, they'll lose interest.



SOLUTION: Remember Your Audience

01 Define Your Demographic

Get to know your audience by clearly defining their needs.

02 Content is Clear

Your content should clearly convey your message, product, or service.

03 Visuals Make Sense

Use imagery and graphics that are match your brand and content.

Reason #3
Inconsistency Kills

Looks Sloppy

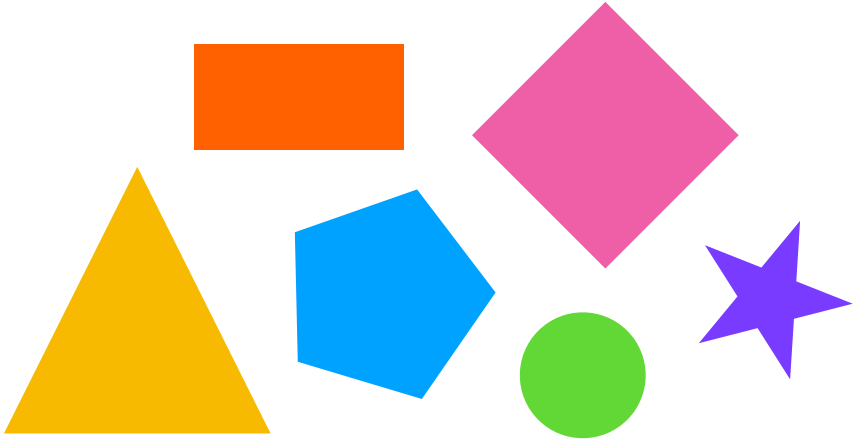
A sloppy looking website reflects the quality of your business and brand.

Visually Overwhelming

Too much going on turns people away from your site, losing potential customers.

Lacks Identity

Without consistency in your web display, any sense of brand identity gets lost.



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Stick to a main *legible* font, only adding a secondary if you wish.

02 Type Size

Keep your type size consistent! Set point sizes for headers, text, CTAs, etc.

03 Colors

Limit yourself to a main color, secondary color, and two neutrals.

04 Imagery

High resolution images ALWAYS. Make sure imagery is relevant and appropriate.

SOLUTION:
Find A Balance

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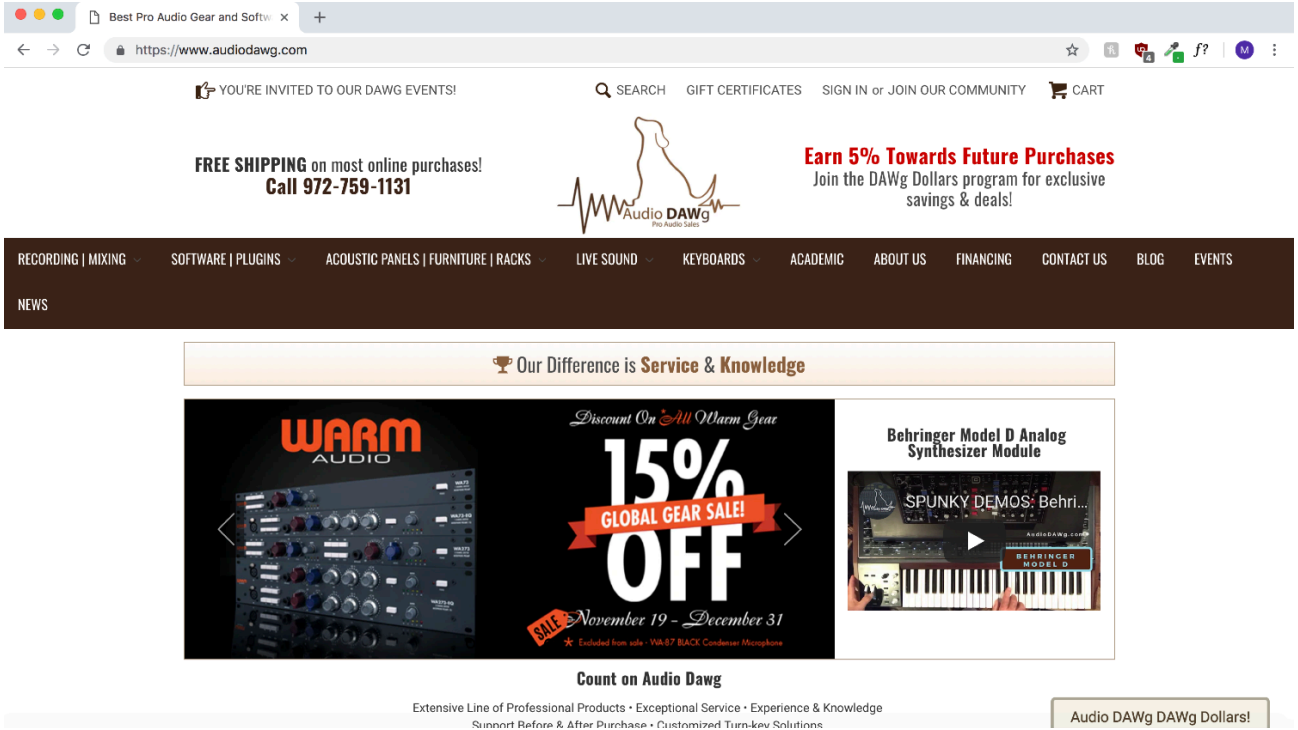
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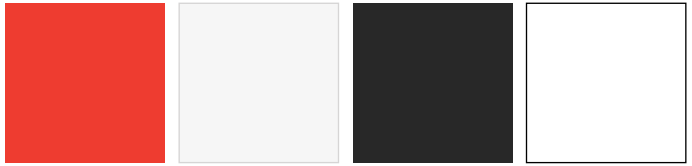

