

# **WEB DESIGN**

## **GUIDELINES BEFORE CONTRACTING A WEB AGENCY**

**This is the best ebook for business owners or  
managers that want to hire a web design**

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*Dear Entrepreneur,*

Avoid wasting time and money working with web design agencies or freelancers that are not fully honest and invested in your project. The difference between a plain website and one that generates leads and sales are the small details that take time to learn and implement.

That's why MOST AGENCIES are taking on projects at low costs and promising the world, but when it's time to deliver, the end result is terrible and most of the time, delayed.

So, how can you avoid this? It's simple, by reading this book you'll have a deeper understanding of what you and your business need from a website, so you can create a in-depth checklist to discuss with any agency and see if they're a match for you or not.

## YOU WILL LEARN THE FOLLOWING

- ✓ TECHNICAL PART
- ✓ DOMAIN NAME
- ✓ HOSTING
- ✓ PLATFORMS
- ✓ WIREFRAME
- ✓ WEBSITE OBJECTIVE
- ✓ CODING
- ✓ PLUGINS & MODULES
- ✓ SCHEMA.ORG
- ✓ SECURITY
- ✓ CONTENT
- ✓ COPYWRITING
- ✓ TARGET AUDIENCE
- ✓ AUDIENCE TIME AVAILABILITY
- ✓ SEO
- ✓ BLOG SEO
- ✓ BENEFITS OF HIRING A WEB DEVELOPER
- ✓ OFF SITE TIPS

**You can read a few ideas of the book in the following pages**

## Chapter 3

### Layout Design

Now that we've covered the basics of wireframing, let's move on to layout design. This is the process of taking your wireframes and turning them into actual pages.

There are a few things to keep in mind when you're designing your layouts. First, you want to make sure that your pages are easy to read and understand. That means using clear headings and subheadings, short paragraphs, and bullet points where appropriate. You also want to use images and other visuals to break up the text and make your pages more visually appealing.

Second, you need to think about how users will interact with your pages. Where will they click? What do you want them to do next? By planning out your user journey, you can make sure that your pages are designed in a way that makes it easy for users to get where they're going.

Finally, you want to make sure that your layouts are consistent with the overall look and feel of your site. That means using the same fonts, colors, and other design elements on each page. This will help create a cohesive experience for your users and make sure that they know they're still on your site, even if they've clicked to a different page.

The most important aspect of the design should be: "less is more". Keep the design simple, clean and on point. Exclude extra design elements which are not required. Prioritize the content and optimize user experience by placing the most important information "above the fold" - meaning that users don't have to scroll down to see it.

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In general, you want your layouts to be:

- Easy to read and understand
- User-friendly
- Consistent with the overall look and feel of your site

Once you have all of this in mind, you're ready to start designing your pages.

*Let's look at the structures each page of your website should take*

## ***1. Homepage***

The first page of your website, also known as the homepage, is the most important page on your site. This is because it's the first thing that users will see when they visit your site. That means that you need to make a good impression and give them a reason to stay on your site and explore further.

*Your homepage should include the following*

Top section should include logo and menu (options are: contact information such as emails or phone numbers): Your site's logo should be prominently displayed in the top left-hand corner of the page. This will help users to identify your site and remember it later. You should also include a menu in the top right-hand corner of the page that links to the other pages on your site. This will help users navigate your site and find what they're looking for. The menu should be easy to find and use.

Main image or video: The main image or video on your homepage should be placed in the center of the page and should be relevant to your business. This will help grab users' attention and give them a quick overview of what your site is about.

Hero section should include your value proposition and a few words on how you deliver that value proposition, followed by

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a CTA (call to action) – that drives the user to get in touch with you (by either calling, emailing, form submission, etc)

The hero section is the most important part of your homepage. This is because it's the first thing that users will see when they arrive on your site. You want to make sure that you grab their attention and give them a reason to stay on your site and explore further. The hero section should include your value proposition and a few words on how you deliver that value proposition. You should also include a call to action (CTA) that drives the user to get in touch with you. The CTA could be a button that says "contact us" or "learn more."

The next part should be the benefits of working with you or the benefits of your services/products. Relevant information about what makes you and your services/products different from your competitors:

After the hero section, you should include a section that highlights the benefits of working with you or the benefits of your services/products. This is where you'll tell users what makes you and your business different from your competitors. You'll want to include relevant information that will convince users to choose you over someone else. A few things you may want to include are:

- A list of your services/products and what makes them different from your competitors
- Testimonials from happy customers
- A brief overview of your experience and qualifications

Client testimonials should follow up. Everybody loves social proof and the more you have the better you're off:

Client testimonials are a great way to show users that you're a credible and trustworthy business. They'll help to build trust and give users a reason to choose you over your competitors. You should include a few client testimonials on your homepage, as well as on other pages of your site.

