

Expect More from Your Website (& How to Achieve It)

How To Create New Revenue Streams, Improve Your Bottom Line, and Implement a Profit-Generating Customer Experience With a Performance Designed Website

A Performance Website Begins with User Experience Design

For most websites, the homepage is the most visited page, receiving more than 50% of all traffic.¹

Knowing this, it pays to invest more time in providing a stellar user experience for visitors arriving on your homepage. But you have to set the scene for a great experience quickly.

55% of users will spend fewer than 15 seconds on a web page.²



How can you capture a visitor's interest in this short window of time?



With a sticky homepage.

A Compelling Hero is the Key Ingredient to a Sticky Homepage

The hero section is the first thing visitors see on your homepage. It needs to pack a punch. Here's how:



Clear and Concise Messaging

Emotion-Evoking Photography or Videography

Direct Calls to Action

Easy-to-Use Menu that Intuitively Groups Related Content

Okay, so you have your visitor's attention. How can you put your website to work for your business?

How Your Website Can Support Your Business Goals

Once again, it comes down to the user experience. By putting customers in control of how they interact and transact with your business online, you'll not only provide an outstanding customer experience, but you'll also affect a number of business benefits.



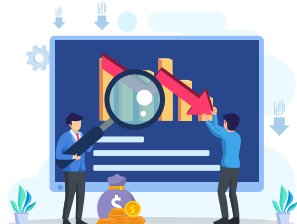
Increase Revenue

- Increase Order Volume & Accuracy Through Self Service
- Support 24/7 Commerce
- Add Value Through Improved Customer Experience

*It's no coincidence that the words **expectation** and **experience** share the same root.*
- Will Melton
ex - from Latin ex "out of, from within; according to; in regard to; former;"³

Create New Revenue Streams

- Open an Online Store
- Provide Virtual Courses
- Offer Premium Resources
- Sell DIY Kits
- Create an Online Community
- Support Crowdfunding



Reduce Operational Costs

- Stop Manually Processing Information
- Support A Variety of Visitor Intentions (That humans are probably supporting now.)
- Automate Key Touchpoints

Parting Thoughts on Performance Website Design

A Website is a Tool With Myriad Utility

Leverage Data, Act On Insights

As Business Evolves, Your Website Should Too

References:

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3. <https://www.etymonline.com/word/ex->

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