

M A D E

Creating Websites
That Convert



ARI & PETER KRZYZEK

S E L L

Praise for Ari & Peter Krzyzek

Made to Sell: Creating Websites that Convert

““ *A must-read for anyone leading a website project. Ari & Peter simplify the process of planning, creating, and launching a website in an easy-to-digest way.*

– **Chris Do**

Emmy award-winning designer, director, CEO & founder of The Futur

““ *Made to Sell is clear, concise, and provides strategies and tactics that you can use to create a website that converts. While the book is short and to the point, it is packed full of actionable tips and insights that will make my website user experience better.*

– **Valarie King-Bailey**

Founder & CEO of OnShore Technology Group, Inc. 5000 America's Fastest-Growing Private Companies

““ *If your goal is to have a website that works for you instead of the other way around, Ari & Peter are going to let you in on the top strategies to make that happen for your business.*

– **Jessica Zweig**

CEO of SimplyBe. Agency, Forbes Personal Branding Expert, Author of the #1 bestselling book “Be.”

“*Made to Sell offers the inside-knowledge you need to take your website to the next level and unlock business opportunities for you.*

– Randy Kravitz

Executive Director, Goldman Sachs 10,000 Small Businesses

“*Such a fresh, enjoyable, and practical book for anybody who has the daunting task to build a website that sells. Ari and Peter share many marketing secrets about how to build a successful online business. I will recommend Made to Sell to my startup clients.*

– Anne Cocquyt

Founder & CEO of The GUILD, Investor & Advisor to Startups, Author of the #1 bestselling book “Dare to Launch: Mini MBA for First-Time Entrepreneurs”

“*Ari & Peter give a lot of insight into how to build a website for marketing your business. Through this book, you’ll learn how to create a winning website and how to gain more clients.*

– RR Abrot

Technical Architect, Webflow

“*This book is perfect for small business owners and marketers who are getting started with their websites. This book offers a lot of excellent examples and tips on how to make your website user-friendly and how to increase traffic.*

– Katya Libin

Co-founder of HeyMama, Investor & Advisor to Startups

“*Ari & Peter have thrown light on strategic steps you need to take before planning for your next website project that will deliver the KPIs you're targeting.*

– Brittany Barreto, Ph.D.

FemTech Focus Founder & Executive Director

“*Made to Sell is a must-read for those who plan to launch a web project. There are a lot of helpful tips and information in the book that can help you create a successful online business that will last and grow your business. It is a fantastic resource that can help you build your business and gain ROI.*

– Genevieve Thiers

Co-founder & CEO of Entertainmint, Tech Disruptor, Entrepreneur, Speaker and Investor

“*Effective (and high converting!) websites are a non-negotiable of modern business, and Ari & Peter explain the intricate details of designing a converting website in an accessible and actionable way. Their tips and website secrets, built on years of their own experience and that of the hundreds of clients they've supported, makes Made to Sell a standout and authoritative title in the area of digital marketing.*

– Dannie Lynn Fountain

Founder, Focused on People

M A D E

Creating Websites That Convert



ARI & PETER KRZYZEK

S E L L



Made To Sell: Creating Websites That Convert
First Edition

Published by Chykalophia Group LLC
Evanston, IL
chykalophia.com

Copyright © 2022 Chykalophia Group LLC
All rights reserved.

Thank you for purchasing an authorized edition of this book and for complying with copyright law. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior permission of Chykalophia Group LLC.

This content is provided as-is and is intended for informational purposes only.

Design and composition by Ari Krzyzek
Cover design by Ihsan Hadi Firdaus
Creative direction by Ari Krzyzek

With discovery and planning, beauty and function are capable of so much more.

contents

Introduction		8
1	Three Whys & A What	
	Why This?	13
	Why Now?	14
	Why Is It Important?	15
	What Are You Building?	16
2	Starting Your Discovery & Strategy Journey	
	Team Members	22
	Expectations	24
	Audience	25
	Experience	26
	Timeframe	26
	Resources	27
	Business Goals & KPIs	28
	Scoping a Project	32
3	Branding	
	Brand Essence	41
	User Persona	48
	Brand Story	50
	Translating Your Branding Into Your Website	52
4	User Experience	
	Designing Personalized Experience	70
	Channels vs. Touchpoints	71
	Crafting Delights	73
	Compatibility & Responsiveness	82
	Funnels and Campaigns	85
	Before & After The Website	87

5	Tech Infrastructure	New vs. Rebuild: Pros & Cons of Each	92
		Things to Consider When Choosing Platforms	93
		Servers & Hosting	98
		Legal Considerations	104
6	Analytics	Key Metrics	108
		Minimum Tracking Standards	110
		Setting Analytics Goals	111
		Digesting Analytics	112
		Analytics Tools & Services	113
7	Design	Mobile First vs. Desktop First	117
		Web Design is Not Art	118
		Website Design Process	123
8	Development	No-Code Options	143
		Security	144
		Speed	146
		Device Compatibility	149
		Process & Coding	150
		Accessibility & Compliance	152
		E Commerce: Digital Products & Courses	154
		Team Handoff & Communications	155
		Launch	158
9	Traffic Generations & Conversion Optimization	Ideas for Getting Traffic	161
		Data Gathering	163
		Conversion Optimization Strategies	165
10	Expectations for What's Next	Maintenance	169
		Next Steps	171
		Finding a Trusted Professional	172
		Your Vision for Growth	173

introduction

What is a good website?

You probably know a bad one when you see it. But everything that looks good on the surface may not make it a good fit for you or your business.

What can a good website do for you?

A good website can increase sales. It can improve your brand recognition and help you stand out from the competition.

Who can you trust to make sure you get the most out of your website?

Ah, that sounds like a trick question. There are literally tens of thousands of web designers and developers around the world competing for your business. Sure...you can use Google reviews, word of mouth recommendations, or any one of the freelance websites currently available. But at the end of the day, the only thing that really matters is finding someone who understands your brand and specific needs, someone who is going to be there for the long haul to ensure you get the most out of your investment.

We want to create the magical Disney-like experience for everything we do in life, in business, and especially in all the work we do. We've found most folks do not understand how much work, effort, and resources go into crafting such an enriching and positive experience on their website.

With this book, we hope to enlighten you to what's really required to produce a high-end online experience so you can budget your personnel, time, and money appropriately instead of guessing wildly.

Our goal is to demystify the whole website process and help guide you towards a well-thought-through foundation and action plan you can execute without worry of surprise costs and complications.

This book is for busy, adventurous entrepreneurs who are looking to elevate their web presence by unlocking the business opportunities they might currently be missing. A website should do more than just sit there and look pretty; it should work for you.

Success can mean different things to different people. As entrepreneurs, we cannot get caught up in what the world's view of success is. We need to decide what it looks like in our own business at any given point in time. Success can be a feeling or an emotion; it does not always have to be

monetary. It can be a metric that doesn't align with your quarterly reports and key performance indicators (KPIs). Once we have a firm grip on what we are trying to achieve, it is easier to define how well it is getting done. There are four key ways this book will contribute to the success of your organization:

- **Tangible:** Creating and attaining measurable goals
- **Emotional:** Increasing confidence by empowering you and your team through planning and implementing strategy
- **Brand equity:** Developing the brand and advocating for the target audience to foster long-lasting relationships
- **Experience goods:** Creating a positive experience for users, teammates, and stakeholders alike

We are going to talk about strategy *a lot* in this book. Why? Because it is that important to every decision you make in regards to your brand and web presence.

*A website without a strategy is like
a road trip without a destination or a map.*

Getting in your car and driving aimlessly will undoubtedly get you somewhere, but will you like where you end up? The same can be said for arbitrarily building a website, just for the sake of having one.

A lot of money goes into designing, building, and maintaining websites, as well as the brand building that goes along with it. When there is no strategy, this money is simply an expense instead of what it should be for your business – an investment. Having specific goals allows for flexibility to experiment with different options and scenarios which can influence your decisions on how to improve. Flying blind in this area will turn the project into a money and resource pit. We want to help you maximize those dollars.

Who are we?

We are a husband and wife entrepreneurial pair who have been working on websites, design, and technology since 2009. Ari began her career in design, helping everyone from nonprofit organizations to successful enterprises present their vision better. Peter started by helping local entrepreneurs build their technical infrastructure.

Inspired by our individually successful careers, we have joined forces to help motivated entrepreneurs build strong business foundations and scale through the proper application of brand strategy, user experience (UX), technology, and all things web.

We started Chykalophia in 2011 as fledgling entrepreneurs looking to make our way in the world without knowing which way we wanted to go. Through our projects with small mom-and-pop shops, industrial giants, and Fortune 100 enterprise clients, we grew into a successful agency – and we're still growing! Our client list and portfolio is a testament to the fact that our desire to help entrepreneurs succeed through clarity in their vision and organization of the tools they need is working.

We've worked with local companies, mom-and-pop retail stores, food start-ups, TED speakers, women-owned community start-ups and ventures, production facilities, and even big brand names such as Google, Verizon, Adobe, and Facebook.

After having worked on a variety of web projects, we are now focusing our efforts on delivering the best in digital branding and web solutions for women-led brands, especially Female Health & Wellness Technology (FemTech) with D2C (direct-to-consumers) websites or double-sided market web applications. We believe FemTech companies are providing women with the tools and ecosystem they need to thrive in their life beyond just being the nurturing figure in our society. We have proven strategies to help women-led organizations build their brand, reach their audience, and help them create the impact they've envisioned for women.

One of the hurdles to getting started on an endeavor like this is often the number of layers involved in the process. Depending on the size of your organization, coordination might be required between the chief technology officer (CTO), design team, IT department, outside vendors, and more. Our strategies focus on helping our clients start building their brand through D2C faster. Our team at Chykalophia helps deliver the eCommerce experiences for D2C brands with insightful customer journeys for a delightful user experience and integrated tech infrastructure to help their website scale in ways that produce more sales and faster growth.

Building a community for your brand is no easy task. We will combine your leadership experience as the face of your brand with our expertise in building a cohesive brand and web platform. Together, we will help your brand become part of your audience's identity and build a community where they can thrive.

Our approach to helping our clients reach their desired goals is as diverse and complementary as we are at Chykalophia. Peter is a natural-born nerd, who earned a master's degree in Computer Science, all while working on the business he started in his teen years. Since then, he's become an

expert at translating between nerd language, plain English, and business talk. Balancing out the left brain, Peter brings Ari to the table. Ari is a UX strategist with a multidisciplinary design background and is certified in Brand Strategy. Together, we make sure all aspects of the design process are explored and integrated for the best possible results.



WHY
WHY
WHY

What

Three Whys & a What

Just like any adventure in life or business, you need to know where you're going and what the purpose of the endeavor is in order for it to be worthwhile. A website is much the same. Before we can put pen to digital paper, we have to figure out and answer the big *why*. Why are we doing this and what's it all for?

In order to get some clarification on this high-level concept, we like to ask four very important questions to set the tone and guide the way.

The first question is not the big existential *why*; instead, it's a more pragmatic question. Why this particular project? Why a website instead of another media ad or sponsored event?

From there, we move into a timing-related question: Why now? Why are we starting this right now instead of six months down the line? What makes now a good time to get going?

After that, we move to the third *why*: Why does this have any level of importance to us at all?

Then, we arrive at the final big question: What are we looking to get out of this? It doesn't have to be anything grandiose, though it does have to be relevant to you and your business.

Now, let's dive into each question to help you get some answers.

WHY THIS?

As a business owner, there are countless projects to choose from at any point in time. There is no shortage of places to allocate time, money, or both. Most businesses do not have the luxury of unlimited man-hours or never-ending cash reserves to be able to implement everything all at once, which is why deciding where to make those investments can be such a crucial decision.

In this section, we are going to focus heavily on deciding why *this* particular initiative. Why should you choose [X] instead of [Y]? For example:

- Why rebuild the website when you can throw more money at your effective video ads on YouTube?
- Why redo the main marketing funnel when it's already getting a reasonable 3% end-goal conversion rate?
 - » Are you looking to bump those numbers up?
 - » Are the current numbers not working out financially?
 - » Are you simply looking to optimize?
- Why optimize it (the funnel) instead of tweaking the branding or the ads?

You can add any other question to this list that might apply to your particular situation. Only you know what is best for your business. Sure, there are experts out there to help you along once you decide on a course of action. But why is this the project you are hiring them for? There has to be one, maybe two, driving forces which have kept this thought in the back of your mind for some time. Why is this the project that beats out all of the others fighting for your attention?

Out of all those things you could be doing right now to grow and scale your business, why has this particular project leapt to the forefront of your mind? Has the website been such a pain point that it's finally time to pull the splinter from the lion's paw and gain some relief? Or is it simply a good time to reorganize and refresh so you can start anew?

There's no wrong answer. Truly. "I just want to" or "It feels like a good time as it's been sitting untouched for a while" are good enough and valid reasons.

Let's start with an easy question: Out of all the things you can focus on in your business right now, why was this chosen as something to focus on?

WHY NOW?

Thinking back to all of the questions we asked in "Why This" and all of the others in your head, we move to our second critical question. What makes this the right time for you to embark on this journey? You picked up this book, and that's a good start, but everyone's definition of "now" is different.

In life and business there is only one constant – change. Sometimes it is for the better, sometimes not so much. Other times, things haven't changed in a while, but we need them to.

It is important for a person to figure out why they are doing this now,

as it helps set the tone, priority, urgency, and overall importance of the goal being accomplished or changed. Since we are in a rhythm of asking questions, let's focus on a few more that may help differentiate "now" from "soon," or an unspecified time in the future.

- Has business been slow? Do you need an overhaul to attract new talent? The world has changed, and you've changed with it, but your brand, assets, and systems haven't, so now you need to do so to keep your brand strong.
- What makes now different from the past?
- Have you ever tried to do this before?

The deadline may be coming up quickly. There may be a lot of competition you are trying to keep an advantage over. Or maybe there is a unique opportunity now, which won't be available later.

WHY IS IT IMPORTANT?

Ignoring all other aspects of your business for a moment, why is this particular project/endeavor/idea of any significant importance to you or your business?

You know what you're doing, you know why you're doing it now, but why is it a need? Did something change in your business to make this a priority? Or maybe you're just finally motivated enough to get this going.

Whatever the reason may be, the answer needs to align with the two previous questions and provide a clear reason for moving forward. Usually, the important question is based on a pain point, which doesn't always have to be an actual pain as such. It can be a need for improvement to increase sales (sales aren't bad, but it would be good to improve metrics) or the desire to have good brand alignment after a pivot.

Does it contribute to your organization's strategic goals? What will happen if you don't do it? Will it impact your reputation or your organization's reputation? Are there any legal ramifications that could befall your organization?

Sometimes this answer can be as simple as surviving vs. thriving. When momentum is on your side, the slightest enhancements can be rewarded with an exponential return. But when times are tough and nothing appears to be working, it may just make sense to finally take that leap. Even though there is a big difference between keeping your lights on and increasing

profits, both are still viable business needs.

Perhaps your goal has nothing at all to do with sales. Efficiency in processes and procedures can be just as valuable to the success of a business as the activities that directly generate revenue. If a new website can help save time with lead generation, capture Client Relationship Management (CRM), or any other area where your company is spending too much time and effort, then it is a valid business concern.

There are also short-term goals and events, which may not be tied to your overall strategy but are still extremely important. Maybe it is a fundraiser, a seasonal offering, or an announcement for a new product or service launch. If your current website is not optimized to handle this type of additional content, then it might be time to take the plunge on an upgrade.

There is one last thing to think about, which will be covered in greater detail throughout the book. That is the experience and satisfaction of the people using it. This applies to members of your organization as well as your clients and stakeholders. Disney is known for their experience more so than anything else they offer. They are the gold standard in making people forget about price and reality by completely engrossing them in their world. That is priceless when it comes to having the right website.

Why is it important vs. what does it mean for you to accomplish this?

Important is a goal-oriented word in this context, largely towards the company/business goals, though it may also include important personal goals or needs.

What does it mean for you to accomplish this?

This question is all about the emotional side for the stakeholders in the company. How will they feel about finally getting this done and out properly? So, not goals, metrics, or systems. It's like the question a reporter might ask an Olympian who just won a gold medal: How do you feel now that you've finally accomplished your dream goal of winning the gold?

That being said, these two ideas *can* be combined into one question, though it is still a question of goals vs. emotions.

WHAT ARE YOU BUILDING?

You are going to build a website, but is it “just” a website?

What kind of website is it going to be? What is its purpose in life? What is the website supposed to accomplish? What is it supposed to accomplish

as it relates to measurable goals and aspirations?

What is the purpose of a website? A website can be used to increase revenue, get clients, get your name out there, bring people together, sell products, provide information, and many other uses. Whatever the purpose is, you need to define this as best you can, as it will guide what is required for a successful launch.

To help you answer this question, let's list a few common website uses and go over some ideas:

- **Personal media brand:** Used to promote your own personal brand as a media personality by informing others about your speaking opportunities, your books, courses, and the like.
- **Company information & lead generation:** This is a general type of company website used to inform potential leads about the business, build trust, and then move those leads forward one step in the funnel.
- **eCommerce:** Selling products, whether they be physical, such as coffee beans, or digital, such as downloadable PDFs or one-off courses.
- **Community & membership:** A private area for member/student/user-only content, which may include courses, discussion forums, private events, and exclusive offers for products or promotions.
- **Blog:** Content-focused and generally providing a combination of written, video, and audio content tailored to a specific topic or even about the author themselves. It can be informative, entertaining, or any combination of those. It usually has the goal of driving traffic to sign-ups and lead folks through a lead generation funnel.
- **Lead generation & funnel:** These are built with the purpose optimizing conversions and crafting multistep funnels and processes.
- **App:** This is for when you're providing a software as a service (SaaS).

To help you put all of these questions into a more refined statement to help guide your path, you may wish to fill in the blanks using a prewritten sentence. To help with this, you can fill in the following ad-libs-style sentence

We will be _____ [verb: doing/implementing/creating/redesigning]
_____ [this specific thing] _____ [time frame] because
_____ [reason for importance] _____. With the success of this
project, we will _____ [the accomplishment goal] _____, which
will _____ [the benefit of achieving the goal] _____. This can also help
_____ [any additional benefits] _____.

Example:

We will be restructuring existing marketing funnels and doing a full website revamp, starting July 1st, 2021 and launching by December 1st, 2021, because our physical store sales have slumped greatly due to the pandemic and we're shifting to an all online marketplace where we've seen a big uptick in traffic and sales. By doing this project and completing it successfully, we aim to completely replace our physical presence with our digital marketplace, thereby significantly reducing overhead costs, increasing our bottom line, and aligning our new seasonal campaigns with our savvy digital shoppers. This will also help bring in new influencers to promote, as it will be easier for them to track their affiliate revenue.

YOUR THREE WHYS & A WHAT

Why this?

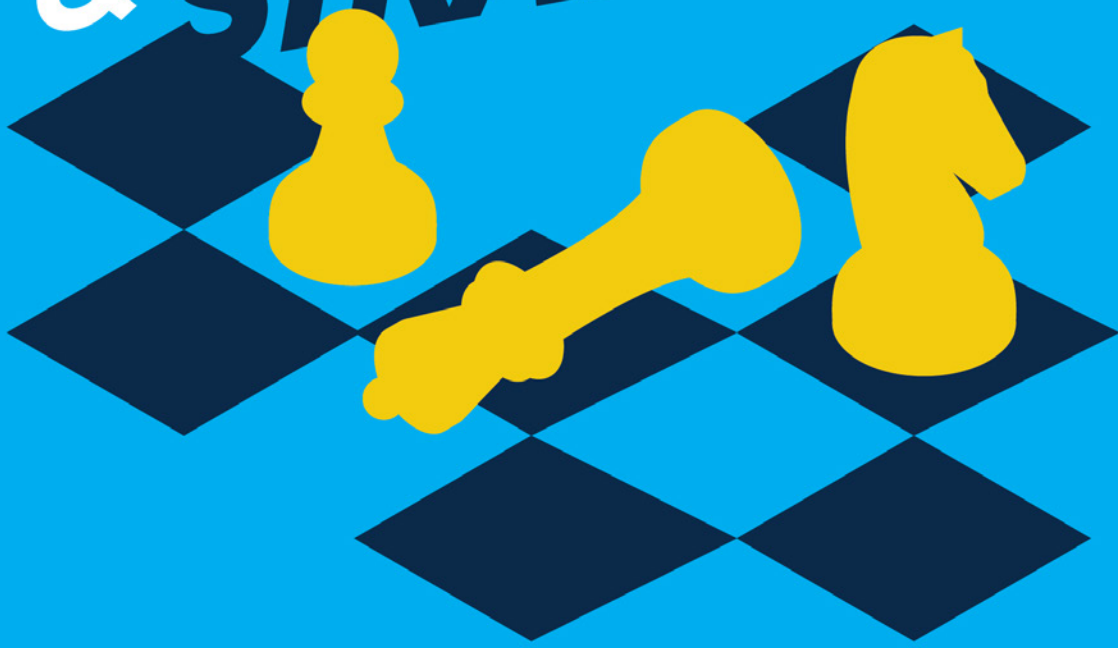
Why now?

Why is it important?

What are you building?



DISCOVERY
& STRATEGY



Starting Your Discovery & Strategy Journey

This is the stage in the process where the rubber meets the road, when all of those ideas bouncing around in your head are finally addressed. There is something to be said for sitting down and writing out a formal action plan on the best ways to proceed with all of the following steps, which we will cover in much more detail. You can write this out alone or work with a consultant, even a combination of both! This plan will ensure all of the steps you take are aligned with the desired outcome.

If the sole reason for your website is to inform or educate your audience, it will look and function differently than one designed for selling. Think about how you want to present your information. Where will it be sourced from? Will there be backlinks to the websites or books where your information was derived from? How is the content going to be delivered? You may choose to have a blog, share case studies, gather feedback from visitors, or any combination of these.

Maybe the website is simply a tool for you or your organization to collect data. One option would be to just create a landing page where email addresses can be collected or appointments can be scheduled. But what if you want or need this information fed over to another department that is going to handle it from there? What if it needs to be integrated with a CRM system or emailing platform? It is better to think long term up front and be ready to pivot when the time comes as opposed to rebuilding or starting from scratch.

Then there are the ever popular eCommerce websites. It seems like today everyone wants to sell things online, and there are countless vendors out there who offer pre-packaged websites to accomplish this. But what exactly are you trying to sell and to whom? There is a subtle distinction between offering physical goods in need of fulfillment and shipping, digital goods for download, and secured login, etc. Not all of these will be created or optimized the same way.

In this chapter, we are going to speak about all components involved in having an effective discovery session and beginning the strategy journey so you can save the time and stress of starting from scratch.

TEAM MEMBERS

Who will be helping you on your adventure towards success? While you may wear many hats now, you will certainly need good people around you to help build a strong foundation to grow and scale with. So, who will be there with you?

It's certainly okay to do some of the work, but who will handle the parts you are either not good at or need to have an expert handle?

Before we figure out who will do what, we need to figure out who or what types of experts we need. The easiest way to start this list is to look at what you need done and think of the general people who will be able to get these items accomplished.

For example, if you need a website, ads, and social content, you may split things up such as:

- **Website:** Website designer
- **Ads:** Google ads & Facebook ads expert
- **Social media content:** Facebook & Instagram virtual assistant or content writer

This is a decent way to start thinking about whom to hire, though for the purpose of getting a proper web project done, the above is a bit too simple and overly general.

If we want to hire quality people as well as get this project done properly, we need to define the roles better by writing out responsibilities. Instead of looking at tasks first, let's consider looking at responsibilities and then see what roles fit into there.

Going by the same example as earlier (website, ads, and social), we need people who will be responsible for:

- Making sure the website has been properly thought out, set up, laid out, and implemented.
- The ad campaign strategy, planning, creation (writing, design, setup), and data collection and optimizations.
- Responding to people on the social media channels, as well as producing new content to match the ad campaigns and blog content from the website in order to push conversion actions.

Thinking along the lines of responsibilities helps us think of what goes on in each piece, and as the exercise shows, we already have the potential to fill several roles.

Just for website-related tasks, we have:

- Tech strategy and team lead → to run the project, ensure the strategy is correct, and get the designers and developers talking together to match what they do with your requirements.
- Website designer → craft a good user experience and make it look appealing.
- Website developer → do nerdy magic such as coding the design, setting up the site, security and speed optimizations, and other implementation steps for hosting, email, and more.

As you will need content, you might want to also consider:

- Copywriter → crafting the sales language on your pages, along with helping write blogs.
- Photographer/videographer → creating branded photos and videos to create a seamless visual experience for customers or clients.
- Product lead → handling product creation, structure, organization, and communicating the needs of how the product will fit into the digital brand and how it should be accessed.

Your team can grow very quickly depending on your resources and what your goals are. Between tech, ad, content, social, finance, leadership, client services, and others, the team structure will have to adjust as you craft your KPIs and move forward with the business.

If you already have some quality team members, then it's good to assign one person per main responsibility and have other team members work under them. Having one main person in charge of each responsibility or requirement allows for the team to operate more efficiently and avoid redundancy.

While this isn't a book about hiring processes, our advice on finding quality talent is to focus first on finding people you are able to work with, connect with, and talk like a regular person with. You can do skills checks afterwards. Having great talent is great and all, but if you can't stand your teammates or employees...well, that's no fun.

Thus, in our experience (and it's worked extremely well for us and the clients

we've trained), focusing on personality first and skills second creates a strong company culture and community along with loyal, hardworking, and energized employees who really do want to do well. Skills can be learned, trained, and improved...personality, not so much.

You do not have to hire employees for all tasks either. You can:

- Hire a vendor or agency to help out with some tasks, a specific task, or a lot of things.
- Hire a local freelancer.
- Hire an online freelancer who will work remotely.
- Hire a temporary worker (temp, full time, part time, or in between).

We highly recommend against two things:

- Trying to do everything yourself, which will lead to both a subpar result and burnout.
- Hiring family, which *may* work you, though for most folks (including ourselves), it's been an awkward experience, and thus we'd prefer to keep business off the family dinner table.

EXPECTATIONS

It is important to set expectations as you bring on team members, staff, vendors, and collaborators. And we're not just talking about pay rates and benefits! There are two main topics crucial to understanding:

1. What you expect from them in terms of progress and finished product.
2. What they can expect from you regarding support and resources.

Set expectations for communication, timing, resource management, responsibilities, roles, growth, scaling, quality, language, transparency, and turn-around time for tasks, amongst many other things. It is highly advisable for your organization to create a list of which items will be the most important on the project at hand.