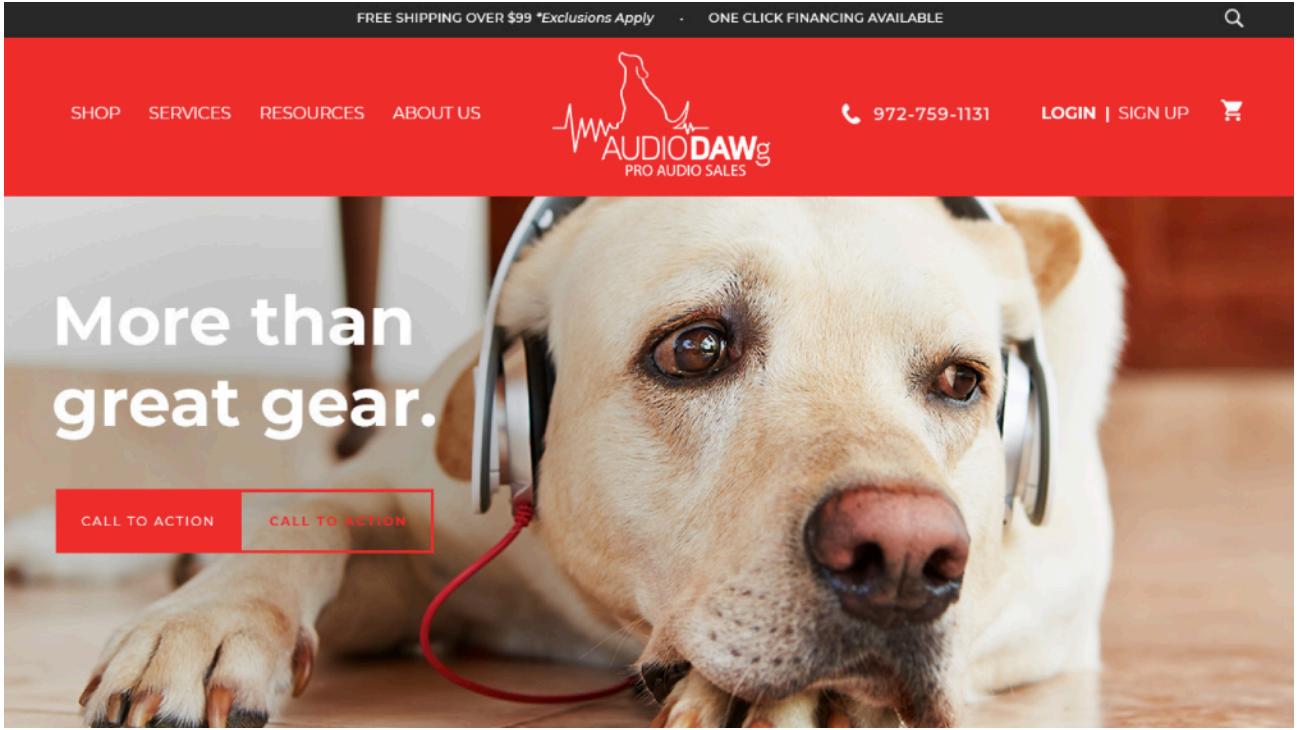
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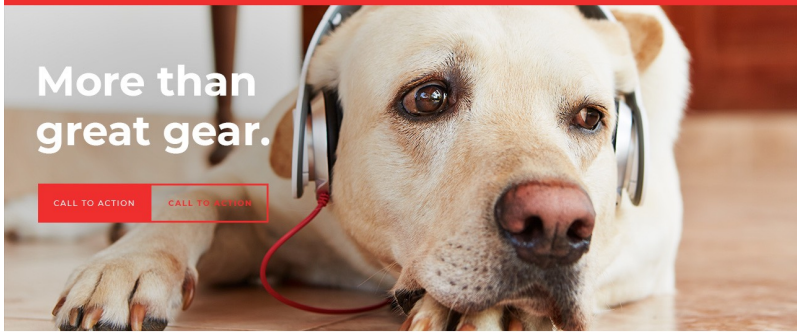

