



DOES MY WEBSITE SUCK?

A workshop that will help you evaluate where your website needs to change for better communication, better conversions and better sales











www.stormsteen.com/free-resources



**75% OF USERS JUDGE A
COMPANY'S CREDIBILITY BASED
ON ITS WEBSITE DESIGN**

according to research by Stanford University

TODAY, WE'LL BE COVERING:

-  Your website funnel and user journey
-  Auditing your website copy
-  Check your branding
-  Information Strategy
-  Accessibility
-  Website Strategies





Hey Homeslice!

I'M STORM

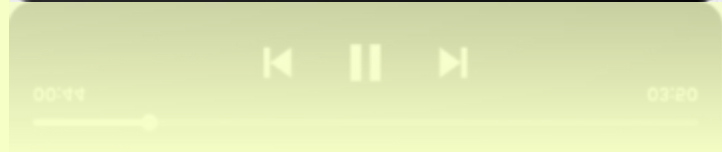
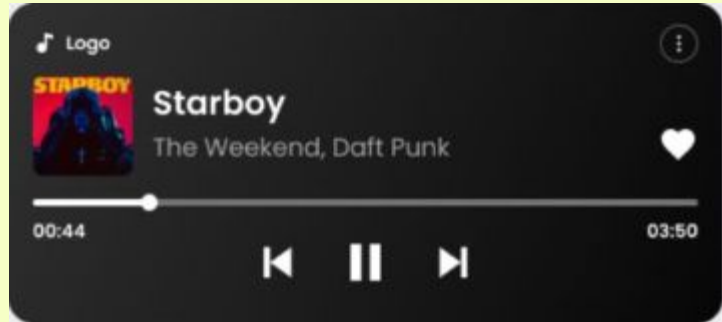


WHY VISITORS LEAVE

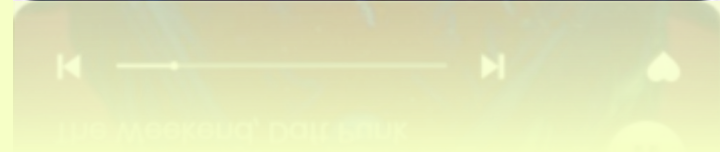
- Clarity issues
- No sense of urgency
- Visual clutter
- Accessibility
- Consistency
- Errors in UX
- Boring copy
- Confusing messaging
- Slow load speed
- Offer alignment
- Uncertainty of next steps
- Poor navigation
- Obnoxious popups
- Ads



A



B





HOW COLOR PSYCHOLOGY CAN ENHANCE YOUR BRAND MESSAGING

Branding

Let's paint the town red... or blue, or green, or whatever color speaks to your soul! ☺ That's right - we're diving headfirst into the vibrant world of color psychology and how it can take your brand messaging to the next level.

WHAT WE KNOW ABOUT USERS

- ★ Users buy when they **trust**
- ★ They want **control** and **consistency**
- ★ They want the best solution, **quickly**
- ★ **Distractions** are distracting...
- ★ They **read and interact** quickly and habitually
- ★ They **start with a cup full of trust**



THE GRUNT TEST







Step 1

THE SALES FUNNEL



A GOOD SALES FUNNEL

-  Has one main powerful benefit
-  Has one main call to action
-  Has a next step to reinforce your promise
-  Converts

Step 2

THE AUDIT

COPY AUDIT

- Is your tone and messaging clear and consistent?
- Does your copy support UX or is it visually difficult to read?
- Is your body copy at least 16px?
- Did you use F-pattern reading?
- Did you make your content scannable by using subheadings?
- Are your headlines visually different from each other and on brand?
- Have you styled your text using italic, bold, underline and highlighting where appropriate?
- Is your call-to-action easy to see and logical?

- Does the hyperlink from the CTA work?
- Are your headings clear and actionable?
- Is it clear that your CTAs are buttons are clickable?
- Is your website content (the space you're placing information) generally within 940px - 1000px width.
- Is your copy width (the actual words) between 480-700px?
- Where can you use bullet points instead of chonky paragraphs?
- Are all paragraphs less than 3-4 sentences long?
- Are you using inline links to help uncertain buyers explore your content without feeling like they're making a commitment?
- Do you use whitespace and encapsulation to draw attention to copy or information?