These expectations for work quality don't need to be the same for everybody involved. You would have a different set of expectations for a senior-level development project lead than you would have for an entry-level intern who is just starting their programming journey. However, your expectations for company culture, communication, openness, and fairness

probably should be uniform across the board. By ensuring this, you will have people who are happy to work with you and know they can be trusted both overall and to do good quality work.

AUDIENCE

There are a bunch of questions surrounding your brand's audience, which only makes sense since these people will be integral to your success. Some of these may seem silly or basic, but it is amazing how many brands, both large and small, can get so caught up on the more complex issues and forget the fundamentals.

So, who is your target audience? This group of people can be called your ideal customers, client avatar, user persona, or a number of other terms. But at the end of the day, they are who pay for your product or service. Nothing is a great fit for everyone, and it is foolish to try and market that way. Get as specific as possible with details like age range, race, sex, geographic location, income level, life stage, challenges, and anything else pertinent.

Once you have all of the granular details on who you want to sell to, it is time to figure out where they hang out. This could be physically, virtually, or both. When it comes to social media, different age ranges prefer different platforms. As a general rule of thumb, you won't find users of the same age on Facebook and Tiktok. Sure, there may be some overlap, but by and large, Facebook has become a more mature crowd, and Tiktok is for the younger generations. Depending on what you have to offer, your clients may need to be found in person. It could be at the mall, trade shows, or other public venues.

After you know who they are and where to find them, it is a good idea to decide what kind of experiences should be delivered for them. This user experience is crucial at all phases of the acquisition process: before they begin their buying journey, during the sales process, and after they purchase something on your website. If any stage is frustrating or unenjoyable, it reduces the chances of that visitor ever coming back.

There is also a balance of art and science in making sure you are attracting the right people to your website while also giving them the confidence needed to take action and convert. Understanding some of their pain points and desires can help increase the efficiency of your conversion rate. At the root of it, you need to show people how using your services or products can help better their lives.

There are so many questions in need of answers and validation from your audience before we can design the right experiences for your website.

Hopefully everything you just read got your creative wheels spinning, but we will go deeper in Chapter 4.

EXPERIENCE

Professionals in the field of web design are no different than any other career. There are some who have been doing it longer than others, and there are some doing it better than others. The two are not necessarily correlated either. Just because someone has been building sites since the dawn of the internet does not mean they can beat a Millennial with their finger on the pulse of what is currently in style and adapts to meet that need.

Before embarking on a major undertaking like this, it is definitely crucial to be honest with yourself about how much experience you and your team have with planning and building a website. Then ask yourself if the current vision is in that wheelhouse or if it might be best to bring on experts who specialize in certain areas.

Many business owners who take a stab at building their own sites tend to know just enough to be dangerous. Maybe they took some coding or API courses in college or watched a YouTube video on how to set up domains and hosting. This can lead to a false sense of knowledge and confidence, spurring them to begin the project only to quickly become bogged down by all the things they don't know. Then comes the do-or-die moment when one can keep trying to learn more and spend countless hours or decide to bring in a team of experts.

The project doesn't end once the website is built. It is not like a business card design, where the finished product gets ordered and distributed without further maintenance. Think of a website as a baby, a living, breathing thing in need of constant nourishment and support. What kind of support will you need from a professional team to launch and maintain a successful website? If you have plans of scaling the website along with the business, make sure to be forward thinking and choose folks who are capable of growing with you.

TIMEFRAME

All good strategies should be time bound. That's not to say the only time frame to focus on is the overall completion date. There are many moving pieces working together in a brand launch and website design campaign. Each of those individual components should be thought of both independent of the project and as an integral part of the whole.

We already know from Chapter 2 this is the right time to start the project. Once the process is rolling, the main timeline to be aware of is the launch date. In order to plan milestones and delegate work to the different teams, everything needs to be tied to an end date. This goal could be dictated by the significance of something specifically related to your organization, like a company anniversary or an event such as a new product launch.

The timing of the new launch could also be in response to an external need the company could benefit from by filling. Maybe there is a new trend in the market consumers are actively seeking, and a pivot by your company could fill the need. Is there a local or global initiative coming up in the future where your product or service might be well received? Even something as simple as a seasonal offering or holiday specific theme could be reason enough to drive the initiative forward.

The exact reason isn't as important as the expected outcome and what it means for the overall benefit to your business. This is why strategy is so important. The more targeted the approach, the greater the chances of success. Really take the time to think these questions through instead of just rushing to get something done simply for the sake of doing it.

RESOURCES

Money is one of the most important resources in both life and business. Effectively managing money can be the difference between life and death, growth and failure. In most conversations about why something can or cannot be done, money is usually at the top of the list. As hard as it may be to believe, money isn't everything. Money can help to solve many of the other resource concerns we will speak about here, but without a solid strategy of how and where to spend it, the company stands to accomplish nothing but going broke.

Time is a huge resource in business and a commodity in life. It's one of those things we cannot create more of no matter how hard we try. You can always hire more people and ask them to work longer hours, which on the surface gives the illusion of more time. But doing this isn't sustainable forever and might not even achieve the objective. There is a reason for the expression "time is money," and any good strategy will manage it accordingly.

Talent is just as important and expensive as time. Oftentimes, business owners will use a lack of money to justify paying less for talent. This could be in the form of outsourcing work to other countries, hiring inexperienced or underqualified people because they fit the budget, or adding more to the workload of existing employees. None of this is to knock those options, but simply to point out the potential pitfalls associated with them. A highly-

qualified and expensive team member can be worth their weight in gold when considering all of the time and stress saved in the long run.

Willingness and attitude have much in common with talent, but they don't always go hand in hand. Some of your most talented people may not share the same vision you do. They absolutely have the skills and experience to get it done, but they are not nearly as invested as you are. These two attributes are difficult to quantify, yet they should absolutely be taken into consideration.

Infrastructure is not always given the consideration it deserves. If there is little to no existing infrastructure in place, the decision-making process can actually be easier than if you are trying to work with existing technologies. The inclination can be to make the most of prior investments and use that infrastructure for the new project. It can seem cheaper and faster at the onset of the project to start making modifications and additions instead of starting from scratch, but this doesn't always work. Think of it in terms of constantly bringing a car with 200K miles on it to the mechanic. At what point is it better to stop and buy a new one?

The time has finally come to put your ideas and theories into practice. We know what we want now, so let's figure out how to make it possible!

BUSINESS GOALS & KPIS

Be it planning a wedding, a corporate weekend event, or even your yearly family gathering, parts of the process may be tough, though the experience in itself may be rewarding. But how do you know if things have gone well? How do you know you're progressing towards whatever you define as success? Sure, there's a chance that "being happy" is good enough and "let's wing it" may work. But when you involve more people and things start to grow, having a set list of metrics you want to capture, measure, and strive for make it much easier to plan out all other activities (as they relate to your goals) and prepare applicable resources.

Creating Goals

There are seven questions to consider when creating goals. First are the conceptual, big-brain-time items, which focus on high-level concepts and the personal side of your endeavors. The second set of items are all about ensuring said goals are trackable and you can determine progress.

Conceptual:

1. Are the goals realistic and attainable?
2. Are the goals aligned with what we are doing and where we want to be?
3. Is this an emotional, physical, or strategic goal?

Tangible:

4. What are the criteria for this goal being attained?
5. How will this goal be measured?
6. Who is responsible for the goal?
7. By when will we hit this goal (goal due date)?

Let's go through each item and understand why it is important to define it, and let's share some examples of each.

Realistic & Attainable

Is this goal something that is actually doable? There's a time and a place for lofty goals, though if it's not something you will even be able to do, achieve, hit, or accomplish then that idea is better served as a vision or mission statement. A goal should be something you and your team still have to work fairly hard for, but it should still be realistically achievable given the allowable resources (time, money, brains).

If the goals are unrealistic, they will only serve to demotivate and frustrate the team. Much like video game achievements, having a sense of progress and accomplishment is very important. But if the game is impossible to beat, no one will play it or like it. Games that are "just hard enough" offer a great mix of challenge and doability. This is the same with business goals. A well-set goal will help give people a real sense of pride and accomplishment.

- **Realistic:** Write and publish a blog post every two weeks on Fridays.

- **Unrealistic:** Create a Facebook clone and competitor from scratch in two months.

Alignment

Having goals is great and all, but are they relevant to progress your life and business? For example, if your business provides only digital downloadable products, it is probably unreasonable to have a goal of buying a warehouse to store inventory.

This doesn't mean your goals have to all be 100% directly related to your core offerings, but they should somehow help move your business forward. If you were buying the warehouse to get into the real estate market and plan in advance on adding a physical product line, then it would make sense as part of the long-term plan.

Overall though, what you are doing now needs to improve, increase, tweak, or be related to your core services, offerings, products, and mission.

- **Aligned:** Grow social following by 10,000 users through advertisement videos on YouTube and TikTok.
- **Unaligned:** Create gardening sub-brand of our digital downloads business.

Type of Goal

Not all goals are created equal, nor do they all have to be tangible such as "Have 1,000 YouTube subscribers." A goal may be as lighthearted as "Feel great and energized about being in the corporate office instead of at the home office."

Maybe your team members dislike working from home because they have trouble balancing home life and work time. As such, your goal is now to create a really positive corporate office environment and culture.

So what type of goal is this?

- **Emotional:** Increase employee happiness, attain positive work-life balance, weight of dread lifted off shoulders, or the user experience just feels great and slick.
- **Tangible:** Have 1,000 YouTube followers, hit \$10M in monthly recurring revenue, website launched by due date, or increase conversion rate to 5%.

- **Strategic:** Employees no longer need coffee to sustain life, IT support systems and ticketing processes running smoothly for customers, have a great customer support experience, or our brand is very well recognized and has gained a lot of trust in our target communities.

Goal Specificity

You have your goal in mind, but how do you know you've hit the mark? When is this goal considered accomplished? You don't want to have a moving goalpost where you're constantly chasing a goal that gets further away. If you want to keep improving and growing after you've hit the goal, it's normal and acceptable to now make an even bigger version of this same goal, but you do need to know when this current goal is done and over with first.

Some goals are worth celebrating (e.g. sobriety, weight gain or loss, sales income, or even stress level management), so that in and of itself is worth knowing when you've done it. Other reasons also include being able to report progress on business reports, show a trajectory to investors and partners, and show the team how much their hard work has paid off.

- **Good goal accomplishment:** Hit \$100K monthly recurring revenue by December 20th, 20XX.
- **Non-ideal goal accomplishment:** Have enough recurring revenue to be self-sustaining.

Measurement

It is easy to measure the progress of some things, such as the number of social media followers or the number of coffees you have every day. Regardless of how simple a goal may be, we need to know if we're progressing towards it.

How we measure doesn't always have to be a quantifiable measure, though we should have a way to at least jot down the notes and ideas as we move along. If we're measuring happiness, we may be able to get nitty-gritty with the details (such as how many times someone smiles in a day), though we may simply note down the progress of the general feeling ("I'm overall feeling better today and have more energy").

- **Good measurement:** Number of \$15K+ retainer projects closed within the last six months.

- **Bad measurement:** We are doing well!

Responsibility

Who will be on top of things, keeping everything progressing, and ensuring the team has everything they need to stay on track and do well? This person (or assigned role) is the one and only person ultimately responsible for making sure things get done and communicated, progress is noted and tracked, resources are assigned, and so forth.

This is not the role for managing the project or leading the team; this person is there to ensure, track, and report progress. To put it another way, running a project and tracking progress are two separate things. They may fall to the same person, but don't have to.

Goal Date

Having a goal of increasing market share, improving conversions, and employee satisfaction are good things to have, but if we can't put a date on them, we'll have a very hard time tracking the goal completion. It's okay to split up your goals into smaller bite-size chunks, and dates are an easy way to accomplish this.

Dates also help anchor us mentally and provide a sense of priority and useful stress towards getting this done. If goals didn't have due dates, most of us wouldn't get things done. Back in school, if your teacher said, "Go do this writing assignment," without ever giving you a deadline, would you ever do it? A few of you might do it for good practice, but most people wouldn't. The same applies to real life and business.

- **Good goal:** Have 1,000 YouTube subscribers by February 15th, 20XX.
- **Not as good a goal:** Have 1,000 YouTube subscribers.

SCOPING A PROJECT

We'll be upfront about something very important in this section: scoping a project is both an art and a science. Parts of this you will get to know through experience, and others you'll have to guesstimate based on outside knowledge and reading. Also, not all estimates are perfect (hence

why they are estimates), so it's okay to leave some wiggle room, buffer, and ranges in these parts.

Scoping a project may include four things:

1. Technology requirements, which we will be discussing in further chapters
2. Legal requirements
3. Timeline and phases
4. Resources required

The technology requirements should be as accurate as possible. Technology changes very fast these days, so it's perfectly A-okay to have a technology direction and only write in the high-level or base tech used, as opposed to writing in every single add-on technology you may or may not potentially need. It's okay to figure some things out as you go along.

Though we'll be going through the technology pieces later, for now, it's good to know technology planning may be as comprehensive or as simple as you want it to be. You can figure the rest out later. Overall, you'll want to know:

- Core technologies used
- Third-party integrations that may be needed
- General data and data structure
- Technology purpose and usage

Estimating the resources needed is probably the toughest part because life happens, things change, and not everything gets done (for a whole variety of legitimate reasons) at the expected time. To use a current world news example from when we are writing this book in late 2021, shipping containers overseas are very delayed. Sometimes you have to wait months at a time for a ship to become available, which means a lot of unexpected delays and holding and storage costs. The general idea also applies to making websites. One idea may seem simple, but once you get into the thick of it, it ends up taking several weeks.

Some very general rules of thumb (not hard-set rules) may be:

- **Small projects:** 1-2 months
- **Not as small projects:** 2-3 months
- **Medium projects:** 4-6 months
- **Larger projects:** easily get into the year(s) range

A seemingly simple three to five page business website done in WordPress might still take six months due to the time needed to develop content, the design complexity, or some unique integration needed.

If you do not know where to begin, ask around to your business contacts, nerdy friends, and teammates what they realistically (not ideally) estimate this project, or parts of it, would take to accomplish...and then add some padding to those estimates. How much padding (in terms of time, money, and general resources) is up to you.

Phases

Very simple projects probably don't need too many phases. Though overall, you'll want to go through the following general phases:

1. Discovery
2. Strategy, wireframing, and initial content ideas
3. Design and content
4. Setup and development
5. Quality control/quality assurance
6. Launch

That's pretty much every single web project, except not everyone needs something as straightforward. Some may instead need to have continuous rollouts (meaning things are being put online weekly or as soon as they are approved) or launched in parts. Other projects may be launched in phases. In other words, a project may be put online piece by piece according to set milestones.

The milestones may be as simple as having a working landing page with an opt-in form, a specific feature ready to launch, or even a whole bunch of new components being brought online together along with styling tweaks

and bug fixes. It all depends on that particular project's needs, goals, and schedule.

In a recent project, our client wanted to start marketing within two weeks, so the overall phases went like this:

1. Discovery
2. Put up minimalistic landing page with opt-in form
3. Continue discovery and do wireframes for existing content provided
4. Launch beta with user login and basic access rights to initial content (with extremely basic user interface)
5. Content and design
6. MVP launch with key features
7. Further new features added
8. Bug fixes and final features added in time for launch party
9. Full launch with ad campaigns

How you split up your project and write the timelines is completely up to you. It's whatever works for you, your business needs, and available resources.

Legal Considerations

This is probably the most difficult piece of all of them: legality, compliance, and keeping things (including yourself) safe.

Depending on your business size, market, target market and audience, technology, usage, users, etc., you may have certain legal requirements such as, but not limited to, HIPAA and ADA.

HIPAA compliance is all about protecting users' personal health data from those who shouldn't see it (including the team and staff). ADA compliance is about making your app or website accessible to users with disabilities such as those with visual impairments or physical limitations. Thus, you may have to be compatible and allow for assistive technology such as screen readers.

Overall, it is good practice to adhere to legal regulations and compliance guidelines, though you may not have to. To see if you have to comply

with these guidelines, please consult your local government and favorite attorney, as legal stuff is out of the scope of this book.

Following the guidelines will absolutely help make your website, system, and apps better overall and more user friendly for everyone. Being compliant isn't always about the technology in and of itself; it may be about the content structure and the metadata surrounding your content.

There may also be backend requirements in how your systems store Personally Identifiable Information (PII), credit card information, and even something as simple as how you handle user analytics.

While marketing and web agencies may have a good grasp on these things and can help guide you, ultimately you should consult an attorney to get a comprehensive and legally-protective answer.



B

R

A

N

D

I

L

D

I

N

G

G

Branding

Branding isn't throwing together standalone elements of your business that are reactionary but rather the glue that holds everything together. Branding is the company, the culture, and how you connect with people. If you have been in business for any length of time, the word "branding" has probably been thrown around once or twice. All right, you've probably heard it so many times that the true meaning of what it does for your business has been diluted to a point where it doesn't even register anymore. That's even more of a reason to refocus on the benefits that come with having a strong, well-known brand.

There are many moving pieces to an effective brand. While one or two of them may be beneficial from time to time, the real magic happens when you have all of the components working together in harmony. Sure, the first thing most clients ask for when they meet you in person may be a business card. The prospect you have on the phone will undoubtedly ask for your website, whether or not they ever even visit it.

In this chapter, we are going to talk about each of these individual elements, which come together to create a cohesive brand. That's not to say you will need to redo everything you already have in place. If there are things that are currently working well, leave them alone. To that same point, be completely honest with yourself when making that statement. Are they really working well, or are you just so invested in them that you can't see the forest for the trees? It is also a good idea to get a second set of eyes from somebody who is not partial (so not a friend, relative, or employee), who can give honest feedback about what is working well and what might not be.

Effective branding goes far beyond just a logo or other visual identity assets. A sound brand strategy can cement your brand as a viable business asset that directly increases your value to investors.

According to Marty Neumeier in his book, *The Brand Gap*, a brand is "a person's gut feeling about a product, service, or organization." He further describes it by saying, your brand is "not what you say it is; it's what they say it is."

People are using brands to simplify their buying choices when they shop in stores, and they do the same thing when they browse and shop online. Think about how branding plays a role for you in deciding whether you'll stay on a website to browse more or hit the close button and move on.

Some critical components of clear branding are:

- The message makes sense to you.
- The visuals/photographs look professional and appealing.
- The content is easy to follow.

When you land on a website that has all of the elements above, it immediately makes you feel like you can trust the brand. Once you feel there is an alignment between what your needs are right now and what the website offers, you might lean towards hitting the “Buy Now” button.

Would you buy from a website with disorganized content, completely self-centered messaging, and pixelated photos? You would most likely leave the website right away.

So, where should we start with the branding for your website? If you have gone through a brand strategy session before, you might already have the answers for the branding basics questions below. However, if you haven't yet, ask yourself if you have clarity on these:

- 1. Who are you as a brand?*
- 2. Who is your audience?*
- 3. What does your business do?*
- 4. Why does it matter?*

Having the answers to the questions above will help you define what your brand's purpose is. You might be wondering, why do you even need a brand purpose? Unlike the brand's mission and vision, the brand's purpose never changes.

A brand purpose statement describes a company's focus as it pertains to its audience. It is the overarching reason a company exists beyond making money, how it should conduct itself, and the impact it has on who it's serving. It is your company's north star in driving your mission, vision, and goals.

If you don't have a brand purpose statement but already know the answers to the brand questions above, use the format below to craft your brand purpose statement.

Your company name: _____ .

Our purpose is to _____ [what your business does] ,
so that _____ [your company's impact] .

Here are some examples from brands you might already know:

- **Netflix:** “To entertain the world.”
- **Starbucks:** “To inspire and nurture the human spirit one person, one cup, and one neighborhood at a time.”
- **Amazon:** “To be the earth’s most customer-centric company.”

BRAND ESSENCE

Branding is so complex, and it is a really big piece of your company’s code to crack. So, where do you start with branding? We often start with the brand essence. Perhaps you’ve heard of it before, or maybe this is the first time. Either way, it’s okay!

Brand essence, often called the brand’s soul, is the brand’s DNA or the core characteristic of a company or organization. Brand essence is the intrinsic value and foundation of what really shapes your company into its complete representation and perception.

Without the brand essence, most companies would not be able to deliver a lasting relationship with their customers, nor their internal team members, simply because there isn’t a clear understanding of what the brand is all about for them. Brands doing this right always end up becoming a brand people follow, love, or even advocate for. The meaning and connection your audience gets when interacting with your brand all comes from the brand’s essence.

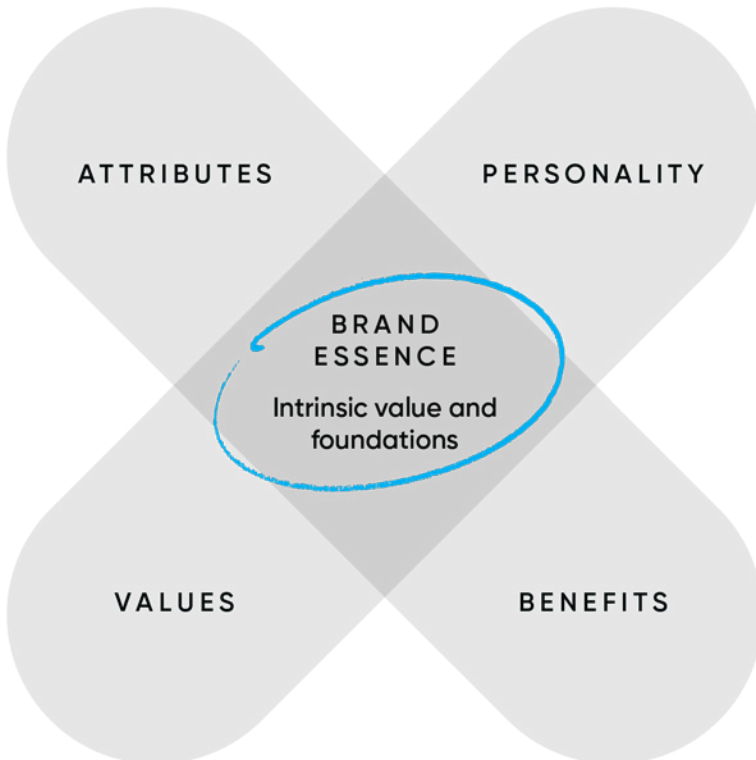
Most companies would describe their brand essence in a few words. For example:

- **AirBnB:** Belonging

- **Nike:** Innovation and Inspiration
- **Apple:** Simple, Elegant
- **Disney:** Magical
- **BMW:** Driving Pleasure

These examples above are clear and concise. These companies have developed their brand overtime and honed in on their brand essence to help amplify their outreach to their audience.

When you start diving into your own brand essence, here are the areas you will want to have clarity on:



1. Attributes

These are keywords representing the emotional and functional aspects of a company, co-creators, personality, culture, and users. As part of your brand's identity, brand attributes provide your brand with its distinctive characteristics. They often give an exceptional and distinctive competitive edge to your brand simply because it helps your audience relate to you. It's likely you won't be able to build a relationship with someone who is bland, uninspired, neutral, and uninteresting. The same applies to your brand in the eyes of your audience. In order to create brand attributes to help propel your company, consider the following points when brainstorming for your brand attributes:

- **Relevance:** Are the attributes relevant to your business, its co-creators, and your audience?
- **Sustainable:** Can the attributes you've chosen survive and thrive in their market and against their competitors?
- **Inspiring:** Can the attributes inspire the people who come across the brand, such as its co-creators, stakeholders, employees, customers, and followers?
- **X-factor/Uniqueness:** Do the attributes help set your brand apart and make your brand stand out?
- **Credible:** Can the attributes help your audience to build trust with your brand?

2. Personality

How would you describe your company if it was a person? This is how you personify your company. The way you craft the copy for your messaging and the colors or imagery you select to attract interest from your audience are all part of your brand personality. It is the collection of unique brand's behavioral patterns that develop consistently over time. The three behavioral patterns that need to be consistent in a brand personality are:

- **Voice and tone:** Do you curse when you speak like Gary Vaynerchuk? Or are you calm and wise like Oprah Winfrey? Defining your voice and tone for your brand messaging is crucial so anyone interacting with your brand understands what they can expect from you. On top of that, how should they feel after interacting with you? Will they feel pumped up? Will they feel relaxed? How do you want them to feel when they come across your messages on your social media, website, or even when you present the brand on stage?

- **Look and feel:** Similar to the voice and tone, look and feel play an important role for your brand. We all judge a book by its cover on almost every occasion in life. Your brand is no different. Your audience will be the judge of whether your brand is worth checking out or to trust based on the look and feel you're presenting. Look at the brand attributes you have and think about what look and feel is right for you. When you have confidence with that, align it with all your brand identity visuals (logo, photos, illustrations, typography, and colors) to help convey that look and feel. Gradually, this will become your brand style that your audience will remember and associate solely with your brand.
- **Experiences:** Circle back to how you want your audience to feel when they interact with your brand beyond the messaging and visual experiences you deliver for them. How fast can they get in contact with you? How delighted will they feel after trying your product/service? How satisfied will they be when you rectify their wrong order? All of this contributes to the brand personality that will help them feel good about your brand, thus giving them more reason to stay longer, buy more, and advocate for your brand.

3. Values

Brand values are the principles that guide your brand's action. It's your brand's unique way of doing things. Think of it this way: Each one of us has things we like and dislike, and when we meet someone with similar values, we often feel connected. It's exactly the same in how brands connect with their audiences. As a brand, think about the following questions:

What do you stand for?

What are you against?

When the answers to the questions above are clear for you, these values will become the beliefs your brand uses to guide your brand story, actions, behaviors, and decision-making process. Three important areas for your business where brand values play an important role are:

- **Company:** By adopting brand values for your company, every employee, from top executive to entry-level, will be able to leverage them as a guide to work towards the same common goal and share a larger mission.
- **Culture:** Companies with strong brands like Amazon and Netflix match their company culture to their brand values. The leadership teams at these companies believe a strong, differentiated company culture contributes to a strong, differentiated brand - and a strong,

differentiated brand supports and advances an exceptional culture.

- **Community:** Be it your internal audience, like your leadership team and employees, or external audience, like your customers and partners, your brand values matter for them because they influence how the audience views your brand. The more your values align with them, the more likely they will lean toward supporting, following, buying, or advocating for your brand.