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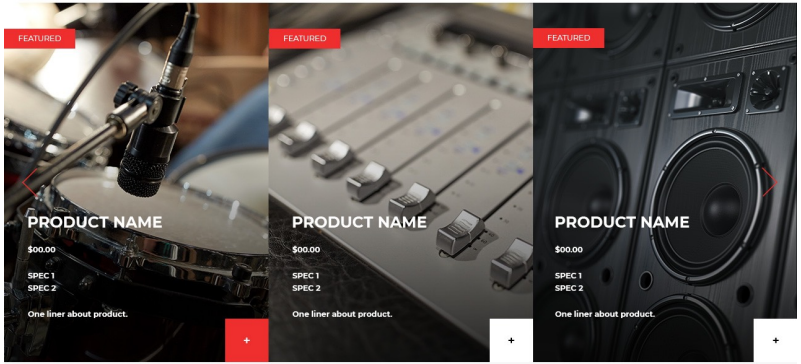

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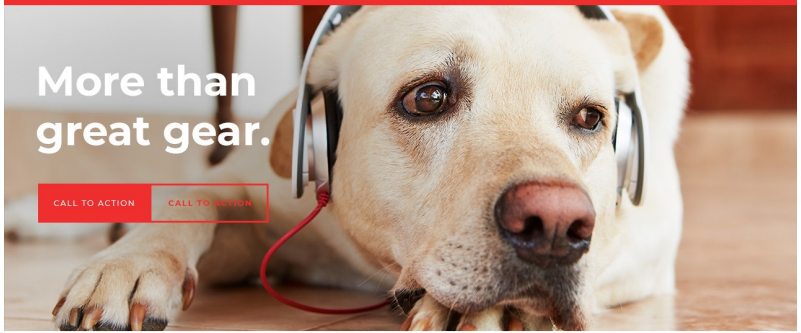

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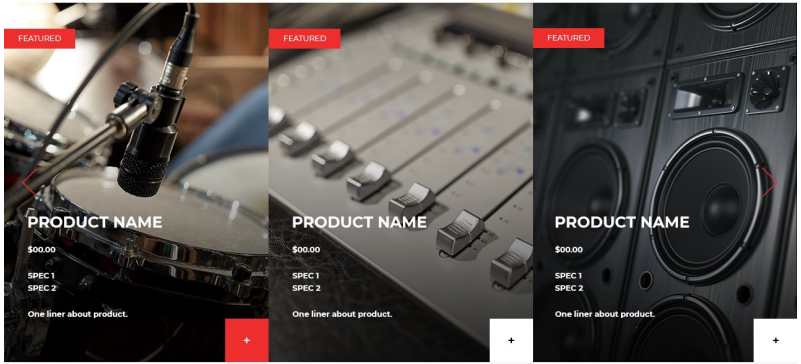

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Reason #4
Unresponsiveness

Out of Touch

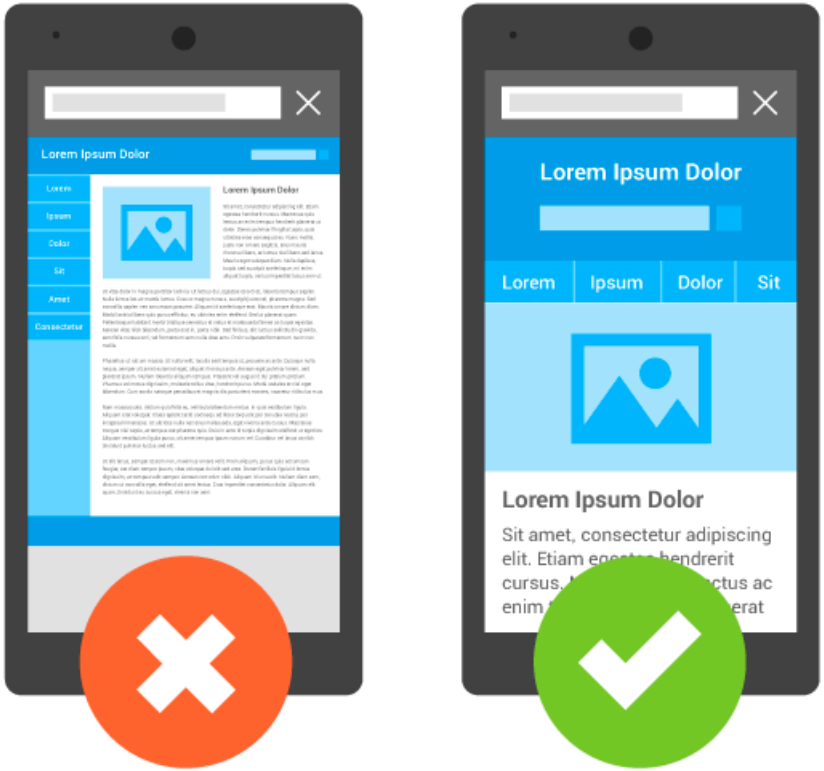
Having an unresponsive website in 2019 makes you look out-of-date and out-of-touch.