BRAND AUDIT

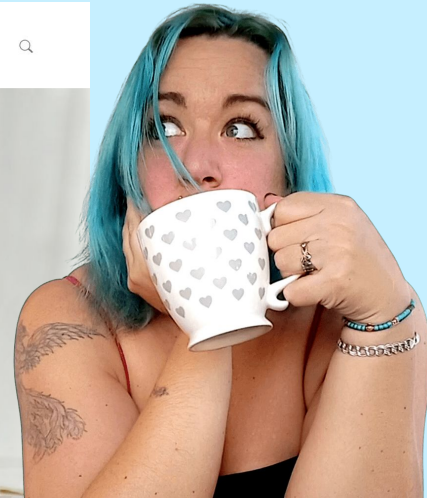
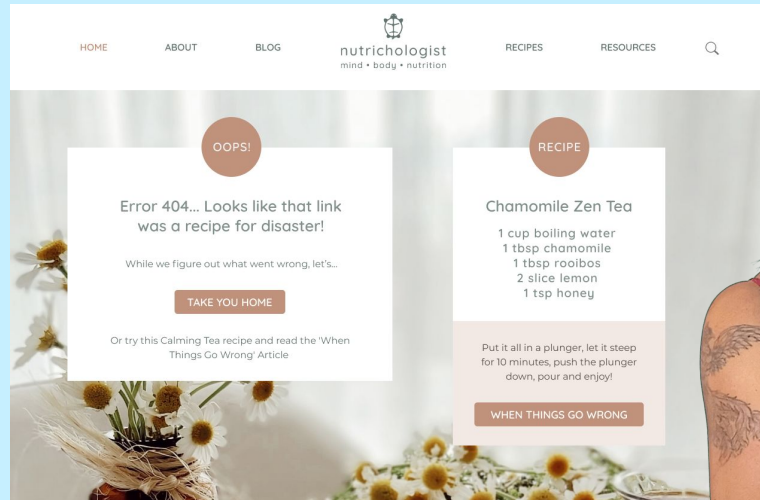
- Is your branding clear and consistent on all pages?
- Is your branding *legible*? Be careful of script fonts and colors that aren't ADA compliant?
- Are you using design style tiles for your brand?
- Do “internal” pages all have a similar design, repeating layout to build trust + enhance memory scanning?



INFORMATION STRATEGY AUDIT

- Is your main navigation intuitive?
- Did you link to your terms & conditions or legal page?
- Did you use your site as a sales funnel, linking pages together to create a solid experience? (home -> services -> portfolio -> contact/inquiry)
- Is there a search bar present and accessible in your footer or 404 page?
- Is there a clear escape route if the user changes their mind and needs a different option?
- Is it easy to figure out how to contact you?

- Have you used images to break up text?
- Do you have opportunities for micro-commitment (lead magnet, low cost, free call, etc.)?
- Did you create a custom 404 error page? It should have a little spunk to it, a search bar, and at least 3 paths for your visitor to explore