Here are some examples of brand values:

- **Netflix**
 - » Judgment
 - » Communication
 - » Curiosity
 - » Courage
 - » Passion
 - » Selflessness
 - » Innovation
 - » Inclusion
 - » Integrity
 - » Impact
- **Coca Cola**
 - » Leadership
 - » Collaboration
 - » Integrity
 - » Accountability
 - » Passion
 - » Diversity
 - » Quality

Download the full list of brand values at chykalophia.com/brand-values

4. *Benefits*

Brand benefits are the value your customers get from using your product or service. These benefits can be an outcome or the result they will (hopefully)

experience when they connect, purchase, and use your product or service. On a high level, there are two brand benefits your audience will consider:

- What does the brand do for the audience? What do your product or service do? What will your audience get from it? Is it to enable them to do something that they couldn't do before?
 - » For example, before using [A] product, you couldn't get to [X] goal, or achieve [Y] result.
 - » Is it a way of convenience for them like saving time or money? For example, by using [B] service, you'll get your Sunday back or save \$100/week.
- How does the brand make the audience look and feel? When someone purchases a certain product like a high-end car or designer clothes, they don't only consider the reputation of the brand; they also consider how the brand will make them look and feel.
 - » You might buy a BMW because it will make you look and feel high-class.
 - » You might buy designer clothes because they will make you look and feel luxurious.

With your product or service, how does your brand make your users look? Confident? Smart? Proud? Peaceful? Something else entirely? You can take a look at the emotion wheel below to help identify up to three feelings you want your user to experience from your brand.

One of the best ways to help your audience decide on whether or not they will choose you over another brand is to provide them with Reasons to Believe (RTB). This is the social proof you will use to build trust with your audience and give them the confidence they need, beyond the promises your product or service is communicating. Some examples of social proof you can leverage for your brand and also include on your website are:

- Reviews and testimonials
- Trials and studies backed by science
- Awards, accreditations, or certifications
- Expertise in your category
- Years of experience

USER PERSONA

How well do you really know your target audience? Whether they are your direct audience, such as users, or indirect audience, like brand partners or other collaborators, you need to understand and anticipate their needs, problems, and the benefits they seek.

We'll use a few exercises to help you craft your target audience beyond simple info like their age, gender, and general idea of where they live. These exercises will help you gain a better understanding of your audience. You can use them to help your prospects feel confident purchasing your product/service on your website.

User Persona Foundation

Answer the following questions to help determine your user persona:

1. **Who are they?** Women, men, people of color, immigrants, native, etc.?
2. **Where are they?** Living, hanging out, visiting often (to shop, to eat, to relax, for pleasure)?
3. **What is their behavior & thinking like?** What do they typically do when they want information? Do they research themselves? Do others give them recommendations?
4. **Where are they in their life now?** Did they just get married, have babies, get divorced, lose their job, etc.?
5. **What's their deciding factor?** Money/budget, time, alignment (needs/goals, value, emotion)?
6. **What do they dream of becoming?** Do they want, need, or hope for certain things?
7. **What's getting in the way of achieving their goals?** Limited beliefs, resources, budget, time, etc?
8. **What brands do they have a connection to?** What does that say about them/their identity?

When you finish your user persona foundation exercise, you can take it a step further to understand your users through an empathy building exercise using the Empathy Map Canvas created by Dave Gray, the founder of XPLANE and author of Gamestorming, below. More about leveraging Empathy Map in Chapter 5 under Crafting Delights.

YOUR USER PERSONA

Who are they?

Where are they?

What's their behavior & thinking like?

Where are they in their life now?

What's their deciding factor?

What do they dream of becoming?

What's getting in the way of achieving their goals?

What brands do they have a connection to?

BRAND STORY

Most of us don't just make a purchase solely because of the benefit from the product or service anymore. We want and need something more, something compelling to help us envision how we might be able to connect and build trust toward the brand we'll be purchasing. That's where a brand story comes in.

What is a brand story anyway? Brand story is the cohesive narrative and message that highlights the facts and feelings of your brand. We touched on your brand purpose earlier in this chapter. You can leverage your brand purpose to inspire your brand story in more detail because it can also explain what you do, how you do it, and why you do it.

Have you ever visited a website that simply laid out all their offerings without any supporting text to help you understand the benefit of purchasing them? If you have, you most likely closed that website and never returned. When you visit a website that guides you through each section of the page with clear messages and stories, you feel engaged and are more likely to end up making a purchase. That is all because brand story plays the following role in marketing your product or service, including on your website:

- Helps your brand become more relatable.
- Helps attract the right audience who aligns with your brand values.
- Helps build connections and trust with your audience.

But how do you know what makes a great brand story? It's rather simple actually. Despite what I have already hinted at above, the key components of a great brand story are:

- 1. Tell the truth.** A brand's purpose, vision, and mission statement will help you formulate a message that will be believed and welcomed by your audience because they are deeply connected to your brand.
- 2. Show how the product or service can benefit your audience.** Your users want to see their lives transformed. Your brand story should show them how their purchase can benefit them and what transformation they can expect from it, regardless of whether it's big or small.
- 3. Connect with your audience.** We all seek connections and, even more so, certain feelings we want to experience from the brands we believe in. With your brand story, you can bridge the gap between what your audience is craving and what story you can tell to ignite that connection.

Lia

- What is it? Flushable pregnancy test.
- Their brand onliness: Lia is the only flushable pregnancy test with zero waste.
- Their brand story: The earth-friendly pregnancy test.

Lia's story began with a vision: to create a better experience for women during one of the most emotional moments of their lives. Lia's category and industry hasn't seen a major update to pregnancy tests in over 30 years, not until Lia's breakthrough technology made it the first and only flushable and biodegradable pregnancy test. They lead their brand story with a combined mission of creating better experiences for women who are testing for pregnancies, innovation, as well as sustainability for the earth.

TRANSLATING YOUR BRANDING INTO YOUR WEBSITE

Now that you have a clear understanding of your brand essence, users, and messaging, let's see what they would look like when represented on your website and other digital marketing channels.

In general, the foundational elements we've touched on earlier in this chapter can be broken down into:

Your Brand

- Attributes
- Personality
- Value
- Solutions

Your Users

- Persona
- Problems
- Benefits

Your Brand Story

- Origin story
- Key message
- X-factor/onlyness
- Philosophy

Many of the foundational elements above will be distributed throughout your website based on the purpose of each web page. The purpose of most D2C's homepages or landing pages is to introduce the brand and best-selling products. On the other hand, the purpose of a B2B's landing page is often to present a solution to the target audience's problem and get them to make contact for further engagements. Either way, in order to quickly build trust for your target audience, you can leverage the foundational elements above by adding your brand's value and solutions and your users' benefits, along with your brand story's x-factor and key message.

It's important to map out where the content (messaging and graphical assets) will be placed throughout the site and how they will be structured or laid out to make the most sense for the user's experiences. We will touch more on the structure and layout in Chapter 8 and more about setting expectations for the users in Chapter 5.

One of the frequently asked questions we get is whether or not the approach to a website project for personal brands is different compared to business brands. The short answer is no. At the very basic level, a website should have a purpose, whether it is to inform, convert, or delight. A good website should be able to not only inform its users, but also to convert and move them along the journey on the website and deliver delight through the experiences in it.

5 Best Practices for Your Website, Regardless if It's for a Personal or Business Brand

- 1. A clear offering** on your homepage or landing page, saying what it is, why it matters to the audience, the company, or the world, and how it works. Ways you can do this on your web pages:
 - On your hero or hero image: A hero section of a website refers to the first top section after your website header navigation. This is the first thing that users will see and also the visible content above the fold. A captivating headline with brief info about what product/service you're offering and how it would benefit the users. A hero or hero image serves a large role in your homepage or landing page because it's the first section your users would see to quickly understand what your website is all about.

Examples:
embrlabs.com

Embr How It Works Reviews Company ▾ Shop ▾ **SHOP NOW**

Take control with temperature

Want to put temperature on your terms?
 Introducing Wave® 2—the wristband that lets you cool or warm instantly so you can take back control and find relief, naturally.

SHOP NOW WATCH VIDEO

For only "Genius gadget to keep you cool at home" "Downshift your temperature by up to 9 degrees" ★★★★★
 1,005+ Reviews "The Wave 2 delivers the most powerful cooling sensation yet." "Influencer"

VOGUE **WSJ** **RollingStone** **Help**

dameproducts.com

Can't decide? Take our quiz to find your perfect vibe.

Shop Bestsellers Sets Find Your Vibe

Dame

Search

Pleasure for your whole self

Shop our bestselling vibes

Shop Now

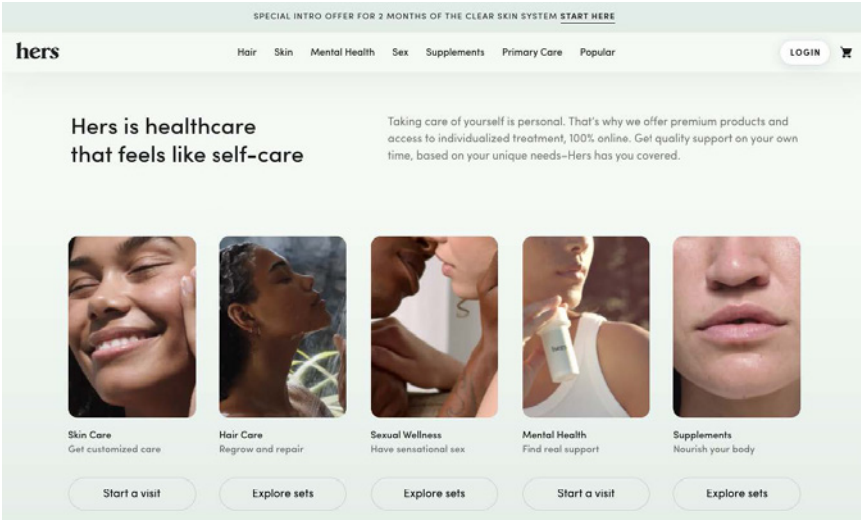
Most Innovative Wellness Companies of 2020
FST COMPANY

★★★★★
 4000+ Five Star Reviews
Read Them

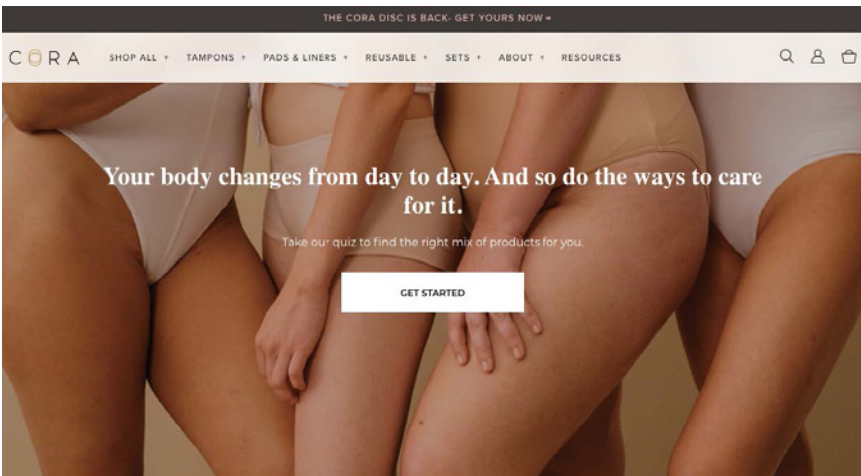
Well + Good's 2020 Changemakers
 = x L L L L L =

- Throughout your homepage or landing page, clearly share the following info:
 - » Why is this important for the users?

Examples:
forhers.com



cora.life



- How does this work (to use, to buy, to sign up, or expectations) for the users?


Examples:


flexfits.com

The screenshot shows the top navigation bar of flexfits.com with a search icon, 'SHOP ALL', 'TAKE OUR QUIZ', the 'flex' logo, 'ABOUT US', a user profile icon, and a shopping cart icon. The main content area is split into two columns. The left column is titled 'How it works' and features a large image of a hand holding a white, circular Flex Disc. Below the image is a 'PINCH' section with a yellow circular icon containing a 'P' and text explaining that the disc is smaller than a tampon and should be pinched in half. The right column is titled 'Flex Disc pro tricks' and contains two sub-sections: 'Explore different positions' with a paragraph of text, and 'The thumb trick' with a paragraph of text. At the bottom of the right column is a white 'READ MORE' button.

ritual.com

The screenshot shows the top navigation bar of ritual.com with 'Menu', the 'Ritual' logo, and 'Who We Are' with a shopping bag icon. The main content area features a large image of a glass perfume bottle with a white pyramid and a blue pyramid on a yellow background. Below the image is a section titled 'Clean and simple, delivered' with a paragraph of text. Below the text is a list of four benefits, each with a circular icon: 'Free shipping', 'Control your delivery date', 'Free and easy cancellation', and '30-day money back guarantee'.

HOW IT WORKS REVIEWS OUR STORY **AWKWARD ESSENTIALS** shop now 



how it works

- 1 grip the handle
- 2 insert slowly
- 3 twirl gently while inserted
- 4 remove the sponge
- 5 that's it! see ya never, drips! 🍷

directions for use

- o Why does this matter for the brand?

Examples:

kos.com



KOS x Feeding America

KOS wants to partner with you in a One-for-One mission to feed America's hungry. We can make a difference in your community.

1,513,452
MEALS

0 MEALS 10,000,000 MEALS

PROJECT 10 MILLION MEALS

YOU + KOS + FEEDING AMERICA = 

cora.life

THE CORA DISC IS BACK- GET YOURS NOW +

CORA SHOP ALL + TAMPONS + PADS & LINERS + REUSABLE + SETS + ABOUT + RESOURCES

With every Cora purchase, we give pads to a girl who needs them.

We're committed to fighting for gender equality and providing products, education, and jobs to girls and women in developing nations and right here at home.

LEARN MORE



2. Integrate social proof to give users the confidence in purchasing your product or service. Avoid creating separate pages for your social proof, such as a dedicated page for just testimonials. Instead, you can leverage relevant social proof and highlight them on your homepage or landing page to help boost your credibility in the mind of the users while giving them the confidence they need towards their purchasing decision. Some of them can be:

- Backed by science with data
- Testimonials or reviews from customers
- Certifications
- Press
- Awards

Examples:

ritual.com

Daily essentials with good intentions — for living life or creating it.



Traceable
Ingredients



Non-GMO



Third Party Tested



Vegan



No Artificial
Flavors or
Synthetic Fillers

[kos.com](https://www.kos.com)



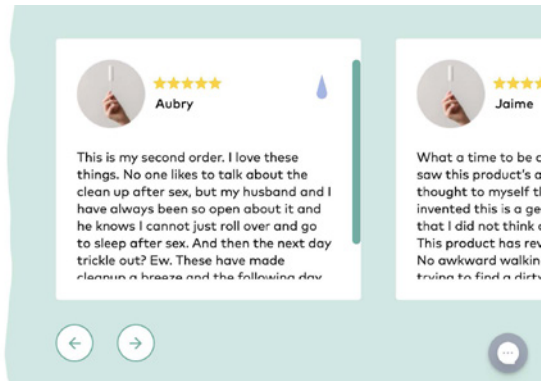
[awkwardessentials.com](https://www.awkwardessentials.com)

★★★★★ (1,000+ reviews)

the people have spoken

dripstick is the best way to get rid of post-sex drips once and for all 🍷

[read the reviews](#)



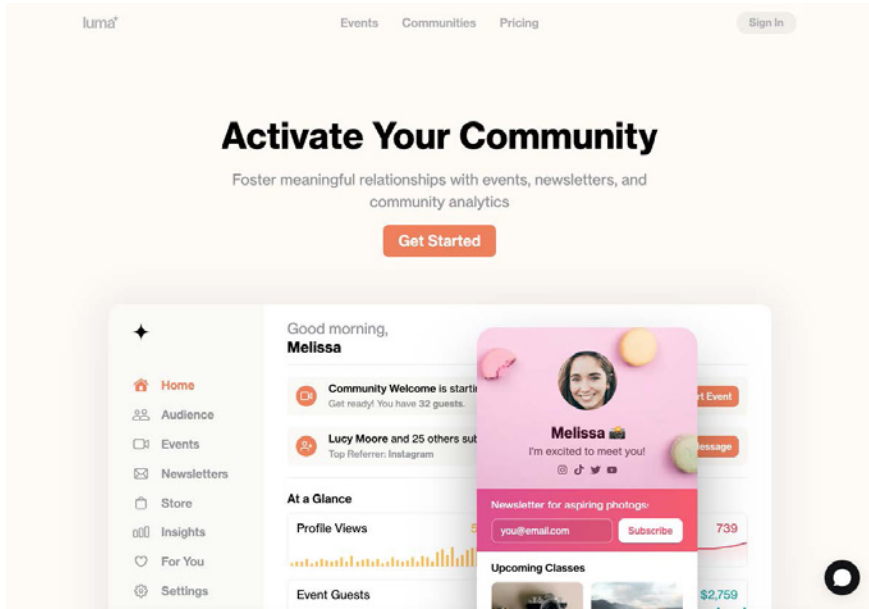
[dameproducts.com](https://www.dameproducts.com)



3. **Compelling imagery** plays a big role in creating connections for your users with your brand online. As they browse, users crave the right visuals to help them imagine the experiences of the product or service you're offering. Listed below are some good methods we have observed online:

- Spotlight images of select software or apps design elements.

Examples: [lu.ma](https://luma.com)



notion.so

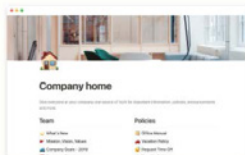


Start with a template. Modify it however you need.

Choose from thousands of free, pre-built setups — for work and life.



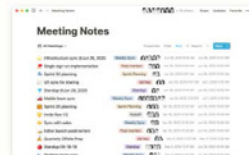
[See all templates →](#)



Company home



Roadmap



Meeting notes



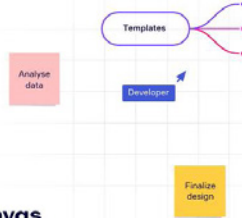
Everything you need to do better work

Real-time & asynchronous collaboration

Whether your teams are colocated, distributed, or fully remote, Miro provides an engaging, intuitive, in-person collaboration experience with multiple options for real-time or asynchronous teamwork on an online whiteboard.

Infinite canvas

Miro's infinitely zoomable canvas and web whiteboard enables you to work the way you want to. Unleash your creativity, plan projects from all angles, and create centralized hubs of information to keep everyone in the loop. See the big picture and the details.



- Lifestyle photos of the founders or team.

Examples:
cora.life

THE CORA DISC IS BACK. GET YOURS NOW →

CORA SHOP ALL + TAMPONS + PADS & LINERS + REUSABLE + SETS + ABOUT + RESOURCES

From Our Founder

5 continents. 13 countries. 10 years. Those stats represent where my journey begins working for women's human rights and socio-economic empowerment around the world.

It's also where my, well, uncommon passion for women's periods starts.

While travelling throughout developing countries, I saw how menstruation negatively affects girls and women who are poor. Unable to afford menstrual products, they resort to using old rags, newspaper, animal dung and tree bark—even pieces of old mattress—all of which can cause infections and reproductive health problems, not to mention humiliating leaks.

Back home, I learned that feminine products could contain synthetic materials and chemicals like pesticide residues. From then on, I knew I wanted to create a brand that would advocate for women's health and offer thoughtful products made with natural and organic cotton.

I knew there had to be a better future for all women, in every part of the world.

asana.com

The screenshot shows the top navigation bar of the Asana website with links for 'Why Asana?', 'Solutions', 'Resources', 'Enterprise', and 'Pricing'. A 'Get Started' button is in the top right. The main heading is 'The leadership team'. Below it is a paragraph: 'Asana's leadership team believes in empowering teams to do their most impactful work, by being committed to building a product people love and a culture where everyone can thrive. Get to know them below, and learn more in our [Founders' Letter](#).' Underneath are four portrait photos of team members against different colored backgrounds.

- Zoom out product shots in action and lifestyle shots and zoom in product details.

Examples:

knix.com

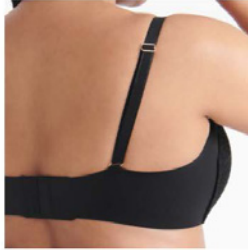
The screenshot shows the product page for a 'Knixy Lace WingWoman Contour Bra' on the Knix website. The top navigation bar includes 'Shop', 'About', 'Size Help', and 'Blog'. The product is priced at '\$60⁰⁰⁰' with an 'afterpay' option. A size selection dropdown is visible. Below the price is a 'SIZE CHART' section with 'Core Color' and 'Limited Edition Color: SAGE' options. A black 'ADD TO BAG' button is at the bottom. The main image shows a woman wearing the bra.

Lace WingWoman Essentials



Molded Foam Cups

Molded cups lift and separate to give a great shape. They are light weight and don't add any extra bulk.



Wireless Contour & Support

The wing gives you extra coverage on the side and back area for spillage.



Soft Lace

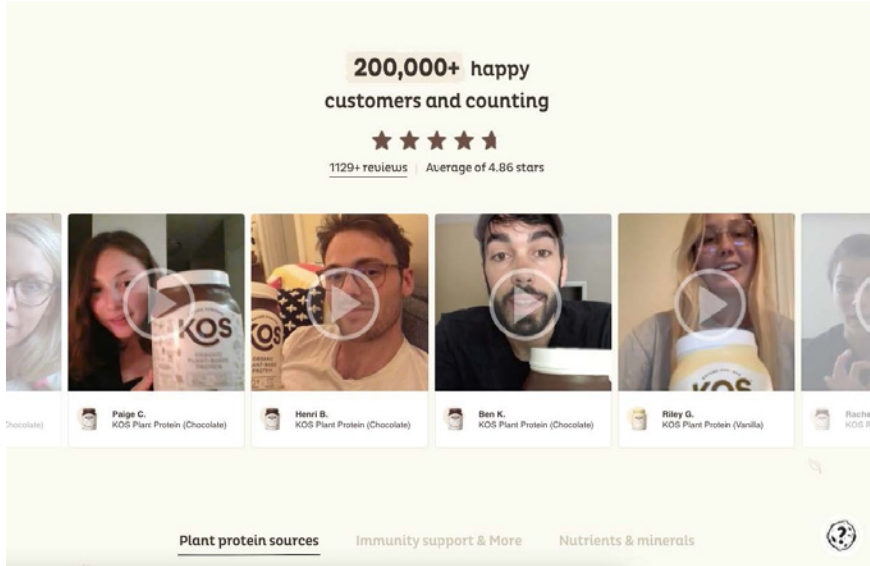
Beautiful lace fabric that's breathable, lightweight, and stretchy for a sexy look and comfy feel you can enjoy every day.

- o Real image of products in the hand or life of your customers.

Examples:
renttherunway.com

The screenshot shows a product review interface. At the top, there are navigation links: PLANS, TRENDING NOW, CLOTHING, DESIGNERS, CLEARANCE, and a sign-in button. A membership banner is visible on the right. Below the navigation is a banner for 'Most-Loved Plan: 8 Items for \$99'. The main review section features '23 reviews' with a star rating and a 'Fit' section showing size distribution: Large (2), True to Size (10), and Small (2). There is a gallery of 'ALL PHOTOS (14)'. Below the reviews, there are filters for 'SORT' (Like Me) and 'MATCH MY SIZE' (Size, Height, Bust Size, Age). A specific review by 'Madeline' is highlighted, showing her profile, the product name 'Tropical Dream Pants', a 5-star rating, the date 'AUGUST 5, 2021', and a detailed text review. The review text says: 'I loved these fun tropical pants!! Super cool and casual to dress up or down on my vacation. They are much more "casual" cotton look than they appear in the product photos but I still enjoyed wearing them! They zip up, but the back has elastic so there's stretch and give, making them super comfortable.' A photo of the pants is included in the review, and a 'TOP' button is at the bottom right.

[kos.com](https://www.kos.com)



4. Supporting web elements can remind users to take action in subtle or non-invasive manners. Some of the web elements you can leverage for this are:

- Top banner bar before your header menu, more commonly known as a “pre-header bar” or “hello bar.” Because this top banner bar is one of the first elements the users will see when they land on your web page, you can leverage this to share specific messages, promos, or campaigns. You can even add multiple messages or campaigns in a slider format or have the text animated.

Examples:

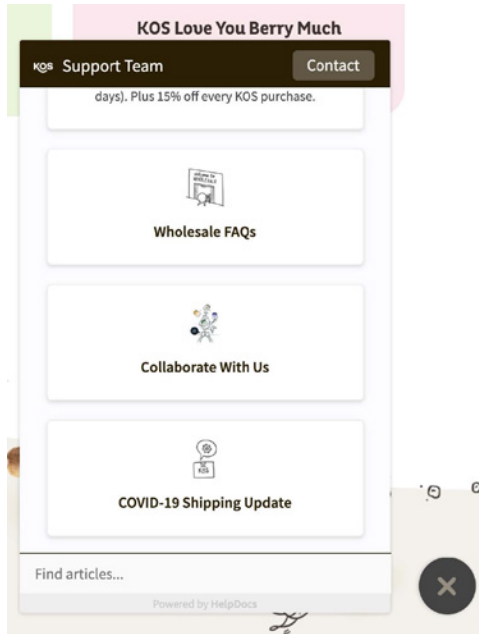
[kos.com](https://www.kos.com)



- Chat box that's on brand.

Examples:

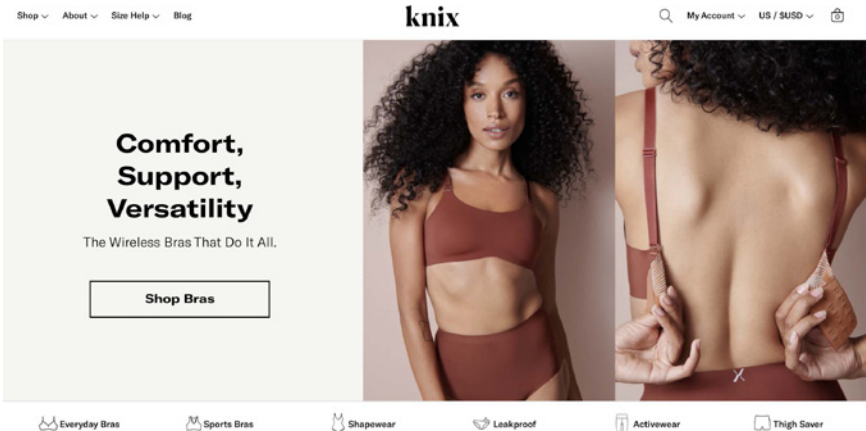
[kos.com](https://www.kos.com)



- Additional navigations for products, services, or categories.

