NAVIGATE TO A BETTER WEBSITE

WEBSITE DESIGN AND USABILITY IS CRITICAL TO CONVERTING EYEBALLS TO SALES

The Internet offers a wealth of new opportunity for small businesses, but web surfers are a sensitive bunch. One wrong move, and your new customer could be forever lost in the ether. Keep them happy by following these website usability guidelines.

GET ORGANIZED. Most internet users have to come to appreciate a familiar website layout and can become confused when presented with non-traditional formats. Give them what they want. Visitors typically start scanning a web page at the top left corner and move diagonally down to the bottom right, so it makes sense to place your logo and navigation at the top of the page. The main content and teasers to deeper information should be in the center of the page.

EASIER = BETTER. Visitors should be able to find any content on your site within a few clicks. Arrange your navigation in descending order of popularity with concise and obvious labels. Be wary of fancy drop-down or pop-out menus, as they can be cumbersome and annoying to use (but effective if executed properly).

ALL THE NEWS THAT FITS. The age-old newspaper advertising term "above-the-fold" is also applicable to website content. Most visitors should never have to scroll horizon- tally. If it's not possible to fit the contents of your homepage in one screen (requiring no scrolling whatsoever), be sure to make the most important content the most visible.

ASK FOR THE SALE. The call-to-action is one of the most vital and often overlooked components in small business websites. Don't forget why you have a website in the first place. Your new potential customer visited your beautifully-designed, highly usable website and read your well-crafted marketing literature… but then what? You should have a line of copy at the end of every page with a brief but convincing sales pitch including your contact information. Better yet, include a lead form on every single page that utilizes a hook to get users to submit their information. Free consultations and whitepapers are good resources and provide incentives to visitors to submit their contact information.
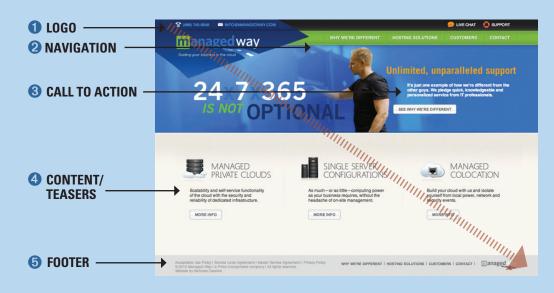
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Nicholas Creative is a boutique creative agency serving small- and medium-sized businesses to design and develop websites, deploy email marketing communications and optimize for search engines.

Experienced, accomplished and agile, Nicholas Creative empowers you to:

- Create a consistent brand
- Generate sales leads
- Improve customer relationships
- Increase your ROI

Nicholas Creative offers a unique, personable approach to project management and execution. We realize that Internet marketing can be a challenging endeavor for your business, but we make it manageable through our sound expertise, honest communication and unparalleled responsiveness.

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① **LOGO**
② **NAVIGATION**
③ **CALL TO ACTION**
④ **CONTENT/ TEASERS**
⑤ **FOOTER**

① Users scan your website starting at the top left corner and move diagonally down to the bottom right of the page.

② A deliberately placed navigation with clear labels helps visitors quickly find the content they're perusing.

③ Always place the most important contact "above the fold" so visitors don't have to scroll for it.

④ Create a clear call to action and offer a sample lead form for potential customers to make the initial contact.