ACCESSIBILITY AUDIT

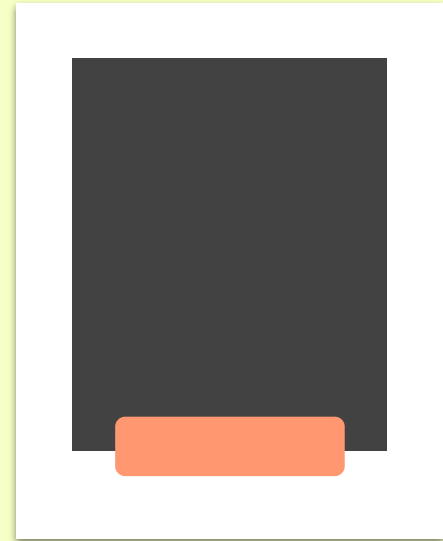
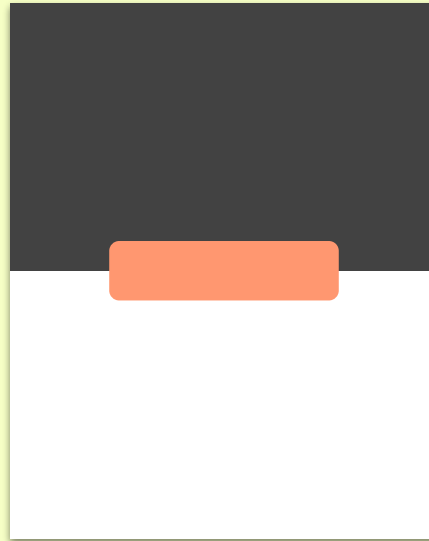
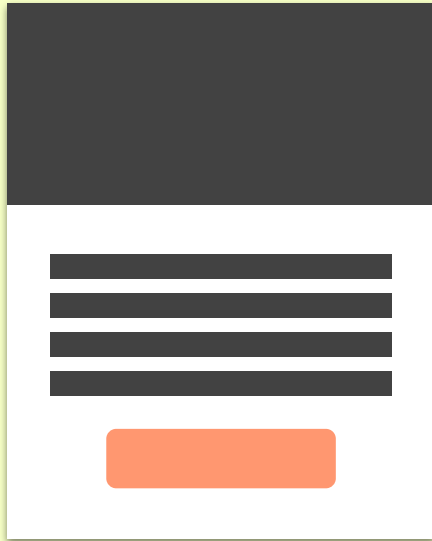
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- Are your buttons clearly clickable with micro-copy that makes sense?
- Are your images compressed/sized?

Step 3

WHY IT WORKS

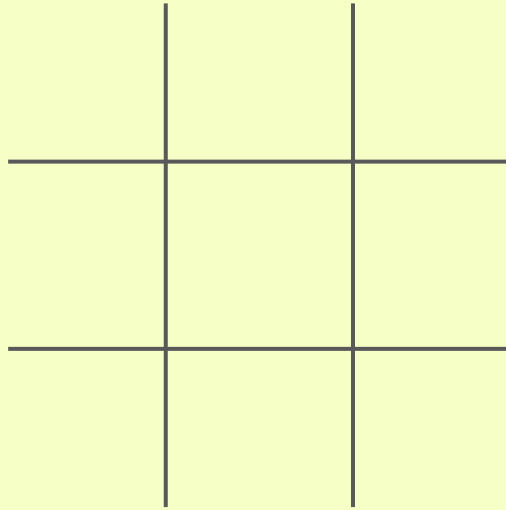
VISUAL STRATEGIES

Balance your elements (and your CTAs)



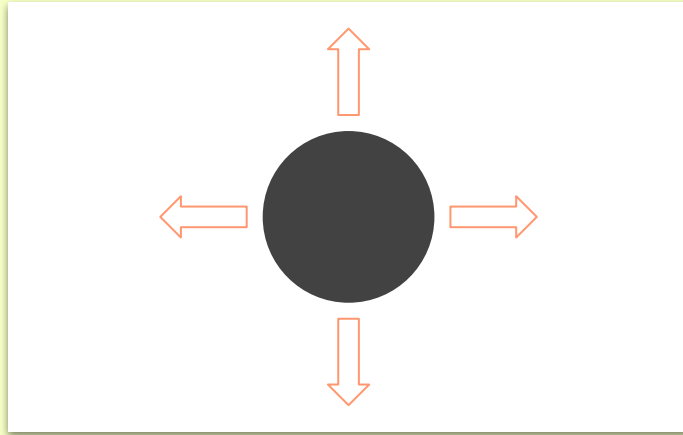
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Follow the rule of thirds