Examples:

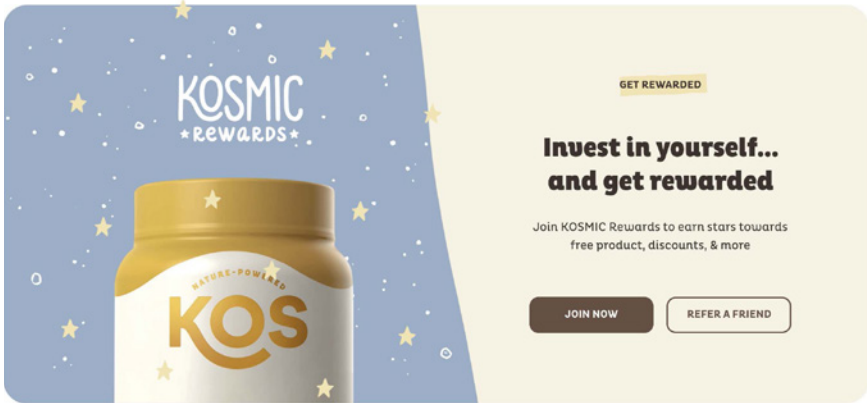
[knix.com](https://www.knix.com)



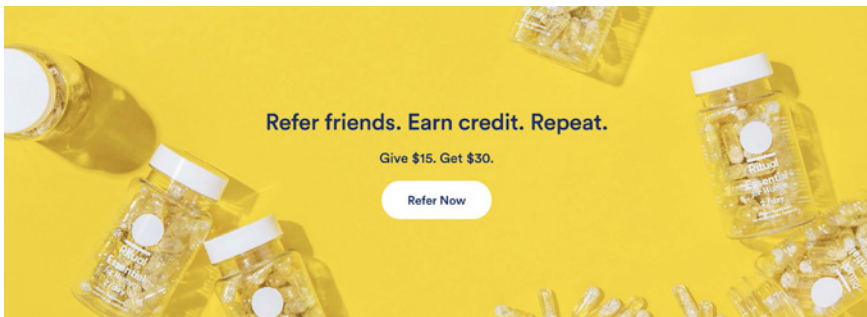
- 5. Give them freebies or bonuses!** Think about bonuses you can offer to help motivate or influence your users' decisions to buy, sign up, or spread the words about your brand. They can be worksheets, case studies, coupons, rewards, or try-before-you-buy offers.

Examples:


[kos.com](https://www.kos.com)







[ritual.com](https://www.ritual.com)



Can't decide? Take our quiz to find your perfect vibe.

Shop Bestsellers Sets Find Your Vibe 

Dame   











Dame Rewards

Start earning credits with every purchase you make.

[Join Now](#)

Already have an account? [Log In](#).

Earning points is easy

 <p>1 Point Per \$1 Make a Purchase</p>	 <p>100 Points Leave a Review</p>	 <p>100 Points Birthday Reward</p>	 <p>20 Points Follow Our Instagram</p>
 <p>10 Points Visit Our Facebook</p>	 <p>25 Points Read Our Blog, Swell.</p>	 <p>50 Points Create an Account</p>	 <p>\$15 Off Refer a Friend</p>



USER

Experience

User Experience (UX)

While understanding your user persona or avatar is essential for your brand, what you do with the information gathered about your user is even more important. Having been in this industry as long as we have, it is still surprising to see the divide between clients who understand how important the user experience is and those who just don't get it.

The concept is pretty simple. If your users do not have an enjoyable experience on your website, they are less likely to return. That means they are less likely to buy a product you are selling, enroll in a course, or sign up for your mailing list. So much time and effort goes into getting people to visit your website to begin with that it would be counterintuitive to upset them out of the gate.

Before we get to the core of user experience for your brand, let's take a step back in understanding the three types of experiences for a business: Brand Experience (BX), User Experience (UX), and Customer Experience (CX).

Why experiences? Because we all crave them. We buy into things that make us feel something, right? Our buying decisions are heavily influenced by our needs of wanting a specific experience presented in certain ways. Here's what BX, UX, and CX is all about according to Brian Solis, best-selling author of the book, *X: Where Business Meets Design*:

1. **Brand Experience (BX)**, the experience that a user should have before, during, and after with the platform (business):
 - How does this fit into my lifestyle?
 - Where does this add value?
 - What value does it add?
 - What do I feel?
 - What do I tell people?

By now, you should have gotten a clear idea on how to address each of the questions above based on the insights about branding we covered in Chapter 4.

BX is focused on differentiation.

2. User Experience (UX), a person's entire experience using a particular product, system, or service.

UX is focused on usability.

3. Customer Experience (CX), the individual + the sum of all interactions in the platform (business) in each moment of truth.

CX is focused on desirability.

DESIGNING PERSONALIZED EXPERIENCE

Take a closer look at the user persona you built and review how you want to make your user feel. We want them to go through a transformation from their current state to a better or completely different state.

The simplest solution happens in our everyday life. When we get a headache and are in pain, we seek pain relief. Imagine if there's an added stress level above it, like trying to hit a deadline, without a headache pill anywhere in sight. We will most likely wind up ordering the pain relief from an online retailer with same-day delivery or get it from the nearby pharmacy so we can get back to work.

The same simple process as above applies to your business. You may or may not realize there are opportunities to leverage personalized experiences to your users with what you're offering based on their current pain points or challenges in life.

There are two solutions we touched on in the headache example earlier:

1. Purchase the pain relief through Amazon Prime with same-day delivery.
2. Purchase the pain relief by driving or walking to a nearby Walgreens.

Each caters to specific user needs based on what they value. Solution number one is most likely for users who value their time. Even though the cost of the headache pill may be the same in stores like Walgreens, they opt-in for the additional cost of same-day delivery to save them the time of leaving the house. Solution number two would most likely be a better fit

for users who are already out and about or perhaps for those who aren't strapped for time.

CHANNELS VS. TOUCHPOINTS

Channels and touchpoints go beyond transactional moments and business jargon. They are the point and place of interaction between businesses, brands, values, and customers. Businesses can identify key moments in the customer journey that can either build or break trust with their target audience by identifying critical interactions within the journey.

Let's take a look at the differences between the two:

Channels are a way for you to understand where customers come from and how they interact with you or the company.

Touchpoints are more precise and specific.

Here is an example of how the two could work together:

Online might be a channel. Online chat could be a touchpoint. Or, your website could be a channel, in which case, your homepage or contact page could be a touchpoint.

Here are some other online channels and touchpoints you can consider to help visualize some areas of opportunity:

Channel: **Website**

Touchpoints: Your homepage, sales funnel page, contact page, web chat window, or content popup.

Channel: **Social Media**

Touchpoints: Your carousel, posts, stories, lives, or ads on the social media platform.

Channel: **Search Engine**

Touchpoints: Your articles, YouTube videos, case studies, reviews, press, or media mentions.

Here are some examples for pre-purchase, purchase, and post-purchase touchpoints:

Pre-Purchase Touchpoints:

- Google Ads
- Social Media Content
- Network Referral
- Press Releases
- Podcast

Purchase Touchpoints:

- Landing Page
- Shop Page
- Event
- Product Review
- Storefront

Post-Purchase Touchpoints:

- Loyalty Programs
- Email Receipts
- Newsletters
- Thank You Page
- Packaging

In order to create conversion at each touchpoint on your website, they should provide your users with the following interactions:

- **Relevant.** The product or service information provided to the users on a touchpoint meets users' foundational wants or needs.
- **Belief.** On top of the information being presented to the users as relevant, supporting content on the touchpoint addresses the users wants, needs, or desired future state in a way that makes them feel seen and understood.
- **Captivating.** Captivate the heart of your users by adding information or content that aligns with their values. For example, sharing your brand's purpose or mission, a non-profit organization you support through the business, community initiatives, and more. This helps create the connection and crafts delights to their experience on the touchpoint they're at with your brand.

CRAFTING DELIGHTS

To design and deliver an exceptional brand experience, user experience, and customer experience, you must understand your customers' current situations and what motivates them to purchase certain products or services, stay loyal, or abandon the brand entirely. Being aware of the actual touchpoints your customers have with your brand is a fundamental part of that understanding. The mapping of your brand's touchpoints across the buyer journey will help you provide the right experience across channels for your customers.

Four important maps to help craft delights for your users:

1. Empathy Map

Empathy Map is **the heart** of user experience. Originally created by Dave Gray, this visualization allows users or personas to gain a deeper understanding of their behaviors, attitudes, and thoughts.

You can leverage empathy maps to give you the insights you need to know to understand each of your user personas or customer segments, especially when you do a design research for your business.

This map highlights the internal and external information of a user for a specific goal they're looking to accomplish, their inner feelings, and the surrounding environment that can influence them in making a decision.

EMPATHY MAP

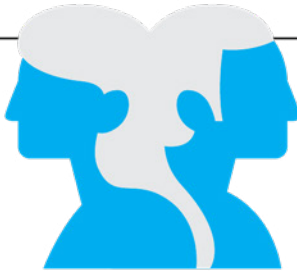
GOAL

WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

What do they need to DO?

What do they need to do differently?
What job(s) do they want/need to get done?
What decision(s) do they need to make?
How will we know they were successful?



What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

What do they SAY?

What have we heard them say?
What can we imagine them saying?

What do they DO?

What do they do today?
What behaviours have we observed?
What can we imagine them doing?

What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

What do they THINK and FEEL?

PAINS What are their fears, frustrations, and anxieties?

GAINS What are their wants, needs, hopes and dreams?

What other thoughts and feelings might motivate their behavior?

Where to start when working on an empathy map canvas?

1. The Goal

- WHO are we empathizing with?
- What do they need to DO?

2. The Environment

- What do they SEE?
- What do they SAY?
- What do they DO?
- What do they HEAR?

3. The Inner Feelings

- What do they THINK and FEEL? What are their fears, frustrations, and anxieties? What are their wants, needs, hopes, and dreams?

2. Sitemap

Sitemap is **the roadmap** of user experience. It is the high-level view of your website's structure. It gives you a general direction of where you and the users can go. Think of it like a map for your website.

On the frontend, it helps users to easily navigate through your website and its touchpoints. While on the backend, sitemap helps your team visualize the connections between web pages, web page trees, and website content. It's an effective tool for both planning and communicating ideas about a website's structure. By offering a bird's-eye view of the entire project from one place, it enables designers and developers to collaborate efficiently on website projects.

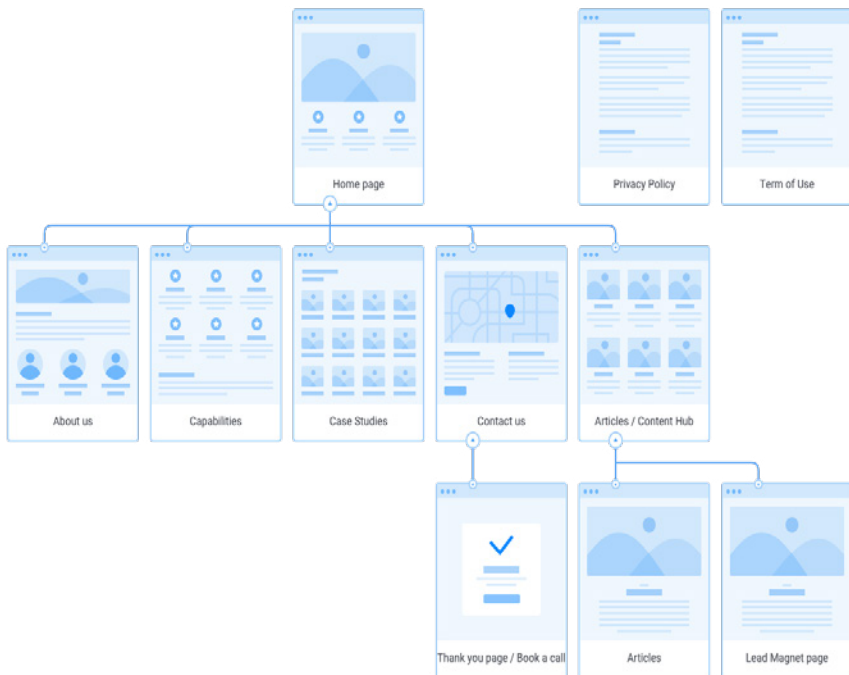
If building an 'okay' website that may or may not convert is something you're after, skip the sitemap, user flow map, and user journey map altogether. Crafting a good website to not only delight your users but also convert them requires website sitemap planning in the process. This also helps you see the size and complexity of your website.

The top three benefits of creating sitemap for your website are:

1. **Clarity in planning and strategy.** The plans and strategies for a website will be more clearly understood by different team members

like designers, developers, marketing, and even the sales team. This helps the internal team to be on the same page, provides a better user experience, improves development efficiency, and creates a higher degree of accuracy and website usability. It can also help promote a healthy SEO strategy by telling search engines which pages to look at and how to get there.

2. **Supports a growing and scaling business.** Most modern Content Management Systems (CMS) like WordPress, Shopify, or Webflow offer simple ways to update website content from adding or deleting web pages, updating web elements, or modifying existing navigational structures to support the business as it grows and scales.
3. **Drive innovation and accommodate flexibility.** By planning websites using sitemaps, businesses can test new ideas rapidly and drive innovation. To accommodate business needs during their testing or a pivot, sitemaps allow the design team to test out a variety of website structure scenarios before development actually begins. It gives you the opportunity to visualize and plan ahead for user flow and interaction.



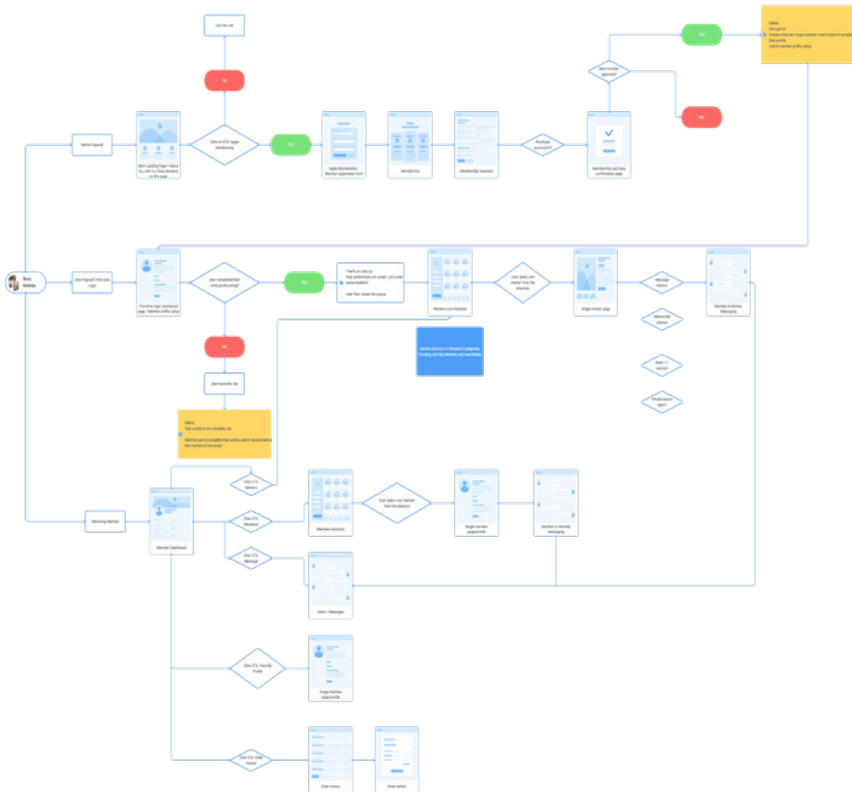
Sitemap example

3. User Flow Map

User Flow Map **connects** the user experience. It is a path or set of steps for users to take on your website. This leads them from their entry point towards a successful outcome or final action. For example, booking an appointment or purchasing a product.

You'll need a user flow map to help you design a great experience for your users and hit your KPIs. Not only are user flow maps useful when building or redesigning websites, you can also leverage them on these occasions:

1. When you have a specific goal or action you want users to take on your website or web page(s).
2. When you want to lead users on multiple touchpoints (i.e. an abandoned cart on a website will trigger email to use to remind them to complete their purchase).
3. When you need to simplify a complex process for the users (i.e. asking for comprehensive data or info to complete their profile).



User flow example

4. User Journey Map

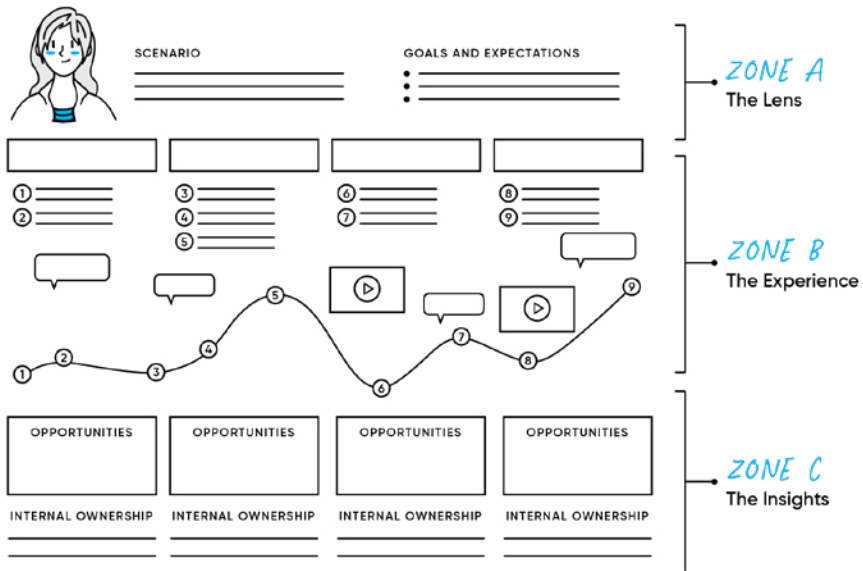
User Journey Map **guides** the user experience. It is a visual trip of the user across the solution. The user journey considers not only the steps a user takes but also their feelings, pain points, and moments of delight.

It's a visualization of an individual's relationship with a product or service over time and across different channels and touchpoints.


Revisit your persona again as well as your empathy map. Look at their behavior and thinking. Are they the type of people who shop because they see an ad on their Facebook or Instagram? Or are they the type of people who are often heavily influenced by their trusted circle (friends, family, colleagues) first before developing a trust to purchase from a brand? These small differences in behavior make all the difference in how you present and set up information for them to make a trusted decision.

When mapping out your user journey, here are the key elements to visualize:

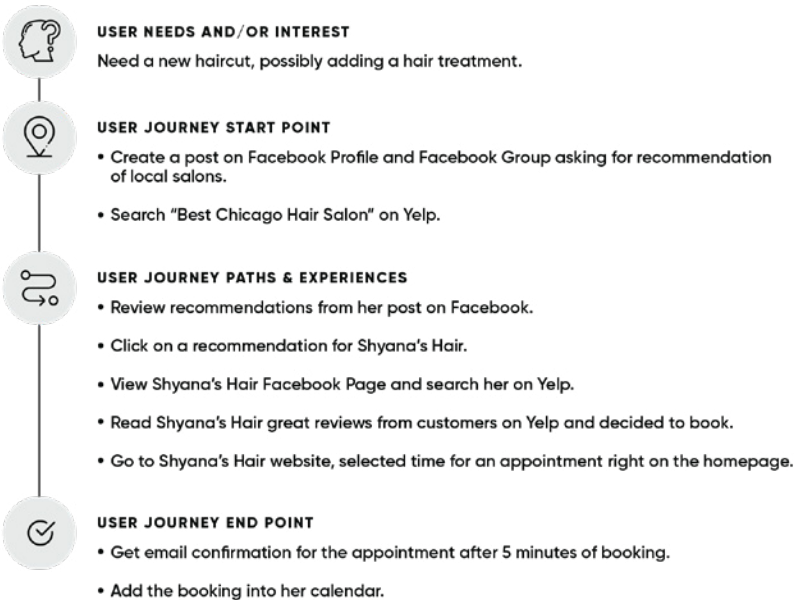
1. Your user's scenario, goals, and expectations.
2. Their emotions and responses to the experiences on your website.
3. Areas of opportunities where you can address the audience's pain points.



A user journey map example from NNGroup.com

SCOPE/CAMPAIGN/GOAL	SCENARIO	USER EXPECTATION
Fill up appointment schedules for the month of June.	A user will book the appointment through Shyana's Hair website.	Easy booking within ten minutes or less.
		
AUDIENCE/TARGET USER		
32yo, mother of 2 young children, own her own business, trendy/fashionable and lives in the city.		
CHALLENGES		
Damaged hair from colored hair.		
MOTIVATIONS		
Looking to get a fresh look for the summer.		
ACTIONS & BEHAVIORS		
Trust referrals from friends and often search on Yelp for local services.		

MELISSA DAWN



Our simplified version of user journey map

When you start putting the three steps together in a user journey, ask this question to help identify which channels and touchpoints make sense for you to invest your time, money, and efforts in:

Where can we connect with them (your audience) to stay on top of their mind?

SIMPLIFIED USER JOURNEY WORKSHEET

SCOPE/CAMPAIGN/GOAL

SCENARIO

USER EXPECTATION



AUDIENCE/TARGET USER

 CHALLENGES

 MOTIVATIONS

 ACTIONS & BEHAVIORS



USER NEEDS AND/OR INTEREST



USER JOURNEY START POINT



USER JOURNEY PATHS & EXPERIENCES



USER JOURNEY END POINT

SIMPLIFIED USER JOURNEY WORKSHEET

SCOPE/CAMPAIGN/GOAL	SCENARIO	USER EXPECTATION
---------------------	----------	------------------



AUDIENCE/TARGET USER

CHALLENGES

MOTIVATIONS

ACTIONS & BEHAVIORS



USER NEEDS AND/OR INTEREST



USER JOURNEY START POINT

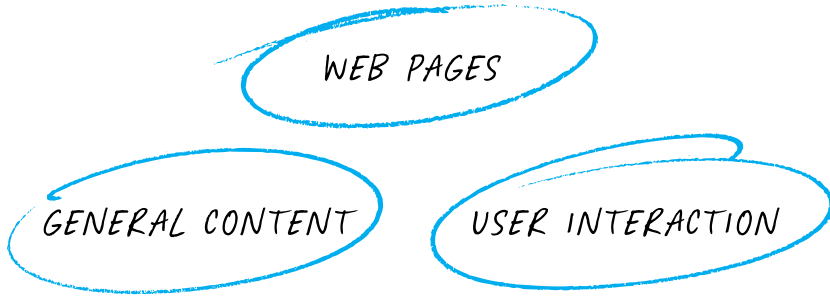


USER JOURNEY PATHS & EXPERIENCES



USER JOURNEY END POINT

Perhaps you're thinking that while the four key maps above are important, you are not sure where to start. You can start with a brain dump and categorize your thoughts for your website. Whether you want to use pen and paper or an excel sheet, write down all the thoughts you have. Then group them into these categories:



You'll then be able to use these to draft your sitemap, user flow map, and even user journey map.

COMPATIBILITY & RESPONSIVENESS

There are a plethora of CMS options available to build your website with today. While choosing the wrong platform for your website won't be the end of your business, it's good to be aware of your options so you can pick the right one to support your business as it grows and scales.

There are a few things you need to consider when choosing your CMS platform. For example, let's take a look at the WordPress and Shopify comparison below:



- Self-hosted
- You do all the setup and management
- Completely free and open source
- You're 100% responsible for security, backups, and performance
- Gives you full control of the data at any time, which also means, if not careful, you can break the site easily



- A cloud service
- Technical items like server, speed, security, etc. are all handled for you
- Paid and proprietary
- Shopify handles all aspects of ongoing security, backups, and performance for you
- Extremely stable and will not crash, but you're limited on what data you can access or control

Both options above are great. Though one is better than the other depending on your business needs. Let's take a quick look at when to use each.

You'll need to use an open-source CMS like WordPress if you:

- Like full control of your data.
- Need deeper integration options.
- Want to fully customize your user experience within one system.
- Want to start with lower cost options.

You'll need to use a cloud service CMS like Shopify if you:

- Want everything (aside from content) handled for you.
- Just want to get going quickly and not worry about technical items.
- Are okay with a disjointed user experience between apps or integrated systems (at least initially until you get customized help from web professionals).

Your choices for tools and technologies will have a profound impact on the user experience of all (you, your team, customers, and clients) who come in contact with it. The important things to consider are what's important to you and what resources (time, money, energy, etc) you have to devote to the overall development. The reasons are less technology oriented and more about the amount of resources you're able to throw at your setup in

order to have things working in a way everyone is happy with. Sometimes, free or low-cost tools do exactly what you want in a way you want, but other times, only a high-priced service app will fulfill the need.

Let's look at a simple example like Shopify. A great system overall, but what if you weren't satisfied with the user checkout experience? Well, tough cookies! The only way Shopify lets you touch the checkout process is if you pay for their enterprise level plans (starts at \$2,000 USD/mo as of writing this). What about selling a digital product (such as a course) on Shopify where all you really need is a name, email, and credit card info to guide someone to a wonderful user portal? You'd be hard pressed to do that with Shopify and still have a unified and consistent brand with a clean user experience through all the steps in the process.

All that said, Shopify is a wonderful and stable platform. Though like any technology decision you'll be making, you should consider how that choice will impact the available resources (time, money, energy, brainpower, people, etc) you have and are able to put into:

- Security & security management
- Developments and development processes
- Consistent user experiences
- Device compatibility
- Disability compliance
- Nerdy things and system support

Each choice will impact which system and set of tools you chose, and thus the user experiences people will have. This doesn't mean you're ultimately stuck with a user experience you may hate. Depending on the system, you may be able to tweak or improve things. You may also choose to start planning the whole system structure by working out the ideal user experiences first and only then moving into technology selection. That's also a viable option and path to go towards.

In our experience, clients look to strike a balance between system usability by their staff, a wonderful user experience, and budgets. There's no wrong answer other than making something so bad that no one buys from you. Other than that, here's a rule of thumb that has worked wonderfully in our business:

Do what you think is best and what feels like a good experience, process, or system. Then grow and adjust from there.

It's highly unlikely you will get everything right on the first try, so worry less about perfection and focus more on doing the best you can to make things work well, feel great, and be positive. Progress not perfection!

FUNNELS & CAMPAIGNS

There are entire businesses, courses, and consulting practices focused solely on funnels and campaigns in general. In this section, we're focusing on getting people through a journey specifically crafted to achieve a measurable goal (such as make a sale) and following through/up on that process to help encourage that transaction.

At a high level, there are two similar but different process parts to think about: follow throughs and follow-ups. When you follow through, you're helping a user along on their current journey. Follow-ups are for when a user has disengaged and you're doing something to help them resume that journey.

The emphasis is on *when* in the process or user experience this happens. Mapping this out can be, and should be, part of your user journey mapping and strategy sessions. A well-timed ad, post, email, popup, and even a strategically placed article in internet searches can really help a user move to the next step and resolve their curiosity. This really helps in creating a good impression.

Take something big like Disney World. If you have never been there, picture this. There are four parks, each big enough to be a well-sized city. Now, imagine you walked into one of them without a map or any staff available for guidance. You're there with your family and have little kids. For you parents out there, you know going somewhere without even a bit of a plan or structure is a recipe for disaster. So now the kids are starting to go stir crazy because no one can agree on where to go.