After the testimonials, there should be a brief presentation of the company or highlighting the service/product that deserves the most attention. If you choose to present the company, prepare 2-3 paragraphs expressing the company values and vision for customers related to the services provided. If you opt for service/product showcasing, highlight the benefits and include some kind of special offer to encourage users to read more about it. This could be a discount, a free trial, or something else that's worth their while. When presenting the company, you should include

- A brief overview of your company's history and/or mission statement
- A description of your services/products
- The benefits of working with you or using your services/products
- A special offer or discount to encourage users to learn more about your company

If you're showcase a specific service or product, you'll want to include:

- A brief overview of the service/product
- The benefits of using the service/product

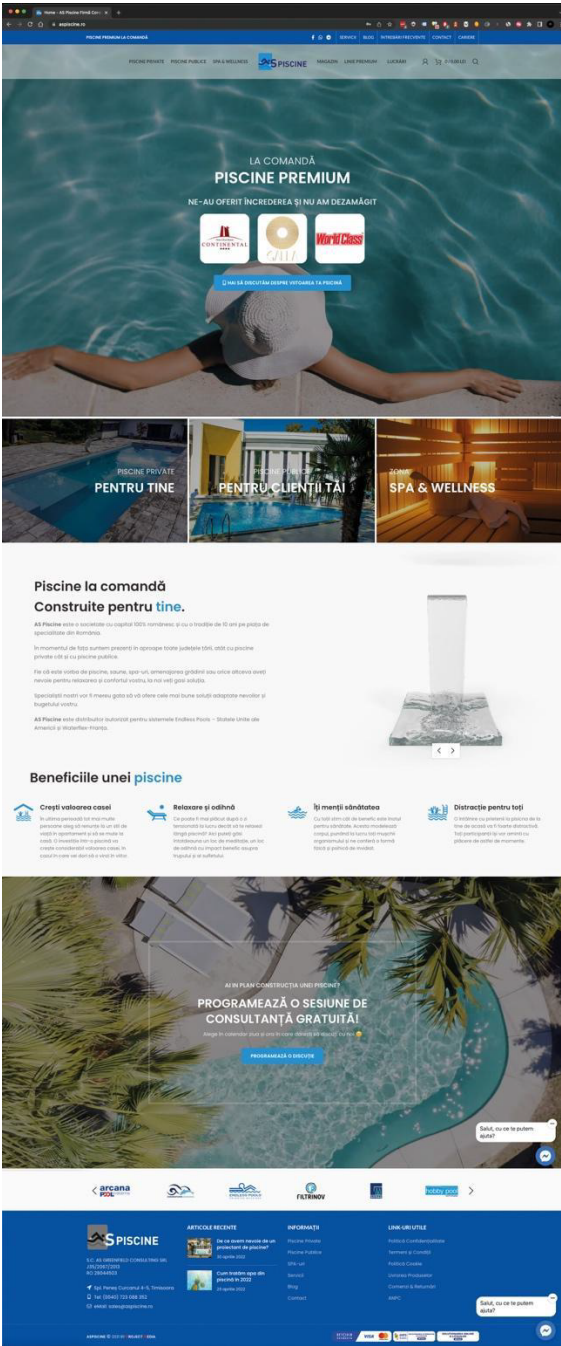
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- A special offer or discount to encourage users to learn more about the service/product

Next is your CTA, (call to action) The CTA section is important because it's what drives the user to take action and essentially convert from a simple user into a potential lead. Therefore, it's important to have a well-written CTA that accurately reflects what you want the user to do.



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Some tips for writing a good CTA

- Make it short and sweet- you don't want to overwhelm the user with a long and complicated message
- Be clear and concise- make sure your CTA is direct and to the point
- Use strong language- use words that will grab the user's attention and make them want to take action
- Use persuasive techniques- try using some persuasive techniques to get the user to take action, such as offering a discount or special offer if they convert into a lead
- Use visuals- sometimes using visuals can be more effective than just using text, so consider adding a button or an image to your CTA section
- Test and optimize- it's important to continuously test and optimize your CTA to ensure that it's effective in converting users into leads

A few examples of well-written CTAs are:

- "Get a free quote"
- "Sign up for a free trial"
- "Download our e-book"
- "Get started today"

After the CTA, you can highlight your case studies or portfolio with a link to the project details page.

Case studies are a great way to show off your work and convince potential customers that you're the right company for them. They'll help build trust and give users a reason to choose you over your

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competitors. You should include a few case studies on your homepage, as well as on other pages of your site.

For SEO purposes, have a blog section and a latest posts section on your home page. This will show Google that your site is active and frequently updated with new content, which will help your site rank higher in search results.

A blog is a great way to show off your company's expert knowledge and attract potential customers to your site. You should include a blog section on your homepage, as well as on other pages of your site.