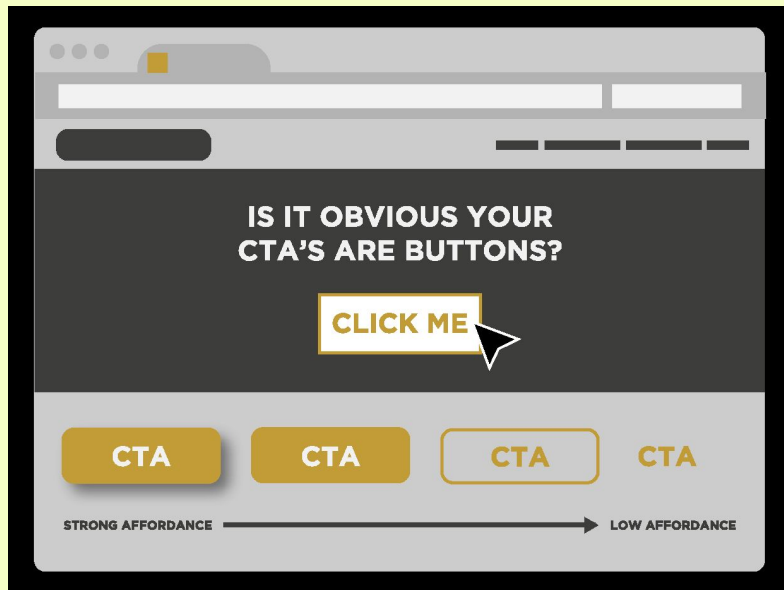
VISUAL STRATEGIES

Utilize your white space



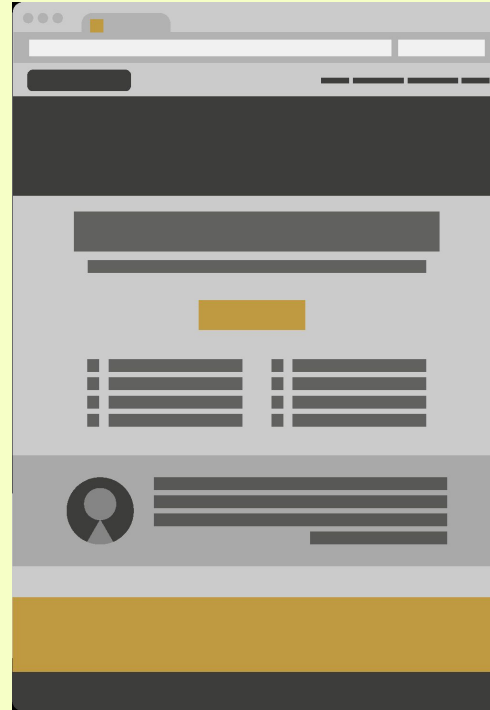
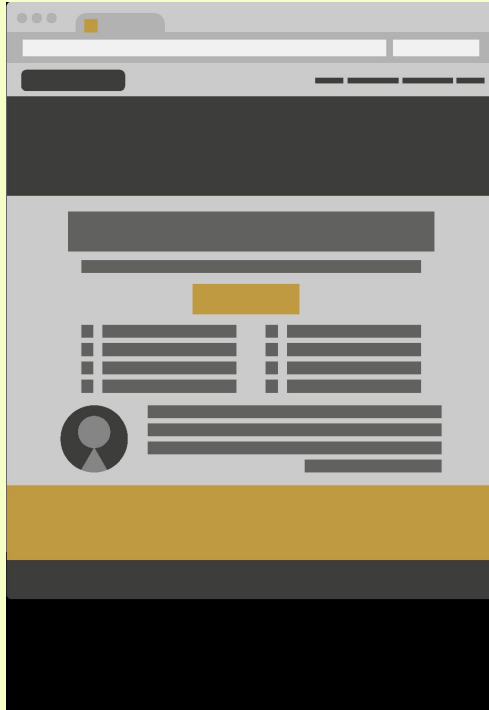
VISUAL STRATEGIES

Let Directional Cues Point to your Call To Action



VISUAL STRATEGIES

Encapsulation Use a Border





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ORGANIZATION STRATEGIES

Establish a Clear Visual Hierarchy



**THE TIME IT TAKES FOR AN
INDIVIDUAL TO MAKE A DECISION IS
DIRECTLY PROPORTIONAL TO THE
POSSIBLE CHOICES HE OR SHE HAS.**

Hick's Law

ORGANIZATION STRATEGIES

Avoid Unnecessary Distractions

- Deciding whether to use the navigation bar or scroll down the page more
- Skimming the headlines to see which blog post to read
- Deciding whether to download your lead magnet, share your post on social media, or leave a comment
- Choosing between making a purchase, reading product reviews, or browsing for more products