Suddenly, a very helpful Disney employee comes to the rescue to help guide you to family-friendly attractions and helps you get organized. Wouldn't that be a handy lifesaver! Crafting helpful experiences like that would really set you apart from the competition. That family in the example above would probably rave about having such a positive experience to everyone they know and be more likely to spend additional time and

money at the parks.

While we also try to do what we can to avoid a situation such as the above, having a plan in place to support processes and systems in the event things go wrong is a wise idea.

Starting out, the most you would likely be able to do is guess at frequently asked questions, offer light systems training, and ask your team to see where any potential usability roadblocks are and then address them. But you won't know for certain where the issues are until you start getting real data and real people through your system(s).

That's when you'll be able to gather data from user feedback and site analytics and use discussions with your community to improve the user experience. You can craft these funnels, steps, and campaigns by looking through the user journey section in this book. The process for creating these usability enhancing steps is the same as crafting the regular user flows.

The purpose of these steps is to both help a user do something such as move further along in the funnel or simply to help them have a good time while helping you make a sale.

Work on all these steps to improve your standing with users. It's not always a direct correlation though. Of course, you want to make the sale here and now, but most users in the world aren't at that sales step. By leaving a good impression, you can increase your chances of making the (hopefully near) future sale.

To look at this in other ways, we're not only doing this to increase our direct bottom line. Here are some other goals you can track with funnels and campaigns:

Trackable Goal	Description
Reduce sales friction	How hard it is to buy from you
Increase brand awareness	How well known you are
Increase brand trust	How well you, yourself, and your brand are trusted, thus making an easier/quicker purchasing decision

Increase brand reputation	How good you are compared to the competition as well as how reliable/stable you are
Increase happiness	How good (or not) the experience is when interacting with your brand
Improve user experience	A measure of how easy (or hard) your system is to use, understand, and navigate

BEFORE & AFTER THE WEBSITE

People begin interacting with your brand at whatever their first touchpoint may be, such as social media or an ad. Their final touchpoint may be an email or webinar video. Starting out, it may not be practical or possible to map out every nuanced interaction, though these are good to keep in mind from an advertising or social media standpoint as a way of following through on expectations. It's normal to improve and grow as you learn.

Before a user gets to your website, they may be browsing social media memes, looking for a nice and spicy recipe to make for an upcoming date, or just reading the news. Everyone uses the internet for different reasons at different times. Therefore, we need to make ourselves as enticing to the user as possible whenever they may stumble across our site. This starts with giving them a good first impression because, as we've stated before, people do judge a book by its cover. Our companies and brands are no exception.

How do you want someone to see you before they get to your website or sales page? What impression do you want to leave with them?

Planning these pre-website journeys can include things outside of your primary sales funnels, such as webinars on third-party systems or in professional communities you've joined. It can simply focus on your social media ads and where you want the user to go from the ad click. It can also include mapping more comprehensive and detailed user journeys. Consider where they will first interact with you, be it offline (such as in a newspaper ad) or online (via an Instagram post).

Then consider what media they'll be on, how they will be feeling, and what

they will be doing at the moment. The more information you have about how a person thinks and behaves, the more thorough your strategy will be.

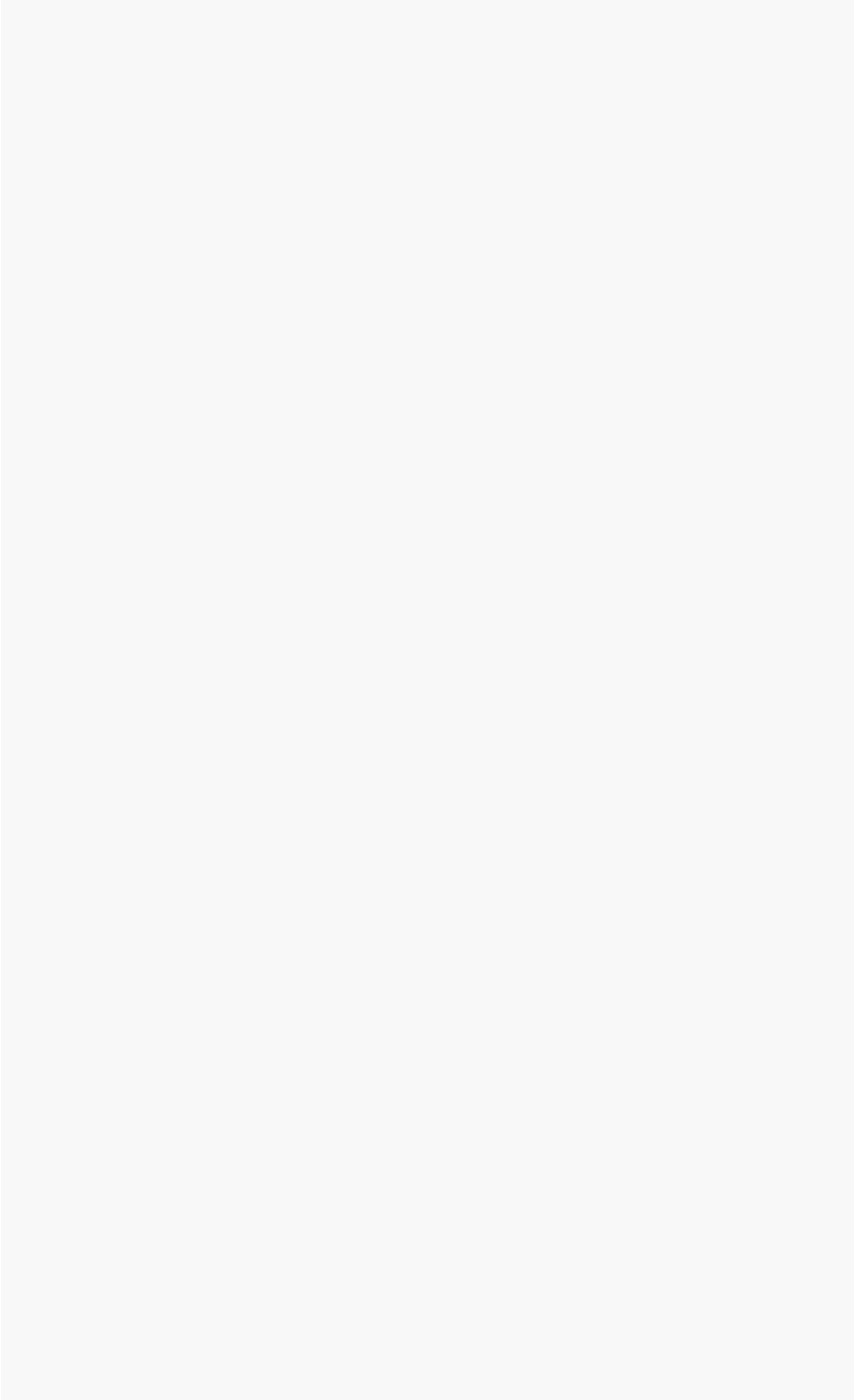
Here's a quick list of some of the ways people can get to know of you:

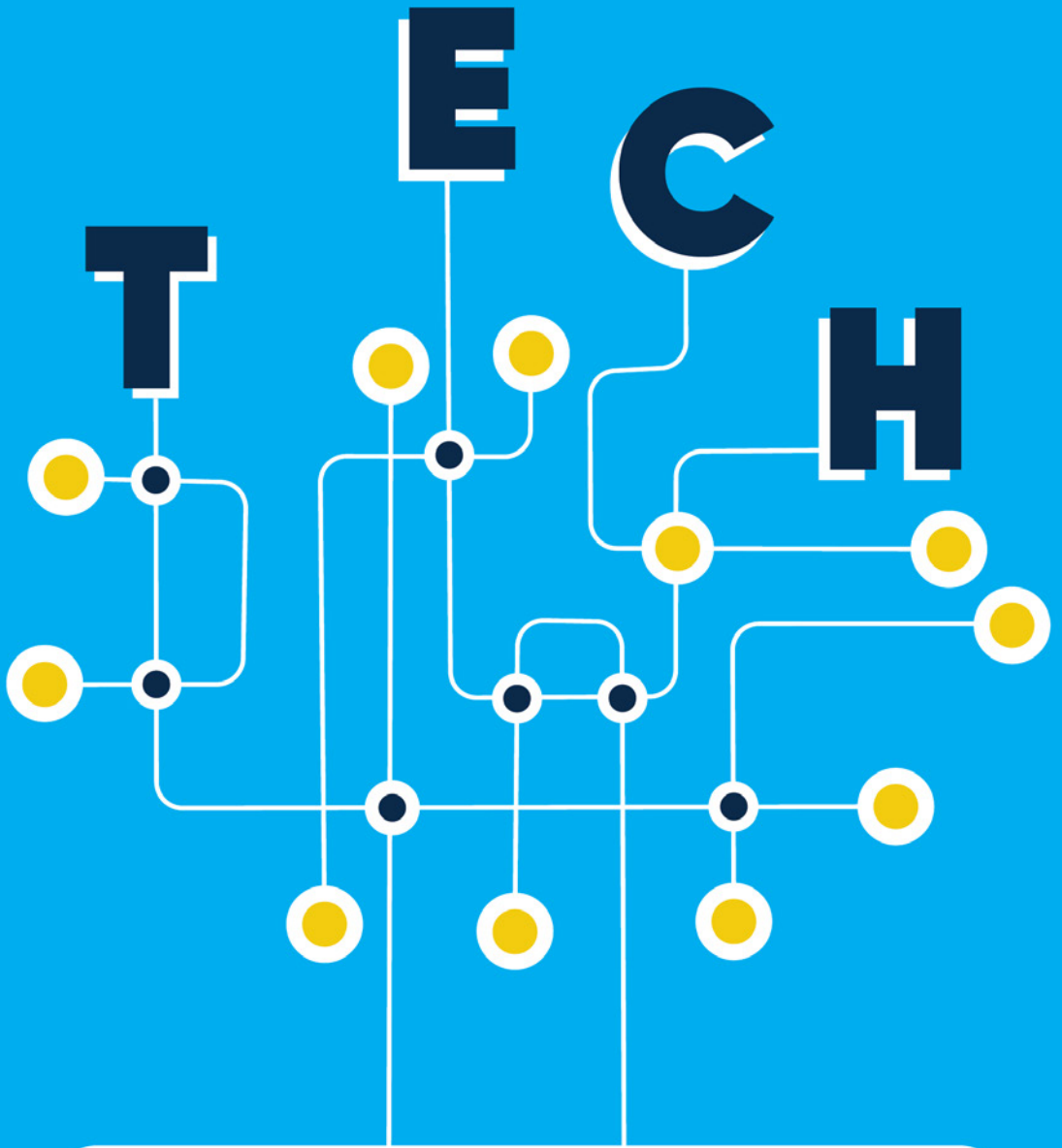
- Advertisements
- Media buys
- Social media posts (your own or others)
- Influence or media personality references
- SEO
- Backlinks
- Guest posts
- Podcasts
- Videos

The same idea applies to their interactions with you after they've left your website. How will you keep in touch directly? What should happen to keep you in their minds? What ways can you have a positive user experience? In other words, what is your follow up and follow through strategy? Have some set path, a flow, and a way to entice users to come back.

This information can also be used in reverse. Once you know enough about users and their browsing and buying habits, you can tailor your marketing approach to be more in those places and use the kind of media that appeals to your ideal audience.

YOUR NOTES





INFRASTRUCTURE

Tech Infrastructure

Anyone can slap a few off-the-shelf and ready-made tools together and call it infrastructure, though bubblegum and duct tape will only take you so far. Planning your technology, framework, and supporting infrastructure ahead of time provides the organizational freedom and work flexibility to plan for growth in and around the limitations of your chosen tools. This includes knowing how data flows through systems, managing security and performance, and being able to scale functionality without breaking the system.

In this section, we'll be discussing the foundational technologies used to make your website a website, how to plan your choices, and the potential benefits and pitfalls to look out for. While we like to say technology is one of the last considerations in a business, it still needs to be a major and upfront discussion as each platform has its own limitations that may impact your ability to scale and grow.

Some systems are all-in-one type tools, the jack of all trades, yet masters of none, while others are highly specialized. Both are great options, and there's no wrong answer per se. It's a matter of picking the right one for your particular set of needs.

The following quick list is not here to scare you. It's to inform you of some of the possibilities that you or your tech team will want to consider and plan for during the planning, build out, and maintenance phases. There are also multiple layers of systems and a variety of needs in each. You may need different systems or tools for:

- Server & hosting management
- Website backend
- Website frontend
- Integration software or APIs
- App/Service backend
- App/Service frontend
- Database
- Work emails

- Transactional emails
- Ticketing & customer service emails
- Website asset delivery
- Security
- Authentication
- Logistics & shipping
- Newsletter
- Analytics
- CRM

Technologies start, grow, and become obsolete seemingly every other day lately, so while we can't list each and every option, we hope to provide you with a good set of ideas and starting points to light your path and help you make an educated decision.

NEW VS. REBUILD: PROS AND CONS OF EACH

Did you have a website in the 90s built with tables and coded with pure HTML? Editing anything on that old website required a lot of work, and very little was dynamic, if anything at all, right? Maybe it's time to think about rebuilding your old website. Starting fresh might seem like a terrible solution since you have a lot of content on the old website or some tweaks here and there are all you need.

Whether you're updating the system or redesigning your entire website, it would be a breath of fresh air to your current online presence, and more current design trends can draw in new clients. As a rule of thumb, a regular website should have a new design every three to five years. This isn't a set rule or requirement, so if you want to redesign it sooner or later, that's okay too. The deciding factor is going to be brand or industry changes and potential changes for conversion optimization, and therefore more sales.

Is your website held together with bubble gum and duct tape? Then it's probably a good time to fully redo everything. Your system's backend might be rock solid, though your frontend interface is scaring users away and therefore losing you money. If that is the case, you would want to fully redo the frontend only. Fully redoing the whole thing or just a major piece

is a good idea when there are major changes required or things are so bad that it's not worth saving, or in other words, if it costs more to keep around than to build new.

On the other hand, fixing up and building off the existing work means you don't have to redo it all and you get to keep a lot of the cool stuff that has been working for you. This may reduce your cost as you already have a foundation to build on, and it might be as simple as reorganizing a few things and/or tossing up a new paint job. The potential pitfall here is you might continue the cycle of duct tape and bubble gum fixes, thus creating more work and problems for yourself and your team in the future.

You can get a quick quote from an expert, though the only way to get a realistic estimate is by going through a discovery phase to figure out the details discussed in this book.

THINGS TO CONSIDER WHEN CHOOSING PLATFORMS

How much level of control do you want over the system's functionality, design, data, and processes? Just as important, how much control do you actually need in order to achieve your business goals and hit your metrics?

Just like everyone tells Spiderman, "With great power comes great responsibility." Going the self-hosted, custom, or open-source system route provides the greatest level of control (and fun) but also requires the greatest amount of responsibility to bring online and maintain.

On the other hand, you can choose a ready-made platform to handle a lot of things for you, though you then sacrifice your ability to fully customize the system, interconnect things, and give control of your data to a third party (which sounds scarier than it is meant to be).

Simply put, this can be summed up with two questions:

1. How much control over your systems do you want or need?
2. Are you and/or your team able to take on the responsibility to maintain it?

A good analogy for technology is a car. Sometimes, all you want and need is something with no frills to simply get you from Point A to Point B, nothing more and nothing less. This might be the base model Honda Civic

equivalent online: a simple brochure style website. If that's all you need, great!

You can also buy something fancier, such as a BMW, which comes with more performance, luxury, and features. This would be the Shopify and Webflows of the world.

There's also the possibility of buying an F1 racing car – extremely fast, requires specialists just to operate and maintain, but it most certainly will get you to your destination in no time at all. Building a high-end custom website is like a personally modified and tuned F1 car – everything exactly the way you need it, though you will have to put in a decent amount of resources to get this level of perfection and quality.

Most of us will pick something in the middle. Something like a mid-model, daily-driver car with some features, and we'll add our own flavor and customizations to it. WordPress is one example that fits this idea. It has some goodies built in, and it's easy to adapt to your needs, though you can customize it relatively easily for a reasonable amount of resources.

In order to help you choose a good system to use, there are two additional high-level questions to consider:

1. What functionality are you looking for right now (for launch)?
2. Does the system have functionality that will help you grow and scale, and/or does it have addons/plugins or integrations to help facilitate that?

Regardless of your choice, all systems will cost you something, be it time, money, talent, brainpower, or personnel or any combination thereof. To help you decide or at least research your options, consider the following research points:

What is your intended use?

Will you be selling products, sharing company information, displaying artwork, collecting sales leads, etc.? Choose a platform with features that support your desired user experience and have the core features you want or can easily have added.

How much effort are you willing to put into learning the system?

This applies to you, your team, partners, and users. How difficult is it to set up and use? Are you able to 'handle' the system on an operational level?

How much are you willing to invest into this particular system?

There's the price to use the system, cost for customizations and upkeep, and even the 'cost' of learning to use it and then using it.

Is it flexible enough for your needs and growth plan?

Some systems are very difficult (or impossible) to customize but extremely effective at the one thing they are made for, others are really customizable but require a team to help. Overall, is it flexible enough for you to get it to a state you're happy with and can use to grow on?

How much nerd power is required?

Some things can be handled by pretty much anyone who knows how to use a keyboard and mouse. Other systems require a PhD in rocket science. How nerdy and technical does someone have to be to set everything up, continue using it, and maintain it?

How easy is it to use day to day and make changes to?

Sometimes all you need is a glorified blog where you'll plop in simple articles. Other systems have a lot of moving parts that make it very flexible overall, but is it a system and user experience that's friendly and overall easy to use or at least makes sense?

Does it provide analytics and metrics built-in?

Some systems provide only the most basic information and don't let you dig into the data too deep. Others have a lot of data built in and integrate with third-party systems well. The question becomes how much data do you really need out of it to make effective decisions?

Take a look at the following list for a quick overview of potential systems and their feature highlights. This is by no means a comprehensive list, though it should help you find a technology direction.

	 WORDPRESS	
Uses	Anything. Typical uses include Marketing site, eCommerce, Courses, Community, Blog	eCommerce
Learning Curve	Medium	Easy to Medium
Pricing	Free for WordPress core, but costs go up quickly the more you want it customized	Monthly service fee based on selected features and plan
Flexibility	Infinite	Medium
Codability	Very codable and editable, does require technical knowledge	Requires a decent amount of technical knowledge to code in
Maintainability	Medium difficulty	Easy
eCommerce	Yes, with plugins	Yes
Customer Accounts	Yes	No, though third-party extensions via Apps might help
Hosting	Can be hosted anywhere or via a cloud service provider	Only via Shopify's service
Security	Difficult	Taken care of for you
Multilingual	Yes, with plugins or custom code (or a lot of data management)	Somewhat available
Website Support	Their customer support is reasonably good	Their customer support is reasonably good

webflow	Full Custom Website Development
Blog, Light eCommerce, Marketing site	Anything
Easy	High
Monthly service fee based on selected features and plan	Typical start-up custom projects range from \$32,000 to \$175,000 depending on what's included
Pretty flexible to very flexible depending on technical knowledge	Infinitely flexible
Very codable and editable, does require technical knowledge	Requires a lot of technical knowledge or a tech team to customize
Easy	Difficult
Yes, with selected plans	Yes
Yes, with higher level plans	Yes, if coded in
Only via Webflow's service	Anywhere
Taken care of for you	You're fully responsible for it
Somewhat available	Yes, if coded in
Their customer support is reasonably good	As good as the team helping you

There are many more platforms and technologies available. To keep it simple, if we had to make a decision to start somewhere with one of the above, it can be summarized as:

- If you want something infinitely customizable with huge community support, go with WordPress.
- If you're looking for something eCommerce focused and don't want to deal with server stuff, use Shopify.
- If you want somewhat of a mix of the previous two, there's Webflow.
- If you're looking for something truly unique and can commit the resources to it, full custom is the way to go.

SERVERS & HOSTING

You can get something for a price. The question is, are you getting what you need at the lowest price offered, or are you getting more than you need at the highest price? Think back to the car analogy we used earlier. You want to fit the need to the solution. No one in their right mind would buy a Ferrari to haul construction materials!

This section is about having your own servers and what you need to know before you pick a provider or build your own.

Beginning with the most resource-intensive option: purchasing your own hardware. This gives you the greatest control and potentially the most power for your money. You have ultimate control of anything, and everything that happens to the servers, including where you wish to put it physically, be it in your office in a server room or in a rented space in a data warehouse or server farm.

If you have the server in your office, then you're fully responsible for its security, maintenance, internet connectivity, server safety (such as keeping it safe from fire), storage, and power. Though, by renting space in a warehouse or farm (which do what their names imply), you still own the physical hardware though your server is placed in the care of specialists who provide you with power, internet, storage, and safety...for a price.

If you buy your own hardware (sometimes called bare-metal servers), you pay for it once, and all that server's resources are fully yours and yours alone. You also get to choose how powerful and how many resources you want on it. The analogy here is buying a car, you pick the options you want and pay for those, then it's all yours once paid off.

If you're just starting out and are small, buying your own hardware may not be ideal due to the heavy upfront cost and maintenance requirements. That's why it's usually, though not always, a good idea to look into either leasing a server or simply getting an account on a VPS, a Virtual Private Server.

A VPS, which is most of what you see online these days, is your own space on a server though you don't have rights to the full server. You are given the amount of virtual resources as you purchase on your account, and those resources usually correlate to a subset of the available resources on a physical server.

VPSs are virtual servers where there are multiple users sharing a server's resources. Because you do share resources, it significantly lowers your costs.

If you need a bit more power than a VPS but don't want to buy your own hardware, you can lease a server, which is usually referred to as getting a dedicated server from a hosting company. Getting a dedicated server from a hosting company avoids having to buy a server, though you do get that server all to yourself.

Server Pricing & Fees

Remember that old saying, "You get what you pay for"? This is very true for servers, as more money can and will allow you to have more resources available. The cheapest services are VPSs and can start as low as \$5 USD per month, which honestly might be perfect for your needs starting out. It won't be powerful, but if you're just working on a small application or site, that \$5 will get you very far.

At the time of writing this book, the prices of technology are rising due to raw material and chip shortages so it's hard to provide you with hard sample numbers, though we can say this about what you can expect:

If you're looking for reasonably well-powered VPSs, you're looking at anywhere between \$40 per month all the way to \$200 for "lightly powered" VPSs. Once you get into the several-hundred-dollar range, you're now looking at a more serious set of resources which can be any configuration of processing power, bandwidth, memory, or storage space.

Processing power: This is usually called "vCPU" or virtual-CPU. It's the amount of processing capacity you'll be getting access to. With bigger vCPU and more of them, you'll be able to handle a lot more concurrent transactions and processes.

Bandwidth: A measure of how much internet "stuff" you're sending both

IN and OUT of the server. Depending on what you purchase, these two (in and out) might be charged separately.

Memory: Also known as RAM, this is how much fast-access storage your server has access to for doing work on the fly and “right now.” The more RAM you have, the more concurrent processes your server can handle as well.

Storage space: Hard drives...how many files (and size of files) you can put into the server.

VPSs on service providers can be scaled up rather easily, though sizing them down is a bit tougher. Storage (hard drive) space is the easiest to expand as you aren't limited to the space on that particular server. Storage space can be purchased as an add-on from that same provider, or you can get more space to put files on externally, such as BackBlaze B2, Amazon S3, or even self-hosted S3 alternatives.

You're not limited to one server either. You may consider a multi-server setup with load balancing (sending data to an appropriate server based on availability) or a cluster, such as Kubernetes. Either option spreads resource usage amongst different servers that act as one from the point of view of the end user, so no one server gets overloaded.

Such setups are more advanced and do take more specialized experience and care to set up and maintain, but they do have their advantages. For the most part and for most people, getting a single VPS or a managed service is a better option.

You can also go with a fully-managed solution and service provider. These mostly white-glove-like services handle pretty much all the infrastructure and backend nerdy hosting stuff for you, though you pay for that luxury. Most managed solution providers do build upon existing infrastructure from companies, like Amazon's AWS or Google's GCP platform, and add their own tools, optimizations, and configurations on top in order to make it super easy for the regular user to use, among other things such as security and performance enhancements.

Whichever company you select for hosting, make sure they have a scalable option. The capacity of and ability of your website infrastructure to be made larger or smaller for performance and cost in response to changes in its workloads is known as scalability. Scalability is also important as your company grows because you will be dealing with additional clients, data, and resources. If your website suddenly gets to the first page of Google and starts getting a lot of traffic, you'll need to make sure you can upgrade to accommodate those extra users. If you don't have a plan in place to deal with these increases, you risk losing efficiency or compromising the quality of your product or service. This might result in strained customer

relationships and a tarnished business reputation.

Security is one of the most important aspects of your website, apart from content obviously. It's important to keep your website up to date. The most important security feature is - your own password! It's easy to get usernames of registered users on a WordPress website, so someone with a bit of hacking knowledge can write a script which will try out thousands of passwords per second. If your password is "test123" and you have admin rights on your own website, it's like leaving your front door unlocked so anyone can come in and help themselves to anything they want.

As a part of the website maintenance, it's important to keep everything up to date, do regular malware checks, clean up spam comments (every website has some), and create regular daily/weekly backups, depending on content changes. Also, having some check in place if your website is accessible online and alerting you if it's not is a bonus.

Every WordPress website needs plugins. A plugin is a piece of software which adds functionality to a website by allowing it to do additional activities. For example, if you don't know how to code but you need a contact form for your website, you only need to install a contact form plugin on your website, configure it, and you're good to go. Plugins are essential for your website, especially if you're using WordPress to create it.

Some of the plugins most websites should have are:

- SEO
- Analytics
- Security
- eCommerce
- Email
- Antispam

Before installing a plugin, you should check when it was last updated, how many installations it had, and the timeliness of support ticket resolution. For WordPress plugins, you can find this information in their official list of free plugins at: <https://wordpress.org/plugins/>. This will give you insight into the plugin, so you can decide if it's the right one for you. If the support tickets are not resolved in time, it might mean you will have an increased wait time to resolve issues with the plugin. If the plugin was not updated in over a year, it might mean the developer abandoned it, and if there is a security issue with it, no one will take it upon themselves to fix it.