Limits Audience

You're missing out on a HUGE portion of your audience/potential customers.

Hurts Functionality

Users who try to view your site on mobile devices will encounter poor functionality.



SOLUTION: Design with Mobile-Friendly in Mind

01 Welcome to 2019

A mobile-friendly website shows users you're paying attention.

02 Wider Reach

Responsive sites allow you to reach a great audience through multiple devices.

03 Flexibility

Gives you more wiggle room for what you want your site to accomplish.

Reason #5
Users Lose Their Way

Difficult Navigation

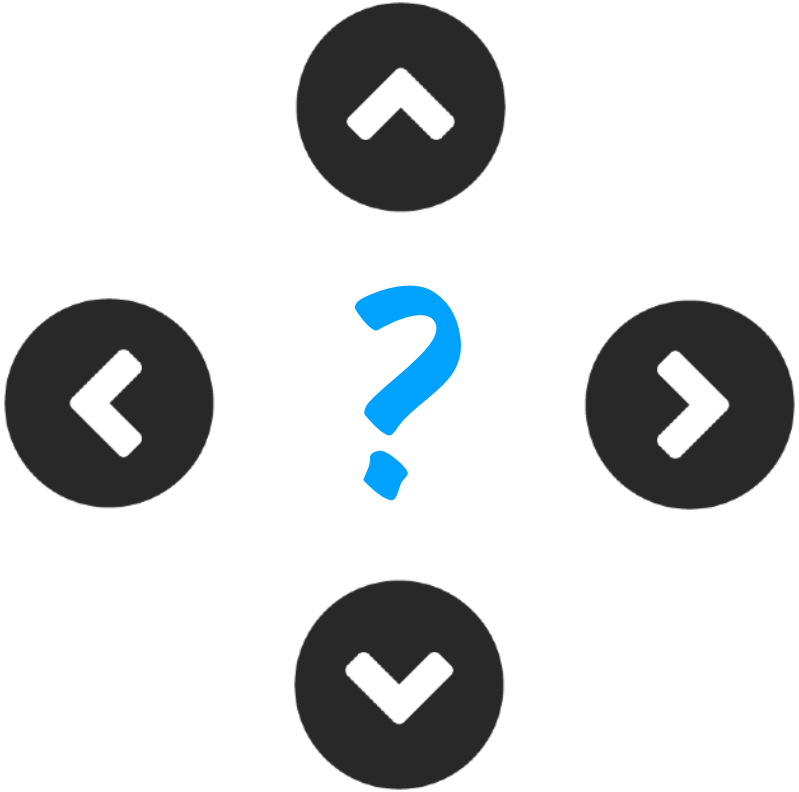
Without user-friendly guidelines to find specific information, users get lost.

Too Many Options

Giving users too many options with little to no direction can cause confusion.

Lack of Visual Cues

Lacking visual cues will stunt driving web traffic to desired pages or products.



01 User Experience

Guide users through your site in a way that makes sense.

02 Scanning-Friendly

Remember our points about content? Low quantity, **high quality.**

03 You Are Here

Give users visual cues to get where they need to go. Icons, CTAs, etc.

SOLUTION:
Make Navigation A Breeze

CALL TO ACTION

CALL TO ACTION

CALL TO ACTION

CALL TO ACTION

CALL TO ACTION

Underlined Text Links

CALL TO ACTION

Underlined Text Links

DIY Design
Take Home Tasks

Quality Content

Prioritize your website's space and information.

Audience-Minded

Craft your message to cater to your website's audience.

Balanced

Consistency is key, from fonts to colors to imagery.

Responsive

Remember the power of a responsive website.

Easy Navigation

Make sure your users can find what they're looking for.

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