**IF YOU PROVIDE ONLY ONE OPTION
FOR A VISITOR TO CHOOSE, THEY
ACTUALLY HAVE TWO CHOICES TO
CONVERT OR BOUNCE**

Hobson's Choice



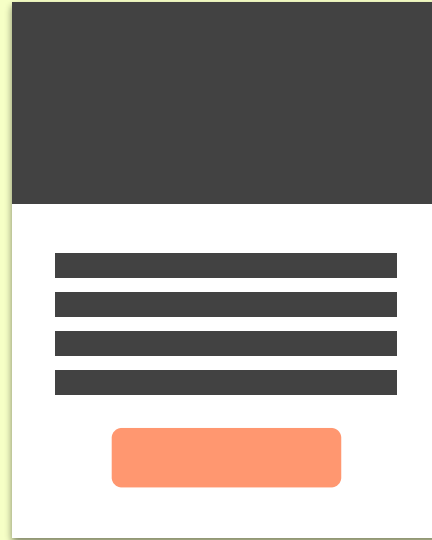
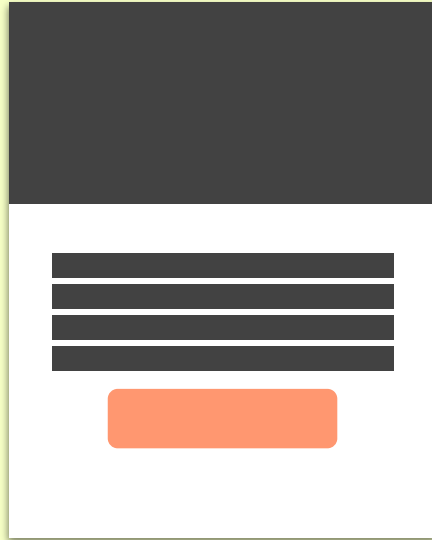
LINK STRATEGIES

- Increase CTR for fence-sitters by embedding hyperlinks
- Increase CTR for ready to buy
- Increase CTR by making buttons look like buttons



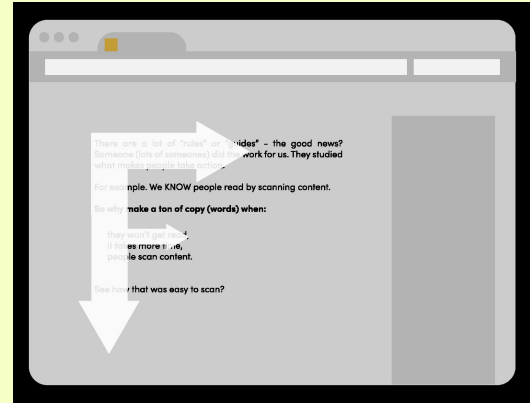
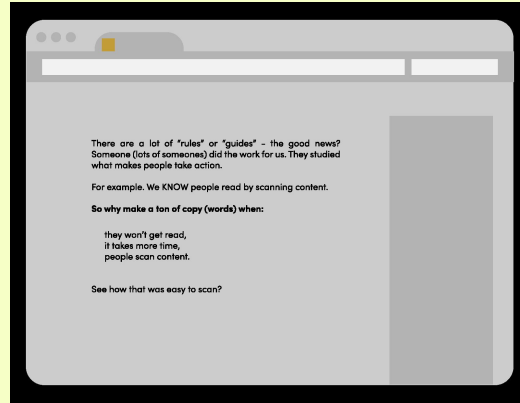
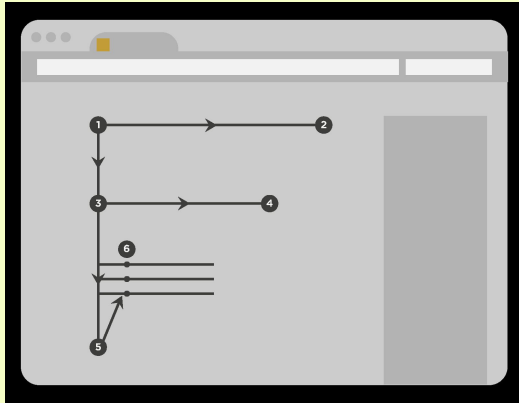
Copy STRATEGIES

Make things easy to read



Copy STRATEGIES

F Pattern Reading



Copy STRATEGIES

Reduce the Number of Characters Per Line (or Content Width)





**SOOO...
DOES IT
SUCK?**





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