Here are some other key terms as they relate to the systems and servers on your website:

- **Maintenance:** Checking to verify if your website is healthy and operating effectively. Your website's maintenance is essential. This includes going through maintenance at least once a week. It keeps your website secure and helps improve your site performance. Who wouldn't want someone's website updated, right?
- **Extension:** A browser extension provides additional features and functionalities. These extensions assist you in improving your browsing experience and website development. Bit Warden Extension is one example. This extension assists you in remembering your passwords and auto fills a login form if you have saved your login information before.
- **Hosting:** Another essential on your website. Let's say, for example, you are renting a house where you can sleep and keep all of your valuable things or stuff. Web hosting is an internet service that allows you to share your website or web application with the world. When you sign up for a web hosting service, you are essentially renting space on a real server where you may keep all of the files and data your website needs to function properly.
- **Cloud storage:** This makes use of huge computer servers housed in data centers that physically store data and make it accessible to customers over the internet. Users may upload, save, and retrieve data from their devices from anywhere in the world. Think of it like a refrigerator – you place your food in there, then it is stored until you need it.
- **Integrations:** This is basically mixing things together. When your website sends or receives data from another website or application, this is known as website integration. It means that, rather than being a standalone website/system that does not interact with anything else, your website can make friends by connecting with other important systems to save time and also provide benefits.

By knowing your visitors' demographics and interests, you can develop targeted content to improve your search engine visibility. Search engine visibility is the share of traffic a website receives from its ranking in the organic search result, specifically Google search.

In order to track any metric on your website, you need to have some analytics installed. Those can be Google Analytics (GA), Bing, Yandex, and many others. GA is the best known, as it easily integrates with Google Webmaster Tools, which is used for keeping up with website issues if they

arise, submitting a sitemap of your website to Google, and many other tools.

Among the most useful metrics, the following can be tracked:

- **Sessions:** How many visits did you have on your website?
- **Users:** How many unique visitors came to your website?
- **Bounce rate:** How many people left your website after viewing only one page (the one they landed on)?
- **Average time:** Per page/per visit
- **Source:** Where did the user come from? Searching for your website, direct link from another website, from social media, etc.
- **Most:** Which is the most viewed page?
- **Least:** Which is the least viewed page?
- **Exit rate:** From which page and how often did people leave your website?

In the latest Google Analytics code (GA4), everything is measured as an event, including page views, events, social interactions, transactions/eCommerce, and so on. You can also set up custom events through the dashboard and track almost anything you can think of. Want to know how many people reached your thank-you page?

Just give that event a name, add your settings from available options, and you are all set. Following these easy steps, you can set up measuring events that concern you and your business and focus on what makes the most sense for you.

GA also has a nice visual representation of data with pie charts of the categories you select to see. There are several plugins available for viewing this data in your website's dashboard, but most of them display only basic data. If you want more information or customization, you need to opt-in to their pro license.

LEGAL CONSIDERATIONS

For anything related to legal requirements as it specifically applies to your unique situation, please consult an attorney. We're not lawyers or offering legal advice here. With that out of the way, this section has a few potential items that may come up and you may have to consider.

Privacy Policy, Disclaimer, & Terms of Use Documentations

These fall into the category of “C.Y.A.” level of legal docs. In other words, these are terms and conditions users must agree to in order to use your services and disclaimers you make in order to protect yourself in those “just in case” scenarios. These documents also let you outline (both in a legal and practical sense) what data you’ll be gathering about users and how you’ll use it, which, as much as privacy advocates hate, is a lot of information you’re legally allowed to gather, store, and use.

These are the bare minimum set of legal documents and policies you should have listed. Though, starting out, you may not need to use a lawyer or have a custom document drafted. There are many resources online (see Appendix for list of additional resources) to get you started, such as simple document templates and generator tools that can lightly customize things for you.

A quick online search for “privacy policy template,” “website disclaimer template,” and “website terms of use template” will get you on the right road.

The caveat is that those are generic and may not give you all the protection you legally need.

If you are starting out and launching a small site or something simple, then those templates and starter documents should be fine for at least a little while. Once you start making a decent income and are growing, we highly recommend you start discussions with a specialized attorney to help you craft documents and policies specific for your technology, processes, data needs, location-based legal requirements, and even your industry specific legal requirements.

Personally Identifiable Information (PII)

Certain systems can collect what is legally considered Personally Identifiable Information, and if your system captures this info, you are legally required to keep it safe. Though this does not apply to every business.

If you are working on and creating a system for the government, a medical (or medical-related) facility, or certain organizations where personal information is critical, you will have to keep in line with legal and government regulations for protecting and accessing PII.

For the rest of us, it is still important, though not as critical to go security crazy. But it will still be a good idea to have good security protocols in

place. Without them, you may end up having privileged data stolen and then be liable for that.

The conversation about PII is best handled between you and your attorney.

Though what actually is PII? What kinds of data are included? In general, anything that can be used to identify someone is considered PII. For example, an email address. While it may seem a bit overly simplistic, an email is usually associated with a particular person and thus can be used to track and trace them and therefore is considered PII. For most of us, it's okay to store this basic information as long as it is stored in a reasonably secure way.



TICS

ANALY

Analytics

How can you know where you are going when you don't know where you are? In this chapter, we'll be going over using and understanding website usage data. This data may include user tracking analytics, or it may be pure website performance information. Either way, there are several moving pieces we have to understand for website analytics. The good news is there are a lot of tools, both free and paid, available to help us.

Starting out, we recommend you and your team use Google Analytics (GA) along with Google Search Console (GSC). Google Analytics is an industry standard tool that will give you a lot of information on your website visitors, where they are going, and their behavior on the website.

We recommend starting with Google Analytics largely because it is free and very powerful. It can be both overly simple and convoluted at the same time though. With a small learning curve, it can provide you with a breadth of information. It's also simple to set up, and many platforms come with built-in integration for it or offer extensions. It also has a lot of features inside that record and capture a good number of tracking data points many other systems do not or charge extra for. The downside of Google Analytics is that it's a Google-owned service and not everyone is comfortable with that due to privacy concerns.

Google Search Console is a tool and tracking service you should install regardless of your privacy concerns, assuming you want to do well in search engine results, as it provides technical data on how your individual pages, posts, and data are performing on Google's search results. It also may show error and technical details as they pertain to Google's search indexing tools.

With all that said, the analytics tools you ultimately use are less important than what you're looking to get out of them.

What data are you looking for, and what do you plan to do with it as it pertains to your measurable goals?

For example, knowing how many people land on your "About Me" page is great and all, but if that page doesn't tie into your marketing or sales strategy, then such information will only weigh you down from moving things forward. Admittedly, it can be fun seeing all this cool data about your site and how people use it, but it can also take the focus off what matters more.

KEY METRICS

There are some things you should be tracking in general, such as overall traffic and pages people visit. But what do you do beyond that?

Depending on your business model and the data needed to work on your KPIs, you might be interested in things like:

- How users move through your website
- How long they stay on the website
- How long they stay on a particular page
- What they click on
- Where they came from (online)
- Their general demographics
- Click through rate on your campaign goals
- Opt-in/opt-out rates

That may seem like a lot, but it's just the start of what's possible. Simply put, if you're curious about measuring something specific, you most likely will be able to measure and track it. Be it eCommerce data, interactivity (or lack thereof), ad conversion rates, and even unique data for a specific type of event you have on your site. Whatever it is, if it is somehow measurable, you can create a system to track it.

For eCommerce, you can track:

- Cart line items
- Cart interactions
- Product interactions along with individual product data
- Checkout data per line item
- Checkout data per additional fees (such as shipping and taxes)
- Checkout and cart totals
- Inventory
- User flow through the checkout process

- Conversion goals for purchases from each individual ads and how much you're spending for each sale, which can get you your ROI for your ad spend
- Affiliate tracking

For community and membership-related things, you can track:

- Logins
- Signups/registrations
- Interactions with your cool features
- Member connections
- Usage per user level, course, group, area, and user
- Membership purchases
- Membership changes
- Support usages or requests
- Live views
- Responses to your latest content

For events, you may consider:

- RSVPs
- Ticket level (for example: bronze, regular, VIP) purchases
- Waitlist signups
- Seat assignments
- Speed of how fast the event fills up
- Event location information as compared to signup rates
- Speaker information related to signup rates
- Day of the week registration rates
- Time of day registration rates
- Click throughs to map or directions

- Check-ins
- Pre and post-event notification interactions

For emails, it might be as simple as:

- Click rates
- Click through rates on the page they've landed on
- Open rates
- Spam rates
- Non-delivery (but not spam) rates

You can also set things up to get SEO data and reports on your keywords, categories and tags, and other custom data.

MINIMUM TRACKING STANDARDS

Now you have some ideas of what's possible to track, so let's look at some things pretty much every single website should be tracking regardless of what you're doing. This type of information can supplement your sales and marketing efforts.

- Conversion rates for your primary call to action
- Conversion rates for your main goal(s), which means you should have set goals in your tools
- Website traffic
- Bounce rate: Rate of which someone goes to one page and doesn't go to any other page, therefore leaves the page usually within a few seconds
- Time on site or page
- User flow: Which page they landed on, then which page they went to, and where after that

You can supplement the above with Google Search Console data and website speed testing tools. This will provide a good picture of what may

be affecting or not affecting your numbers. From the performance tools, you will want to pay attention to:

- **Time To First Byte (TTFB):** How fast your website responds to the initial request from a user's browser.
- **Page load times:** How long it takes a specific page to fully load and render for a user. Here, we're usually shooting for 2.5 seconds or faster. It's not always possible, but that's the rule-of-thumb goal for speed optimization.
- **Page size:** How "heavy" is the page and how much data does a user's device need to download in order to finish loading the page. This is important for all, but affects mobile users more than desktop users.

SETTING ANALYTICS GOALS

Just like business metrics and growth goals, you should have goals for your analytics and metrics. This should include the goal of what data you want to ideally track, a goal for using said data to improve your business, and, of course, goals for your user events. One of the biggest things we see people having trouble with in analytics is using something like Google Analytics without a plan, tossing it out there, and saying, "Yay, I have users!" But this doesn't mean much. Before putting a plan or system into place, figure out first what kind of data is actually applicable to you. Then, decide what to do with the data once you have it. How is it going to make an impact in your business?

If the analytics help us increase traffic, will that increase the number or percent of conversions? This is important in goal setting if website traffic or conversions are currently a challenge. Knowing the starting point or baseline and what the goal is work hand in hand here. In business, almost everything ties back to sales or revenue, but each organization will be approaching this differently depending on their size, product, or service. Once the goal is set, a design can be created to achieve it.

The biggest takeaway for analytics goals is to think of them just like measurable business goals, OKRs, and KPIs. In other words, your analytics goals should be well defined, obtainable, measurable, and have a tangible benefit as it pertains to your life or business growth plan.

DIGESTING ANALYTICS

What do we do with this information now that we have it? Can we use it to measure the things we have? Can we apply these to a business sales metric that actually moves business forward as we previously discussed in the book?

After your website is set up to gather data, and in some cases already doing so, it's time to start making heads or tails of it all. There is now this abundance of information to interpret and apply, but it has to be relevant to the goal you set and help guide you to a course of action. It is great if the data indicates a 5% conversion rate, but that is just the starting point. Has it always been 5%, or was there a recent increase or decline? What is your target conversion rate or the industry average? Those are just two questions to help put the data into context.

Once we know what the data is telling us, we can put it into perspective for the vision moving forward. Still using the conversion rate example, one might want to figure out the average dollar amount per sale. With this information, they can then calculate how much additional revenue would be generated by increasing conversions by 1%, 5%, 10%, and so on. When the data is assigned a monetary value, it is easier to determine how much time and money should be spent tracking, analyzing, and improving certain metrics.

We can apply these to a business sales metric that actually moves the business forward. For example, say you're tracking your analytics for angles for social media growth, and you gained more Twitter followers. The questions you should be asking are: is that something you really want? Is your audience there? Say one of your goals was to increase your Instagram followers. Ask yourself if that is the best place to find your ideal client. Most people on Instagram are not making Ferrari-level purchases through the app. They're only going to buy the Honda Civic level of things. If that is your product, great. Ask yourself the relevant questions.

If you are still struggling with deciding what kind of analytics are important, think about the most basic level of what you would like to achieve in business and life. What is going to make you happy, and what is going to generate you more revenue? Are they the same things? Answering these questions will show whether or not your business and personal values align. Once there is alignment, it will become clearer what the right questions are. Then, start digesting analytics and figuring out what these numbers mean and how they are applicable.

If you are looking for basic yet powerful data to analyze, you don't need much more than the following bits of data:

- Traffic
- Sources of traffic
- Where they landed on
- How long they were on your website
- Where they navigated to
- Device information and location

ANALYTICS TOOLS & SERVICES

We've already mentioned Google Analytics, though there are many other services and tools that can provide similar or complementary data and help you track your goals and metrics. Let's start with the easy ones.

A few standard analytics and tracking tools you may want to consider to get a good set of data include:

- Google Analytics
- Facebook Pixel
- LinkedIn Insights Tag
- Bing Marketplace Pixel
- Google Search Console
- Bing Webmaster Tools
- Twitter Pixel
- Pinterest Tag

The tools above provide the industry standard level of data and, depending on the service, can provide some deeper data. If you're looking for some truly deep-level analytics and tracking, consider additional tools or services to track individual website events (anything that happens on the website that you'd like to individually track), user heatmaps (the places users interact with the most), and record your users mouse movement and actions.

Several popular tools include:

- MixPanel
- Kissmetrics
- Amplitude
- Crazyegg
- HotJar

While we cannot get away from tracking users in business, as we need data to make decisions and improvements, we can track them in private, focused, and non-invasive ways. Here are three options for privacy-focused website analytics:

- Plausible
- Matomo
- Fathom



DESIGN



Design

Just like anyone can pop a frozen pizza in the oven and call themselves a chef, it takes real practice and planning to be able to truly call yourself an expert and master in your craft, whether it be cooking or designing.

There are many components that go into making a website a website, and all of it needs to start before anything is even implemented. Jumping straight into design is a fool's errand that will leave you with "just another website" at best and give you something amateurish at worst, along with wasting your time and money.

In this chapter, we are going to give you a roadmap for all of the moving pieces you might want to consider before investing the time and resources into the project.

MOBILE FIRST VS. DESKTOP FIRST

When the web world expanded to smart phones, everyone rushed to get a mobile website version for their business. You might even remember a time when businesses had two different websites, one for desktop format and one for mobile format. Then, more devices like tablets came into our lives, which is when the web adapted to responsive formats for websites.

The term responsive web design and development refers to web page and component dynamic rendering according to the screen size and orientation of a device to ensure usability, experience, and satisfaction for users.

You might have been advised to design your website using the "mobile-first" approach. While it makes sense to design in this way to provide the best user experience for your users on the go, it's not always the right approach.

With web technologies and design trends continuing to grow and adapt, a mobile-first approach website can result in a poor user experience. When you design for a mobile-first approach, you are limited by the small dimensions of smart phones, so your design goal is to keep everything as simple as possible and get the users the information they need to make a decision. It sounds like a reasonable argument considering users are on the go and likely have less time to go through a long page on a website.

However, when you view this mobile-first website in responsive mode on another device like a laptop or desktop computer, you'll tend to see a lot of white space because the dimensions for these devices are bigger than mobile devices. It tends to leave the impression of an "incomplete website" to most users.

So, is there a good time to use a mobile-first approach? Of course. Reflect back to your users. Where do they spend most of their time when finding information specific to their needs? Are they typically on the go while taking their kids to the park? Or do they typically sit at their desk working while looking for a solution online?

Look into your website analytics to find out what devices your customers use. If more than 50% of your users are always on the go and tend to make decisions through their mobile devices, then a mobile-first approach is something you should start with. However, if you have more users browsing your website on other devices like laptops, desktops, or tablets, you should start with a desktop-first approach.

The great thing about starting with a desktop-first approach to responsive design and development is that you are in control of which content and graphic elements you want to display on each device. For example, you can hide specific info or graphics on mobile devices to simplify the mobile experience while keeping them visible on desktop or tablet devices.

At the end of the day, there is no right or wrong answer. Every business is different. The product and service offered, target demographic of the customers served, and numerous other factors all play a role in which option may work best. So long as you take the time to do the research and make an informed decision that aligns with your overall strategy, there is no need to worry about what anyone else says or does.

WEB DESIGN IS NOT JUST AN ART

Your website needs to look good (or great when possible), but it shouldn't focus only on aesthetics. Instead, you need an easy-to-understand website that works and, most importantly, converts!

How many times have you been fascinated by a beautiful website with every possible cool thing in it, be it fancy animation, dynamic movement, unique design approach, horizontal scrolling, etc? Isn't it so much fun to look at them?

But then, as you go deeper into the site, you realize you can't find what you're looking for. Instead of feeling guided, you feel lost. You resort to

your only option: closing the tab or window.

Now imagine the same experience happens to your target audience when they land on your website. They started out wowed by your pretty website but quickly became lost and moved on to the next site. You're confused why your website isn't converting. You're frustrated with why people leave without interacting more.

Stop treating your website as a piece of art. Instead, leverage it as a business tool or a marketing machine. When you shift your focus to creating less of an artsy website to one that looks good, is easy to understand, and is functional, you will start seeing the conversions happen.

If you rely heavily on traffic through the digital space, having a website that converts plays a big part for growing the business, whether as creative entrepreneurs, small businesses (eCommerce, digital goods, or community), and even big enterprises.

5 Web Design Guides to Get You More Conversion

1. What is it? What is your website all about?

You might have a clear idea of what you're offering to your users. But when someone has never heard of you before and has no idea what you do or offer lands on your website:

- Will they know what your website is all about?
- Is it clear to them if you offer a service, a product, or a mix of both?
- Who is it for? Is it for them, their family, their friends, or their boss?
- Why does this service or product matter? Would this help them solve their problem? Would this make their life better?

2. How does it work?

Say you nailed part one down and get users a clear picture of what your website is all about, but what comes next?

- If you sell products, is it a subscription or can people buy one-off products?
- If you sell services, can they start today or is there a waitlist?
- Your users want to understand what the process would look like

for them so they can set some expectations in their minds before trusting or committing to your offering.

3. Can I trust this brand?

We've all heard these two words before: "Trust me!"

Don't tell them; show them. If you never heard of a brand or website before, would you go ahead and buy from them without establishing any trust? I know I wouldn't. Your users are the same way!

Show them your social proof:

- Reviews and testimonials
- Recognitions
- Certifications
- Awards
- Press and earned media
- Celebrity endorsements
- Expert's approval of your product or service
- Big number of followers/subscribers on social media
- Borrowed brand equity

Example:

- Food product websites should include a few social proofs, such as their food badge/certifications and customer reviews, on their shop or single-item page to help the brand build trust with new users.
- Service provider websites should do the same, but should also include testimonials as well. In case you are wondering what the difference between a review and testimonial is, a review can be good, bad, or indifferent whereas a testimonial is always a positive endorsement. You can also add any press logos where you have been featured or big company logos you've worked with before. Some awards or certifications are also good additions.
- If you don't have any press logos you can feature on your website or a list of big companies you've worked with, you can utilize borrowed brand equity. This essentially means identifying your brand with another brand, organization, or entity. It might be that you are part of a national entrepreneurship program, like

Goldman Sachs 10,000 Small Businesses program, or part of Tory Burch Foundation Fellow program. Think about what other well-known organizations you are part of so you can feature them on your website to help build trust with your audience.

4. I'm hooked! How do I buy, download, sign up, etc.?

Numbers 1-3: checked! Great, now your user is ready to buy. Have you thought about what the process would look like for them?

- Is the call to action (CTA) clear for them? Does the CTA button work? Did you test it?
- Do they make the purchase on your website?
- Do they need to become a member first to purchase a product?
- Will they be taken to a third-party website to complete their purchase?

5. What's next? Post-purchase journey for your users.

Get them on their next journey with you. Revisit your goal for the website again and think about a few ways you can invite your current users to continue their journey with you.

There's no one-size-fits-all on this step; it really depends on your goal and what kind of user experiences you'd like to deliver to your users.

Example:

- When a user purchases something from your website, you might have a thank-you page along with a thank-you email after purchasing, and invite them to join you on an email list, share with a friend, or follow on social media.
- When a user books a session with you online, will they be getting confirmation on what else they need to prepare prior to the session?

Elements to Elevate Your Website

1. Clear messaging or website copy that guides a user throughout the page.
2. Guided layout hierarchy that helps a user focus on one main idea at a time or in each section of the page.
3. Balanced design elements like color palette, imagery, and typography. Here are some rules of thumb to keep in mind:
 - Use no more than 1 moving animation or motion graphic in one content section.
 - Use no more than 2 font families.
 - Use no more than 3 font weight combinations.
 - Use no more than 3 distinctive color palettes in one section or page.
4. Good legibility. For example, set the font of your body copy on mobile at minimum 14px. Or, use no more than 3 lines of text for center-aligned headlines and subheadlines.
5. Direct Call to Action (CTA) link or button. Avoid creating an indirect CTA like “Join the Adventure.” Unless you are providing an adventure experience for your business, chances are you are going to leave your users feeling confused about what adventure they’re signing up for. Instead, use this formula to help you form a direct CTA:

I want my users to [do an action] on my website.

Example:

- Add to cart
- Sign up today
- Refer a friend
- Purchase now to download
- Get on the list
- Subscribe
- Get started

WEBSITE DESIGN PROCESS

Now that you know the guides and key elements in making your website convert, let's go through the process of designing your website.

Step 1: Visual Competitive Analysis

Start your design process with a little bit of research on visual analysis from your competitors or a list of websites you admire. Gather insight into the aesthetic and design decisions from your analysis. This process helps you gain visual inspiration and insight into which design approach would work for your website, as well as helps you differentiate using UX strategies and design.

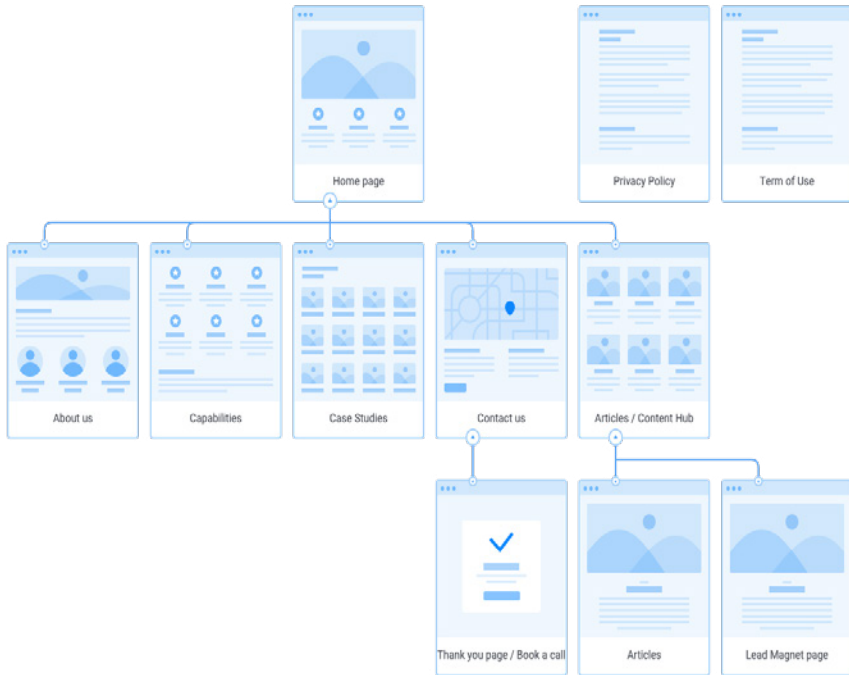
Here are the list of steps you can take in this process:

- Compile a list of competitors.
- Examine the visual designs from your competitors' websites within your space and other websites that get you interested in exploring the pages. Also, look at ones that make you feel understood or compel you to purchase something.
 - » In-category inspiration is competitive analysis to identify their similarities, differences, and opportunities for differentiation.
 - » Out-of-category is inspiration from anything that isn't a competitor. Only engaging with in-category products can cause you to overlook features that could be extremely helpful or relevant for your product.
- Take screenshots of key aspects you like.
- Jot down the areas of their website you like and dislike the most, along with why.
- Analyze their color palette, type choice, imagery, and overall brand. Look for patterns and opportunities within this visual landscape. Is there a specific color being used to convey specific emotions? Is there any similarity to their approach to getting users to buy or sign up? Is there a pattern throughout these websites that makes you feel confident and trust them?
- Summarize the key insights from your research. Then compile your findings and discuss the visual competitive analysis with your team, preferably your marketing, design, and development team.

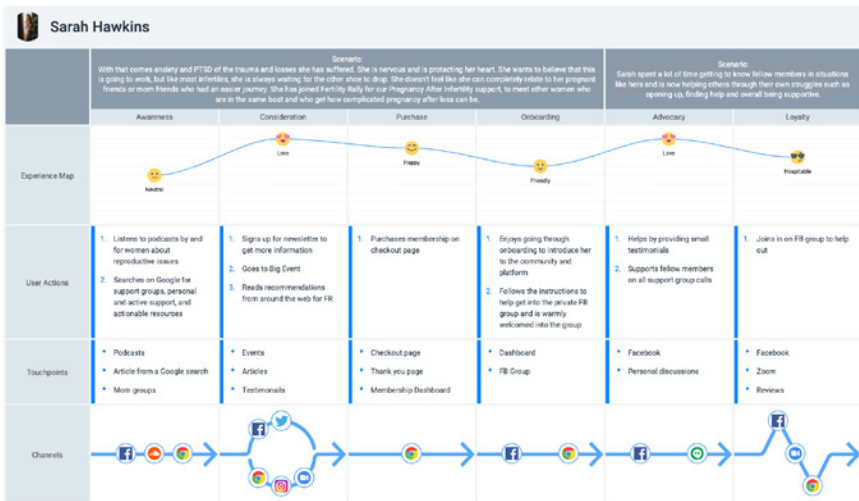
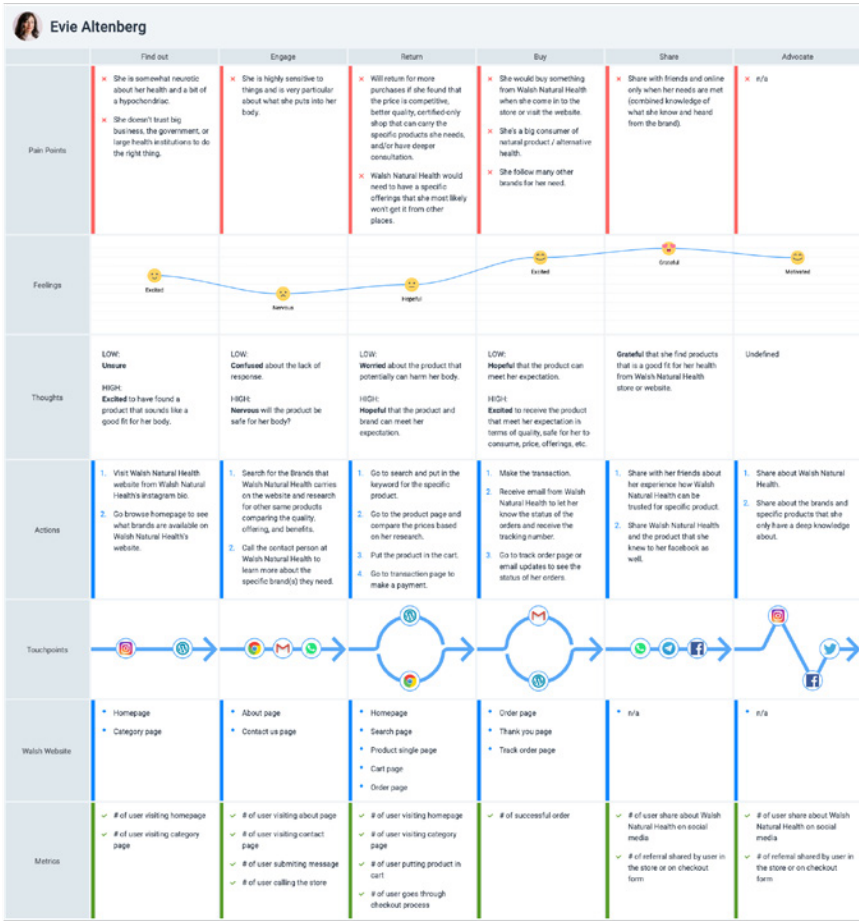
The information and discussions you've gathered from this visual competitive analysis exercise will help you come up with ideas and strategies for your website design. Your visual competitive analysis should also be able to inform you and your team on how this comparison is going to influence your design direction.

Step 2: Sitemap, User Flow Map, User Journey Map, and Persona


You've already learned about these in Chapters 4 and 5, and hopefully, by now, you already have these four pieces of information ready to go. Below are some examples of what a sitemap, user flow, user journey, and persona might look like.



Sitemap example



User journey map examples



Lisa Butera
32, Customer Service
Married Chicago

Value Prop
A safe service that can help her car troubles when she is stranded on the side of the road with a transparent price and safety measures.

Media
Instagram, Pinterest, Facebook, Snapchat, WhatsApp, Google+, YouTube

Brands
Marriott, Ross, TJ Maxx

Bio

Lisa Butera is constantly on the go. Everyday she juggles a millions things, between the kids school, the after school activities, the car pool, her own job, with the deadlines and hard expectations from her boss, and also the dog, the house, the yard, the friends, family and husband she has no time for unexpected things to happen in her life

Lisa likes to have things a certain way and is as much demanding with her personal items as her boss is with her. She likes to get her nails done and do some shopping and gossiping with her girlfriends and is adman about her gym time with her girls friends five time a week. Lisa loves to be in the know of who does what with whom. She hates to be taken for stupid. When something breaks in her house she like to get this fixed quickly, she hates when things drag and her husband is not always as responsive as she'd like.

When her 2008 Subaru Impreza breaks down this is the last thing she wants to deal with. She doesn't know much about cars but she knows prices are always inflated. They don't have any roadside assistance as they see that expense as superfluous and doesn't fit into their budget. Finding a reliable, affordable and fast solution is the ideal situation for her.

Goals

- Find someone who has the knowledge to a solution for her problem
- Find a nice roadside assistance
- Find affordable service for assisting her problem
- Find a quick assistance to her problems so she can go continue her next schedules
- Find a roadside assistance that has transparent price and process

Pain Points


- Hates to call AAA > long and ambiguous wait time.
- Pricey services
- Lack of knowledge of what is going on with her car
- To be taken advantage of by price and additional services she doesn't need
- Her husband can't come and help and doesn't know how to help.

Personality

- Liked to be around people a lot
- Notice details and remembering facts
- Trust actual experience
- Warm & Friendly
- Value honesty & fairness

Motivation

Safety	86%
Quick Service	91%
Price	95%
Extra Cash Opportunities	68%



Kim Cole
48yo, Small Facility Owner
San Francisco, CA

Kim's Touchpoints
Word of mouth, networking events, VAC, the Union, 68eds, local chamber of commerce, LinkedIn, Google/online searches, pharmacies, consultants/consulting agencies.

How Adult Care Can Help Kim
The app will be Kim's one-stop-shop for all her needs to run her facility effectively.

Identity (Demographic)

Kim is a 48-year-old small facility owner with 4-6 beds. She has an AA+ degree and generates over \$100,000 in income. She lives in L.A. She is married and her kids are grown-ups.

Her typical day starts at 8 a.m. when she's already at the facility, going through all the administration and licensing tasks. In the afternoon, she would switch to the caretaker role and wouldn't leave the facility until 9 p.m., when she hopes she would leave everything in a good place.

Kim enjoys being of service to others. The adult care facility is her work of passion, so she is not driven by money. She has been in this industry for five years and she keeps learning by doing because she is a first-time business owner. She currently has two facilities and plans to open more.

The tremendous impacts this industry has brought to her life causes her to learn to draw boundaries and manage them. She is not very patient she needs to get stuff done. She handles stress all right, however, and she plans to stay in the business instead of supervising or taking on a directory role.

Core Needs

- Kim needs to run her facility in a stress-free manner. She also needs to be able to access and look over her daily requirements on the go, as well as have pre-set reminders to help streamline her daily tasks and her team members'.

Motivation

- She is passionate about serving, feeling the need to do a good job, and providing a good care.

Frustrations

- To keep up with separate regulations, staff files, client files, and all the mundane tasks that come with the regulations, plus the everchanging licensing PINS that come on a weekly basis. She can't seem to enjoy her time away from the facility either.

Challenges

- Connecting too many systems into one big need. Having to keep up with different regulations, she wishes there's a standard she can follow rather than creating everything on her own.

Step 3: Content is King

You can't design without any content. Whether you already have some content from your current marketing materials or don't have any content at all, here are some tips to help you gather and create the content you need for your website.

- **Identify.** Remember the “5 Web Design Guides to Get You More Conversion” we already went through earlier in this chapter? Using that guide, pull out these pieces of information:
 - » Business description
 - » About you, your team, and the business
 - » Product/service description and how it works
 - » Vision, mission, and positioning statement
 - » Pain points of your target audience
 - » Social proofs
 - » Questions your customers frequently ask
 - » Contact information such as business address, phone number, and email address

Once you have gathered everything above, you'll want to identify which will be relevant to add to your website and on which page.

- **Inspiration.** We've heard from our clients that sometimes they get stuck in gathering content for their website. Here's a trick to help get you unstuck: browse other websites to get inspiration. Much like we did for visual components, the same can be done for content. Design showcase websites like Awwwards (<https://awwwards.com>) have a variety of websites you can browse based on business categories or the platform used for the project. You can also search online for websites specific to your business category or your competitors' websites to add to your inspiration. On top of that, you can look at other websites outside of your market or industry. Review these websites carefully to see why you like and dislike certain parts of their website. This will help you gain clarity on what type of content to avoid and what content might be the right fit for your website.
- **Creation.** When it comes to content creation, you can certainly start putting together the content you've identified for each of your website pages. Your homepage content might be a mix of information from your product/service descriptions, your audience's

pain point, how the product/service works, and some testimonials, while your “About” page content might be a dedicated page about you as the founder, your story, your team, and the journey to build the company.

Regardless of how you might structure where the content goes, we recommend working with a professional website content writer or a UX content writer to help produce messages that are on point with your brand.

- **Curation.** You can do this part on your own or work with a website, UI, or UX designer to curate the right visual that fits your website content. Perhaps you would like to include your product photos on a shop page rather than a photo of your customers with the product, or you plan to use custom illustrations versus stock photography for your website pages. Curating the visual assets with a designer will help bring the cohesiveness of your brand and tie messages together that will speak to your audience.

Aside from design, content plays a big role for your user in their journey toward a conversion point on your website. Pictures and graphics are a great start to draw someone’s attention in, but it will take more to keep them there. Potential customers want to know more about who you are and what your company stands for. All of the copy on your website should be well written, informative, and, when necessary, contain a call to action. If writing is not your strong point, please do not try and wing it yourself. There are many professional copywriters and editors who can assist in making sure everything is perfect.

Step 4: Stylescape: Aligning the Brand on the Web

You’ve already learned about these in Chapters 4 and 5, and hopefully, by now, you already have these four pieces of information ready to go. Below are some examples of what a sitemap, user flow, user journey, and persona might look like.

For a while, we felt something was missing when we used style tiles in our design process. We kept thinking about what would help us convey the design vision prior to the website design stage. One day, we came across a design deliverable called Stylescape, introduced by Chris Do, who is the CEO and founder of The Futur, a resource and community for creative entrepreneurs.

caredocs Why caredocs? Features Resources Pricing Log in [TRY FOR FREE](#)

A support system that helps facility owners **care** for their residents.

A few features which enables facility owners to have all the data and information handy in one place and on the go.

- Documents
- Task/Todo's
- Medications
- Staff
- Residents**
- Chat
- Notifications

Learn More

Profile

Kim Cole
Female, 41 years old
55.7 kg
1.68 m
36.6 C
BASIC Health Plan

Download Complete Report

Tasks

Good Morning! You have 23 tasks overdue today.

Todo Categories: **Task**, **Medication**, **Personal Care**, **Hygiene**

Today's Task:

- Set up and feed Anna's meals
- Make up empty or occupied beds
- Obtain a blood sugar with glucometer
- Monitor and record intake and output

208 tasks - 25% **Administer**

Create task

Task name:

Add description:

22 March The task

Chat

Jan Marshall

James Carroll
Martha Cole
James Corbin
Jan Marshall
Briana Tate
Martha Cole
Chris Lambert

Works with a house lead who is in charge of the checks and balances.

Easy to operate even for beginners!

An app created for house leads around US to manage services work directly from their phone.

Find your caredocs!

Whether you want to get organized, keep your services on track, or boost workplace productivity, CareDocs has the right plan for you.

[compare plans](#)

How we use stylescape to help us visualize design ideas for a website project

WALSH NATURAL HEALTH
Products & Knowledge

**Safe.
Effective.
Baked by science.**

Holiday Gift Guide
At Walsh we believe in gifts that make people feel GOOD. Our gifts are lovingly curated to help rejuvenate the body, mind, and spirit!
[VISIT THE GUIDE](#)

30 days free return **fast shipping** **women owned**

WHAT'S HERE
The place to buy quality supplements and other healthy products. We have been in business for 25 years, and understand the proper use and effectiveness of the products we carry.

FREE shipping on all US for all orders under \$50

Seriously Sweet Sale Up To 70% Off
[SHOP NOW](#)

Hemp-Infused Balm Tin
\$29.99 - Charlotte's Web
★★★★★ 35 Review

ARLOTTE'S WEB STANLEY BROTHERS FULL SPECTRUM HEMP EXTRACT BALM
450mg Plant Based Cannabinoids
\$29.99 - Add to bag
★★★★★ 35 Review

10 MINS ADVICE
What Product Would Be A Good Fit For You

WALSH QUIZ
Do you follow any of these diets on a regular basis?

[BACK](#) | [NEXT](#)

Your cart
RISHI Tea & Botanicals
Cocoa Mint, Organic Botanical Blend 2 \$9.99
[remove](#)
Promo Code [Apply](#)
Subtotal: \$19.98
[CHECKOUT](#)

Get the latest from us
Email Address →
Subscribe and get the exclusive updates, early access to new products, and more.

Stylescape example for a ecommerce website

TALENT COMPANY ASSOCIATION ABOUT MEDIA

- 50%
- 60%
- 70%
- 40%
- 75%
- 70%

WAIV PROCESS

Your resume is only a small part of that story. Let us guide you through our holistic approach to help you self-discover new dimensions that will create meaningful connections with world-class employers seeking talent just like you.

We believe in the power of ...
Storytelling

LEARN MORE

WITH MORE THAN
35 years
Of Executive Search, Assessment and Recruiting Innovation experience, we're reframing how companies find talent.

“ The experience with WAIV is seamless. I'm excited for my new role soon.
- SAM JACKSON, MARKETING DIRECTOR

Meaningful connections through intelligent sourcing and recruiting
[See how we're different](#)

**Be You.
Be Seen.
Be Hired.**

Search EXPORT DATA

TALENT	ROLE	WAIV STORY	ALIGNMENT TO SPEC
Antoine Smith	Senior IT Manager	In progress	20%
Emily Yu	VP Marketing	Completed	100%

WAIV Home Dashboard Notifications Settings Profile

CURRENT MINDSET
100% Completed

PROFILE INSIGHTS
40% In progress

PREFERENCES
0% Incomplete

INTERESTS
0% Incomplete

EMERISERS & DRIVERS
30% In progress

COMMUNITIES
100% Completed

Stylescape example for a website and web application project

Since learning about it, we've successfully used it many times on branding projects for our clients. We thought we could replicate the success of using Stylescape for branding projects to our website projects, and we did. We received positive feedback from both our team and our clients. The use of Stylescape helps us communicate the general style of website elements of the design that align with the brand.

By leveraging a Stylescape design that fits your company brand, you'll move on to the next step with confidence knowing there will be no surprises in the website design phase.

Step 5: Wireframe: Your Website's Blueprints

Just like blueprints are important for architects to use in planning new buildings, wireframes are important for web, UI, and UX designers to outline the structure of web pages.

Wireframe is essentially a two-dimensional skeletal outline that provides a clear overview of the page structure, content layout, information architecture, design flow, functionality, and intended navigations. We use wireframes to represent the initial content structure and layout of web pages through minimal styling, colors, and graphics.

This wireframe process is a critical part of the design process to help all stakeholders visualize where specific content and information will be placed on the website.

The best time to start working on the wireframe is when you've already completed the four steps above. However, you can also start working through the rough wireframe of your web pages while curating your content and assets.

You might wonder, do I need graphic software to start working on my website's wireframe? Nope. You don't. You can start by drawing your wireframe by hand with simple lines, boxes, and geometric shapes on a piece of paper.

For a smoother design process, you would want to pass your hand-drawn wireframe to a website, UI, or UX designer for translation into a digital version, as well as prototyping (turning your wireframe into interactive wireframe pages) it for testing purposes.

Here are a few types of wireframes to consider while designing your website:

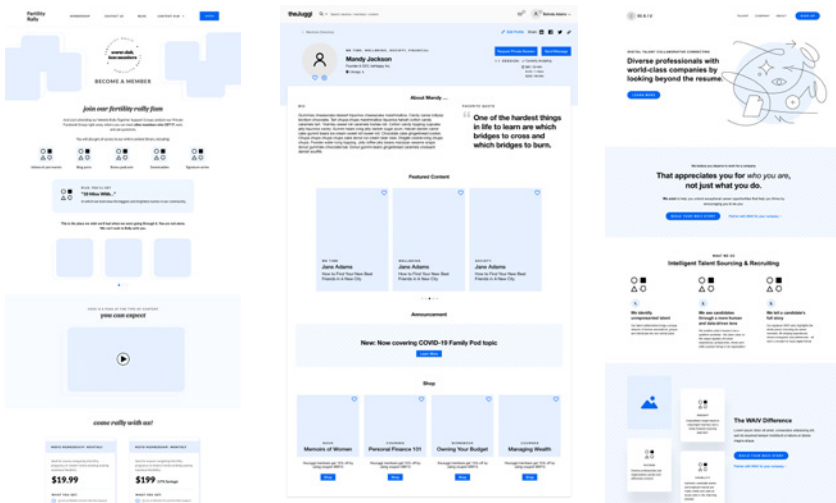
- **Low-fidelity wireframe.** The hand-drawn wireframe on a piece of paper is an example of this. It shows the basic visual representation

of web pages without a sense of scale, grid, or even pixel accuracy.



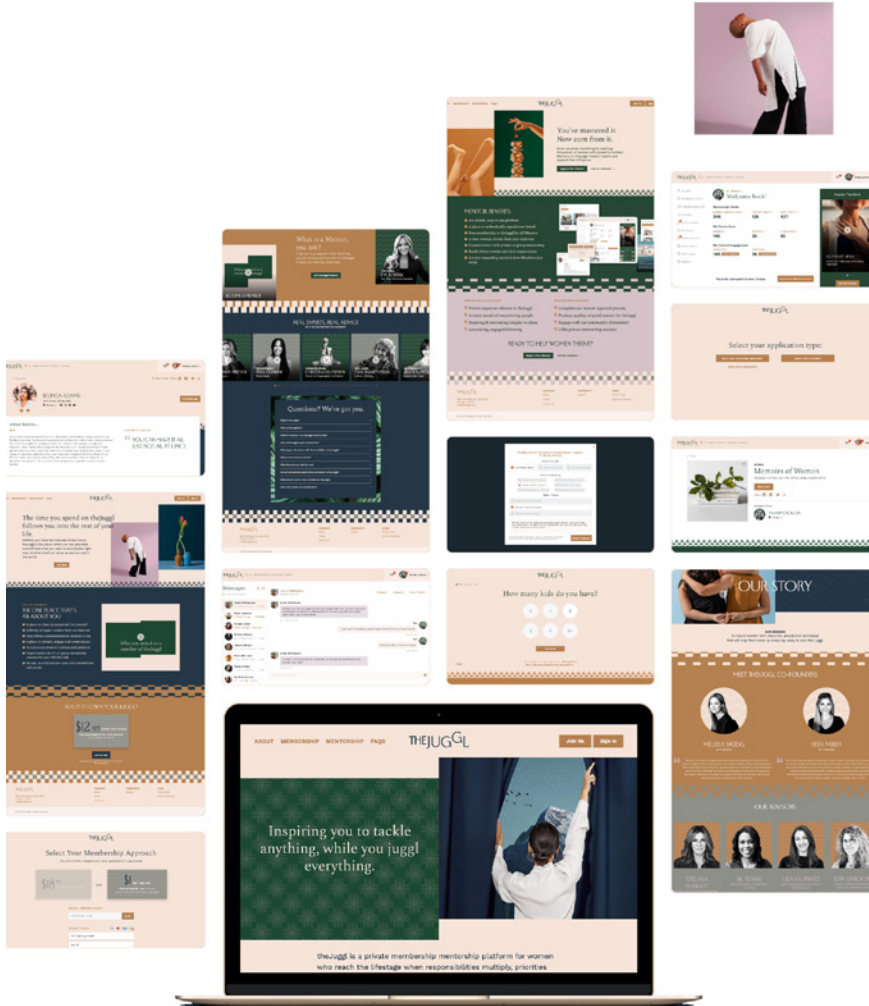
Examples of wireframe sketches. Image credit Adobe Stock Photos.

- **Mid-fidelity wireframe.** Using wireframe tools like Balsamiq or collaboration tools like Miro, you can level up your low-fidelity wireframe. This type of wireframe tends to feature a more accurate representation of your web page layout, like the position of your hero image, content section, icons, or even placement of your call to action (CTA) buttons. However, mid-fidelity wireframes still lack the complete feel as many of the components are not fully refined.



Examples of mid-fidelity wireframes

- **High-fidelity wireframe.** Our team prefers to provide high-fidelity wireframes throughout this process simply because it gives you the complete look of a finished website with the brand colors, typography, and imagery. It's pretty common for high-fidelity wireframes to include content and asset placeholders through its pages. By leveraging this type of wireframe, you can start prototyping your website page ideas, test the interactions, and work through the iterations before finalizing the content or visual assets.



Examples of hi-fidelity wireframes

Step 6: Interface & Interaction Design: Making the Site Look Appealing

Now comes the exciting step in the web design process: bringing the website preview to life. In this step, you will fuse your Stylescape and wireframe into a prototype.

With a prototype, you can see how your website will turn out once it's live. All the visualization you've done in the previous steps will finally take shape, and you can see how your brand colors, typography, icons, and imagery represent your business and brand identity in a real, tangible form. You can leverage motion and animation for user interactions on this step so you and your team can test the real experience of browsing the website before launching it to your audience.

This step might be challenging if you have no background in UX, UI, or web design. Naturally, you can give yourself a crash course by joining an online class or watching YouTube videos. However, if time is not really on your side or you want to make sure your web design is as flawless as possible, working with a professional web designer is very much recommended.

Step 7: Information Accessibility

Making information on your website easy to access is one thing, though having your website be accessible by users with disabilities makes all the difference in good user interface and experience.

Think through how users interact with your services and craft the most natural path(s) to from the start of the interaction all the way to the follow-through. Just like water and electricity will find the paths of least resistance to go through, your users want and crave the same. The more resistance there is in their path, the less likely they will be to continue.

To help your brand provide equal accessibility to users with disabilities, you can partner with third-party accessibility providers like eSSENTIAL Accessibility, accessiBe, or EqualWeb. Their accessibility program evaluates companies' websites and other digital products on an ongoing basis in accordance with best practices and is supported by a diverse team of accessibility professionals, including users of assistive technologies.

Step 8: Call to Action (CTA) & Conversion

You might wonder, “Shouldn’t CTAs belong in step 3?” The answer is yes and no.

While constructing the copy of CTAs is commonly done at the same time as when you’re writing your website content, it doesn’t end there. When a visitor hits the *Pay Now* button, what happens next? What kind of follow up takes place after clicking *Turn On Notifications*?

The user journey continues even after conversion. Think of it like after-sales service. When you go to an Apple Store to buy an iPhone, your relationship with the store doesn’t end after you make your payment, right? The salesperson will then offer to help you set up your new phone and put on the screen protector you also purchased. And if you come back to the store in a week or two with a couple of questions about your device, they will still help you.

Here are some examples of how you map out the post-conversion journey:

- When customers buy something from your website, send them a confirmation email along with their invoice and recommendations of what to buy next, and make sure their transaction page is updated.
- When visitors subscribe to your newsletter, send a thank-you email, free downloadables, and recommended articles or video content.
- When customers leave a bad review on a product, contact them through email or phone to ask what went wrong, thank them for their feedback, and offer a discount voucher or refund.

The post-conversion journey can be limitless, but that’s where the fun is. It’s where you make or break your relationship with your customers or users. To make sure there is no friction, automate the in-website activities, such as the transaction page update, account page update, etc. As for thank-you and confirmation emails, you can utilize tools like Mailchimp or MailerLite.

Step 9: Design Handoff to Development

Unless you know how to code, you will need to work with the developers to transform your prototypes into something real users can actually use. However, don’t just hastily hand everything over to the development team and say, “My watch has ended.”

The process is similar to building a house. After sketching the floor plan (wireframe) and rendering the 3D model (prototype), the architect will then

work with the construction team and oversee the process.

Before we tell you the design-development handoff process, we have a somewhat unpopular opinion related to this: designers need to learn to code, and developers should learn about design – both to a certain degree. The basics should be enough. You'll see why in a second.

The Three Steps of Design-development Handoff

1. Work together from the start.

Okay, this could be another unpopular opinion, but we believe designers and developers working together from the start can save a lot of time and mitigate the risk of miscommunications.

Doing so will help create an understanding and even friendships between the two teams. Any questions and concerns from designers regarding development can be discussed quickly. On the other hand, the developers can understand where the designers and their design decisions are coming from. You can share the research findings with them so they get the reason why they're building this.

2. Learn each other's language.

As we mentioned earlier, designers and developers need to learn each other's basics. The designers can learn a bit about HTML, and the developers can learn a thing or two about layout. However, to maintain a smooth overall process, we recommend using well-known terms when discussing with the other team.

3. Schedule for review and quality assurance.

Don't forget to set time for review and QA sessions along the way. These sessions can be broken down into smaller sessions – by page or by feature, for example – so any mismatch or inconsistencies can be tackled as soon as possible.

Tools we use and recommend for website design:

 FlowMapp

- Sitemap
- User flow
- User journey
- Persona
- Content gathering



 Figma

- Stylescape design
- Wireframe
- Web design
- Prototyping
- Gathering feedback and reviews
- Handoff to development



- [Blue dash] [Yellow dash] [White dash]
- [Blue dash] [Yellow dash] [White dash]
- [Blue dash] [Yellow dash] [White dash]
- **DEVELOP** [White dash]
- [Blue dash] [Yellow dash] [White dash]
- [Blue dash] [Yellow dash] **MENT**
- [Blue dash] [Yellow dash] [White dash]
- [Blue dash] [Yellow dash] [White dash]



Development

Now that all of the planning and design is complete, or at least taken into consideration, it is time to get into the really nerdy stuff. Not everything you put down on paper may be feasible when the development team gets underway. There are many aspects of your project, such as budget and timeline, that can force changes to the original design at this implementation stage, but have no fear. With the right team of professionals and advanced knowledge of what could go wrong, you will be positioned to overcome it. In this chapter, we'll discuss your development options, process, and what goes into bringing your digital project to life.

NO-CODE OPTIONS

“No-code” (and its cousin “low-code”) options are a relatively new offering for users. These systems provide the digital equivalent of Lego blocks. While most of us truly love Legos and the creativity they offer, the idea may be limiting for what you need.

The tools may be great and help you get something reasonably good, albeit simple, online rather quickly, but that's generally as far as they go. You are locked into their platform and the limitations that come with it.

A few platforms that allow for quick and no-code website creation include WebFlow, SquareSpace, and Bubble.

We're not here to knock these platforms and tools like it. However, our experience has been that most businesses, especially ones seeking to use a digital platform as their money maker, require flexibility and features beyond what no-code (and low-code) platforms allow for.

No-code platforms are great for:

- The exact usage you purchased them for and nothing more.
- Fast site creation time.
- People who need platforms that generally “just work” (assuming you don't add third-part functionality to it) and are ok with functional limitations.

SECURITY

This section is not written to scare you. Instead, it is written to help give you a realistic understanding of the complexity of digital security and the importance thereof. Unlike your physical home, where you can secure it once by adding some locks and a decent fence, your digital assets, such as your website, will be under constant attack and scrutiny from the outside world, which includes “the baddies.”

In this case, “the baddies” are people, organizations, or just-curious folks who will snoop around and poke and prod to see if there is a way in or an exploit to... well, exploit. Some poking and prodding can be totally innocent, or it can be a purposeful test of your own security measures, though most of the time it will be nefarious. Suffice to say, it is a good idea to spend a good amount of resources on securing your infrastructure, tools, and, in this case, your website and logins.

Security through obscurity doesn't really work, though it may help a bit. If we can't hide things, then what can we do practically and realistically to make our infrastructure secure? In some cases, simply hiding things like your login pages and certain details is standard and a good measure to reduce incidents even though they will not stop nor prevent them from happening. Therefore, you need to do more to keep things secure.

Keeping your system(s) up to date is a good place to start. Many websites and computer systems get hacked and exploited simply because people failed to do regular updates or keep up with the latest security fixes and features. Certain systems may handle infrastructure updates and management for you, but you are responsible for your personal items such as your phone, computer, and email logins. For systems you and your team host on your own servers, you would be responsible for core systems updates, website plugins/extensions/modules upgrades, integrations and themes updates, and potentially other maintenance items as well depending on what you've installed.

If you are hoping to build a solid reputation for the longevity of your project, it's recommended that you take some time every week to make sure it stays in tip-top shape. As an example, our team keeps track of updates by scheduling them for a specific evening so we can be flexible when something happens to go awry during the process.

Another core part of security is passwords. As you might have already experienced in life, many people have trouble creating passwords that are both hard to guess and easy to remember – but many of our clients have also expressed their interest in not having to deal with passwords at all. It makes sense. Afterall, most people have dozens of accounts that require a password, and memorizing them all is often impossible. If this

sounds like you, we recommend signing up for a high quality password management service. There are many password management tools out there for your browsers, computers, mobile devices, and sometimes even more. These tools do all the work for you: generating your passwords, saving them on secure servers, and even allowing you to securely share them with others. You can easily access these from your browser or from your mobile phone and other devices so you won't run into any problems when attempting to log in online.

We use BitWarden (<https://bitwarden.com>) in our office, as it allows us to securely generate extremely complex passwords, manage them, save them for us, input them for us, and even make them shareable within the team. There are many other tools that do similar things and all come in at different price points. In our case, BitWarden just happened to be a good fit. For reference, our policy is that passwords are at least 60 characters long and the auto generation tool should include lower-case and capital letters, numbers, and special characters. We've also set it up so only authorized users with double-verification steps are allowed in. On top of that, every time they log in, they have to submit a uniquely generated code called a two-factor authentication (2FA) code which they can only get from a secured device and app that constantly generates and replaces these one time use codes every 30 seconds.

When considering code and development processes as they relate to security, it's good practice to operate under a Policy/Principle Of Least Privilege. This means processes, systems, and all your strategies should be crafted with the idea of providing the least amount of information and access required to get the tasks done and nothing more. For example, should a copywriting team member have direct write-and-delete access to the database? Probably not. They should only have access to the writing platform to write their content and nothing more. A manager above them might require access to the writing functionality for themselves as well as access to articles created by authors.

Code should be written with that policy in mind so that it can gracefully handle incorrect or bad inputs. This means that your code, app and infrastructure should be able to know how to filter the good things through and the bad things out (such as trying to put a phone number into an email form field) and respond appropriately (such as offering a warning message explaining the issue and letting the user know how to solve the issue) without crashing.

Below, we briefly explain a few of the nerdy ideas to keep in mind and use with your development team as you build out your project(s).

- **Validation:** Ensuring data is proper and formatted in the required way(s).

- **Sanitization:** Data is “clean” and usable so special characters or weird symbols do not make the system explode.
- **Buffering & memory management:** Code handles large datasets properly to keep within the allowed memory limits.
- **Error-handling:** This includes responding to actual errors in information being passed to us from the previous set of code, though it also includes sending correct responses when we do get bad data, handling errors during our own run time, and even responding to CORRECT data being sent.
- **Authorization:** Can this person, user, or system do what it’s asking to do or get this data?
- **Authentication:** Asking the question of, “Is the person who they say they are?”
- **Encryption:** As the name states, encrypting data so it is not readable by humans until they are decrypted and made usable again. This can apply to files, as well as to data in the database and even data you’re transmitting around.

SPEED

There are two speed considerations for development projects: the speed of your web app and the speed of releasing features and code. Both play a big part in the timeline of a project, as well as the cost.

The faster you want to launch, release features, and get projects done, the greater the risk of security flaws and bugs, thus leading to an overall worse quality product.

As the saying goes: Do you want it cheap, fast, or quality? Pick two.

It’s okay to want things to be done quickly and on a set timeline, just like it is okay to spread things out over a longer time period. The most important thing is that it is your choice, you’re comfortable with it, and understand the positive and negative consequences of it.

A low budget and short timeline would usually mean less features and potentially lower quality output, whereas a short timeline but high quality deliverable with a lot of features would require more resources (such as money) to have enough personnel to built it all so quickly and manage the quality.

The combination of resources, speed, and quality you want is dependent

upon your budget, timeline requirements, and desired quality.

To help you understand this, let's say your job is to transport people, such as a tour guide. Should you use a large capacity bus that is very luxurious but slow, or should you get several smaller but faster “good enough” quality open top Jeep-like cars? It all depends on what you (and in this example, the client) wants, the budget, and how fast they want to get there.

Now, what about the actual speed and performance? It's similar to above, as it depends on budget and needs. Not all projects need to be made speedy or optimized much, such as a small blog that's not profitable. On the other hand, you may be an Amazon-sized eCommerce store where a .1 second load time difference has a measurable impact on sales, and, therefore, optimizations are critical for yearly bonuses and profits.

If you're using a no-code or low-code solution, then a lot of this will be handled for you. But remember, those automated systems only go so far and sometimes can hurt asset quality, such as by compressing images too much. Those systems rarely, if ever, have any performance optimization configuration settings or tweaks.

For a website you host, such as WordPress, you can leverage many tools and services which can be mixed and matched to fit your unique needs and situation. They can range from server-side security to uniquely tweaked asset compression and even database algorithm performance tweaks and cleaning.

Each platform has their own plugins, addons, modules, apps, and compatible services. Take a look to see which offers the set of tools or integrations that fit your needs, goals, and budget.

Regardless of platform and if it isn't already built in, you should consider leveraging the following technologies as they are usually very cost effective:

- **Content Delivery Network (CDN):** Hosts assets (such as images) and serves them to users from the physically closest server with infrastructure specifically created for speed.
- **Network level security & firewall:** Leverage the power and versatility of network infrastructure services by running your users through security and optimizations through systems (such as ones in the cloud) which have their own caching, performance tweaks, and security.
- **Image optimization and compression:** Can be used in conjunction with a CDN (some of which include image optimization as a built-in service) to transform your images to an optimal, modern image

format and size, crop, and compress the image to your specified level of compression.

- **Spam blocking:** Automated cloud services that automatically detect spammers and can help reduce the amount of junk data coming through your systems.

Such tools only go so far though. If you're looking for a well-performing website, you need to invest resources (time, money, brain power) into having higher quality code, better and more performance-optimized algorithms for pulling and working with data, and better organized systems and code.

All of that comes with increased development costs and longer production times, which is why most of the projects we work on are done in phases and with rolling development cycles. In other words, we work towards scheduled feature launches and roll them out one feature at a time.

To use a real life example, a client asked us to create a user reporting dashboard, but they needed it live by the end of the week ... they asked on a Wednesday evening. We put the new features online as requested, but the interface was a bit buggy and slow, the database algorithms were a bit duplicative at times (causing system slowness), and it was missing export functionality, which we only had time to implement the following week.

If you're wondering why we released non-optimal code and if the client was happy with that, the answer is yes. The client was very happy with the new feature and fully understood the limitations of such a short timeframe. They were very happy to have this released piece by piece and over time, even if it was slow, buggy, and eventually would need a full, expensive overhaul.

In the months since the original release, the client asked for multiple feature changes, tweaks, and ongoing optimizations. They also requested we shift priorities from noncritical bugs to work more on the reporting feature.

The moral of the story is: this is what the client was comfortable with, understood, and needed sooner rather than later.

Eventually we had the spare development time to revisit the database algorithms, and we were able to optimize the reporting into a very speedy feature. But that was much further down the development pipeline in that particular project.

The optimizations combined both frontend and backend changes. In the frontend, optimizations can include:

- Layout changes to change what data is requested.
- Replace frontend calculations with backend algorithms that “do the math” behind the scenes without slowing the interface.
- Reduce the number of database queries from user interactions.
- Hide noncritical data (information you do not need now) on inner pages or in dynamically loaded sections.

On the backend, optimizations can include:

- Reduce code required to process a request.
- Reduce data pulled from the database.
- Cache repeatable database requirements (such as via a platform called Redis).
- Off-load heavy processing to separate systems or servers.
- Leverage cloud processing for small queries.
- Reduce dependence on third-party bulky tools or libraries where possible.
- Ensure the infrastructure has the required resources for the type of work needed (such as enough RAM for memory-hungry systems or enough CPU power for lots of processing).
- Use more resource-efficient code, functions, infrastructure, and systems.

There are a lot of things to consider for code speed so keep in mind that, in general, the higher quality and more “perfect” code you want, the harder it is to accomplish so it’ll cost more time, money, and effort.

DEVICE COMPATIBILITY

Device compatibility is an ever-growing rat race type of problem as there are devices in all sorts of sizes with various functional and compatibility limits constantly being released. A recent example in the modern world is mobile devices. We all know what a modern smartphone looks like, though this design is now changing yet again to include smart flip-phone with foldable (square-like) screens rather than only the standard portrait oriented rectangle.

No matter what mobile devices come out, software needs to keep adjusting. When it comes to websites, we need to be able to support our users in viewing them whether they're on a square or rectangular screen or a horizontal or vertical screen.

That leads to the question, who are your users? Are they using the old version of Internet Explorer, even though it's not supported by industry standards or Microsoft anymore? Do they only use Firefox, Chrome, or Safari? Do they need to be able to view your website in desktop mode or will they only need access via a mobile app? Is there a device usage difference between users and staff?

Once you know who your users are and how they're going to access your platform, whether it be a web app, simple website, or system, then you'll know what you have to support and what you want to support.

Think about your priorities. If you have tried to create an Amazon competitor, you will likely want to support mobile devices sooner than later. Based upon the trajectory of eCommerce, mobile purchases are a growing part of the market these days. We're not saying to completely disregard desktop, but we are encouraging you to understand the priorities of the customers you are serving. Who are they? What are their priorities? What are your business goals?

In general, if you have an eCommerce shop, you'll want to support both mobile web browsing and have a mobile app. If you have an informational site, you'll most likely be fine with having a website that adjusts properly to various devices and screen sizes. This is called having a mobile responsive website.

Apple's iOS and the various Android platforms are the two top mobile operating systems and thus it's where you should focus your energy and resources in-order to gain the largest mobile user base. Knowing your users is important, especially if you need to support any niched hardware and devices. And while there are other or specialized mobile hardware and operating systems you most likely won't have to worry about them unless you are in a very specialized industry. Otherwise: focus on iOS and Android for the greatest bang for your development buck.

PROCESS & CODING

The development process isn't all about coding. There needs to be a rhyme and reason as to when features are released, the order of importance of bugs and features, which team member works on each item, and even what the overall high-level process for releasing a feature is and the technical steps to make that happen.

Similar to building a home, you don't just throw your materials on the ground, say Tada, and magically have a house built. You have to design it and plan it out.

You have to strategize and figure out what's compatible, how the technology is going to talk to each other, and what you want it to do. If you're building a house, what rooms do you want? How big do you want them to be? Where is each room going to go? How is someone going to walk from the kitchen to the living room or the garage?

You have to plan all of these things out ahead of time. During the building process, you need to check that things are being built in the correct order. You can't put tires on a car without a frame. You need the foundation first.

This process helps keep people organized because they can track how far along they are in getting things done and what next steps they need to take. Once you know where you are in the process, you can know where to move forward.

When you can track how the process is going, you can determine if you're moving too slow or too fast. You can reorganize to make things better or move resources around based on priority because sometimes priorities change. After all of that, there's finally quality assurance, which is testing to make sure everything is secure and running the way it's supposed to. Then, you can begin the launch process by activating a few initial users to test it and discover any errors before you release it to your customers.

There are several ways you can manage a development project, including a popular style method SCRUM. You can find detailed information about it on Wikipedia ([https://en.wikipedia.org/wiki/Scrum_\(software_development\)](https://en.wikipedia.org/wiki/Scrum_(software_development))), though the gist of it is that there are cycles and phases to push out code and features on a set basis.

Another method, the one we like the most, is: "it'll be ready when it's ready." Yes, we have timelines and goals to hit, but our preference is to have things done properly. So, if we have to shift the delivery dates, then so be it.

Neither is wrong nor better than the other. It's about what you're comfortable managing and being used.

In either case, the following are good steps and suggestions to follow in order to have an organized development process:

- 1. Design and content finalized:** Have the designs designed (and finalized), layouts layed out, content written/recorded, and user flows mapped out before coding starts.

2. **Access rights created and delegated:** Organize and save any and all logins the team may need into one well-organized place for easy access and reference. Also, share those logins and access with the appropriate team members.
3. **Infrastructure ready and/or known:** Know and have ready (where possible) the infrastructure technology, third-party tools, integrations, and key systems.
4. **Technical requirements:** All features, data models, and system requirements are clearly defined and understood. How the various components will interact is also known.
5. **Responsibilities assigned and tasks delegated:** Assign who is ultimately responsible for getting the project out, and set responsibilities for the various team members, such as the person in charge of databases. Individual tasks should also be assigned at this time.
6. **Initial timeline created and set:** A timeline needs to be set with a due date, and as such, each phase of the project and individual tasks need to be assigned their own completion dates to help keep the project on track. Due dates should be set by order of importance and implementation hierarchy. For example, you can't code the checkout process if the base layout isn't even ready yet. Thus, base layout and page structure should be prioritized first, and only sometime after that can the rest of the frontend be ready.

Like most people, nerds and developers hate being micromanaged. But that doesn't mean you shouldn't check in on them from time to time or even regularly.

We recommend having weekly or bi-weekly meetings with the team to see if there are any concerns or items to address, good progress to report, resources to reassign, or timelines to shift. In other words, create a positive and good communication channel with your team so they can easily communicate with each other and you. That way, you can get regular updates and feel confident projects are going the way they should be.

ACCESSIBILITY & COMPLIANCE

Accessibility and compliance is largely a legal topic. We're not lawyers, and we're also not *your* lawyer. Depending on what you're doing and whom you're selling to, you may want to consider legal compliance as these issues don't apply to everyone; each situation is different so please consult a legal expert. Though these are legal issues, there should still

be an understanding of both user experience and how technology can be implemented properly to meet the legal requirements.

One is ADA/WGAC compliance, that is compliance for people with disabilities, such as those who have trouble seeing or hearing. If you have any video content, you might want to have a transcription for people who cannot hear. Screen readers are used by the visually impaired, so you should make sure the layouts, user flows and datas are correctly created to allow for users' supportive technology to help them navigate the website.

ADA compliance is simply reasonable accommodation for people with disabilities. Then, there are standards for WGAC, which is similar to a government checklist to follow and how to make your website compliant with ADA regulations. This is a big ordeal because there are a lot of pieces to support a variety of disabilities. Overall, these will make a website better in terms of structure, layout, and tags, and just making sure your website can be logically navigated and organized in a user-friendly way.

Think about writing a script for a movie. The storyboards allow you to lay out the plot structure, set up the characters, and plan their arcs so you know the story is coherent as you go through. The same is true with a website. If you plan out all of the content and lay it out with ADA compliance in mind, it will help make a coherent story and create a user flow throughout. This is something to consider whether you need to or not.

These requirements can change and vary based on jurisdictions. Always check your local, state, and federal laws so you know what you are legally required to follow. Small businesses are usually exempt from the rule, but as you grow, you will likely have to comply. These rules also apply differently depending on who you are serving and what industry you are in.

Another important compliance is HIPAA, which is generally geared towards the medical community. If you are storing any medical information about a user, you will more likely than not have to follow HIPAA requirements, which determine how you can securely store, handle, and manage data and access rights to the data. HIPAA is a large undertaking due to the legal requirements around safety, security, and access rights. If you aren't sure if you need to consider HIPAA, please consult your attorney. They can help you determine what information you need to supply your users and how to structure it. They can also guide you to set up proper security, which may include code users, storage assets, data control, frontend and backend infrastructure, a database, and more.

ECOMMERCE: DIGITAL PRODUCTS & COURSES

eCommerce, in general, is just selling anything online. It doesn't have to be as complex as an Amazon store; it could be as simple as selling just one product or even offering online payments for your services via a glorified contact form. Even if you have a simple payment form, that is still eCommerce.

When you are selling any sort of product online, you usually have a whole shop to help you manage those sales. There are multiple tools, systems, addons, and services to help you manage and accept payments, follow up with customers, market your company, and so on. If you are selling a physical product and want something simple, Shopify is a wonderful choice because they do it all for you. You don't have to worry about being good with tech. Just get an account, connect your merchant account, and start selling. If you want more control, you can use WordPress and WooCommerce, where you configure everything to be as simple or as complex as you want.

On the other hand, if you're selling courses and digital products, Shopify wouldn't be the best choice because they're not a good platform for digital asset delivery, which just means giving people access to digital information. WordPress or other systems that support digital purchases are best for courses, webinars, PDFs, case studies, or whatever you want to sell online.

Plugins like WooCommerce are great for subscription and membership management. LearnDash is a platform for course management, content creation, and access rights. WordPress and WooCommerce can get a functional eCommerce shop up and running very quickly without code.

Yet the more plugins you add, the more clunky (and possibly slow and buggy, if not done right) your platform will be. This is a problem with speed and quality resources.

Rarely will you find a "one size fits all" solution. Whichever eCommerce platform you choose, you will have to do some extra leg work to get it to do exactly what you're looking for.

You can create an account on a service such as Shopify or BigCommerce, and they will handle all the infrastructure for you. Then you and your team can add to and modify the contents and designs to fit your needs and modify or add functionality via third-party apps. This is great because you can just install and configure apps and not have to worry about code. But, the limitation is those core systems and apps you install. Since you don't

have access to most of the code, there are only so many changes or tweaks you can make. Also, you don't "own" your data and cannot modify the data flows as much. But for the most part, things really do "just work" on those systems, which is why we recommend them in certain cases.

On the other hand, you can go with a self-hosted solution such as WordPress with WooCommerce, Magento, or even something very nerdy such as Medusa or Solidus. The true cost here is managing the infrastructure and code yourself. The benefits, though, are tremendous as these systems are infinitely scalable, infinitely customizable, and you own 100% of the code and data and everything in between.

Other than the platform, you'll also need a merchant account or, in other words, a way to accept payments online securely. Popular merchant processors include Stripe (<https://stripe.com>), Authorize.net (<https://authorize.net/>), and FirstData (<https://merchants.fiserv.com>). Each has their own rates and costs and industries they allow. For example, not everyone allows CBD products, while others may not allow digital crypto services, such as BitCoin and so forth. Your choice should depend on:

- The associated costs for your projected sales.
- The features and integrations they offer.
- If they allow the industry you are in and the products you're selling.

TEAM HANDOFF & COMMUNICATIONS

Between clients, vendors, and any other third parties, there should be a solid process and expectations on how to communicate. There are three main parts of "handoff" for development.

First, there is getting the work product from another team like the design team, content team, or management team to the development team. This is where the process is important. You need to know what's coming in, how it's coming in, and what the expectations for the project are. For example: "This Friday, you'll be receiving the Adobe XD development links for the Acme Widgets projects with all the components ready, except for the mobile layout. Please start on the core components, and you'll have the mobile designs ready within two weeks. The project is slated to launch 2 months from today." For reference, Adobe XD is one of the potential applications a design team can use to create the web designs that automatically provide developer-friendly information along with separated out components and user-flow mappings.

Secondly, there needs to be communication within the development

team. If there is a project manager or team leader, they need to digest the information, put it into tasks, spread out the work, schedule it, make accommodations for it, and properly assign it. All of this needs to be communicated appropriately. Tasks need to be clearly communicated because not all people understand instructions the same way.

We're all familiar with this. If I tell one person to jump, they may jump, but another person may ask, "how high?" There's a difference between telling someone to jump a little bit versus telling them to jump as high as they can. Both people will have eventually completed the task, but either at different heights or within different response times. Team communication is essential to getting agreement on what the expectations are and helping to clear up any potential misunderstandings. It also helps answer any questions or possibly find a missing piece of information or data that wasn't provided yet.

Lastly, there is communication from the development team back out to another team, such as the quality assurance team, design team, content team, or any other team they are making the handoff to. It's important to communicate what the next team is supposed to do with the project. There may be communication back to the design team to double-check the work done or to notify the content & social team that the system is ready for real content, videos, and articles. Communication is even necessary to hand-off the logins and access to the quality control team so they can ensure everything is working the way it should.

Within all of these communications, there needs to be established expectations. If the development team is given a task but not given enough information or explanation, the development team can't do much with that because there are too many unanswered questions. For example, if the tech team is simply told, "A user cannot log in," they won't be able to do much with that. Did the user forget a password? Is the login page broken? Can they log in but not access information once inside? Are they on an authorized device?

There are many potential reasons why someone may not be able to log in so there should be communication expectations, depending on who or what you're talking to, in order to establish what the message is going to be, and how this content, data, project, or assets are going to be handed off to the specific team.

Different teams might be speaking slightly different languages, so the point of contact for projects should be able to translate design into development tasks. The design team is focused on design, and they don't need to know about development, but someone from the development team might say this design doesn't work for this project. The person on the development team needs to communicate the parts of the design that don't work and why, such as budget, time, or technology constraints). Then the design

person needs to be able to translate and tell their team what design changes need to be made.

Tasks need to be defined, communicated properly, and given off to the team in a way they can understand and have mutual communication to help move the project forward. This is applied to all three types of communication to ensure a proper handoff.

Project handoff could also be an all-hands-on-deck type of handoff, where multiple teams help launch it for any QA, put it online, post the launch, handoff, and communicate with the client. Including documentation for how these systems work all comes back to communication: how you communicate from one person to another, one team to another, or one lifestyle to another.

By having team alignment and consensus on communication needs and expectations you'll be able to streamline your processes and make life a lot easier. To help keep things clear consider the following items in your communication needs:

- How you like to communicate to others
- How you would like to be communicated to
- How others like to be communicated to
- What assets, data and process info do you need to convey to others (so that your work is accomplished well)
- What assets, data and process info do they needs in-order to accomplish their tasks well
- How do you expect to receive tasks and input
- How do they expect to receive information and requests
- How frequently should things be communicated
- What level of detail and supporting documentation should be provided at each step

There are more things to consider for what you and your team mutually agree on is ideal communication though the above should be a good place to start as you develop and find your own grove and methods.

LAUNCH

Launch is usually scheduled jointly with the development and marketing teams. Project leaders and the client mutually agree upon the timeline and schedule for launch, as well as how the launch is going to look. Not all launches are the same. For example, some teams may just offer a web project, put it online, and send the bill. Others may prefer to launch in pieces so they can test each feature before getting too much traffic.

A launch is usually a step-by-step process, scheduled in advance with what is going to be launched and when. Launch doesn't mean you have to release the whole project. It could be a landing page or one of the features. You could roll things out continuously using continuous integration or continuous code deployment processes.

For your launch, you should know what is going to be launched, at what time, and what those steps are to facilitate a successful launch. Your launch may be as simple as turning on a digital switch or turning off the "Coming Soon" page. And there you go – launched!

On the other hand, a launch could mean you have to copy the whole database, assets, and files to a production server, change some network settings, update domain names, test everything is running smoothly, then remove the bugs your beta team was sending you. During a launch, you should know all of these steps and account for them.

The plan for launch is really just putting it out live, communicating that with your client, and confirming they are able to see it. This plan requires quality communication to confirm steps have been taken, things have been checked, and it's live. You can tie in your launch date with a marketing campaign for your brand to spread the word!

Don't be afraid of the word "launch" though. It's simply used to mean the day or time frame you put something online and make it public. For the most part, the day something goes live isn't actually the marketing launch date. Much like a physical store may have a soft launch, where the doors are open and everything is sellable, but no announcement was made, the same can be done with a website or web app.

There is no wrong way to launch as long as you're happy with how it went. Pick a plan, work towards it, and adjust as needed.



**TRAFFIC
GENERATION**

+

**CONVER
-TION
OPTIMIZATION**

Traffic Generation & Conversion Optimization

Congratulations! You've made it this far. That means you took the time to understand your "three whys and a what". You sat down for a discovery session and built a strategy accordingly. The company brand is solid, the user experience is on point, and all of the design and development has been executed flawlessly. Your website is open for business, ready for the world to stop by and see what you have to offer.

But how exactly do you get people to visit your website? What do you do once someone has stopped by?

This chapter will walk through different strategies for generating traffic, gathering key data for the analytics we spoke about in Chapter 7, and ways to convert it into your desired outcome.

IDEAS FOR GETTING TRAFFIC

At a high level, there are two ways to get traffic:

1. **Inbound traffic:** People reach out to you. You create stuff. People then find you and go to you, like walking into a store without seeing an ad.
2. **Outbound traffic:** You reach out to people. You reach out and get people's attention through direct sales, active referral strategies, ads, and networking.

Either way, you'll need content. When we say content, it could be written, audio, or visual. You could write a blog, a press release, a tweet, or a Facebook post. You could record audio through a podcast or interview, or even record a video on your own website, your own YouTube channel, or even someone else's channel. You can create content yourself, with a team, in collaboration with someone else, and everything in between.

Alternatively, you can pay to generate traffic through a media buy (purchasing a content spot in a blog, newsletter, or place where people consume media) or regular ads on Youtube, Facebook, TikTok, Google Ads, and private ad networks. You can also go the traditional route with

ads in newspapers, magazines, TV, flyers, posters, and billboards. There's also the option to pay others to do content for you such as ads, reviews, or shoutouts through influencers. But either way, you're paying for traffic.

If you're trying to get traffic for "free," quality content can help. It's not a guarantee for getting traffic, but it's important to put out high-quality content that is relatable, well-written, easy to digest, relevant to your audience, and tells a story or solves a problem for them.

Another aspect of generating content is search engine optimization (SEO). Though SEO is out of the scope of this book, we want to explain SEO from a content perspective. Simply said, SEO includes doing research for what things your ideal audience is searching for and plugging in those keywords and phrases into your content so search engines, such as Google, will align user searches to those keywords to your content. If you're able to optimize your content, you potentially have a higher chance of being ranked higher on search engines. But again, that's not a guarantee, and there is more to SEO than just keywords and phrases and plopping it into your content.

When you do create your own content, there should be content on your own platform, such as your website, that you can control. Then you can also make supplementary content on Facebook, Twitter, Instagram, Tik Tok, and other new platforms so you can spread your message. This is the best way because you fully own and control the content on your own website, but not on other platforms. YouTube can suddenly decide to ban your account and content, TikTok can toss you off for saying certain things about certain people, and Twitter is just a wacky mess of content management. Therefore, it's better to own all your content and leverage the power of those social platforms in order to drive traffic back to the content you control and own.

On social media, it's all about communication through videos or being part of a community, group, or conversation in some way. It's all about talking to people and being part of their world. This way, you can start providing value to them through links or other content and support through your services.

Generating traffic is a process, and it can take awhile. If you already have a huge following, it's going to be much easier. It could be as simple as posting a video to your one-million followers. You're instantly going to get clout, traffic, and conversations because you already established yourself. But for the rest of us, it's going to be a process of building content up, slow and steady. It's like the turtle and the hare, slow and steady, except you're not guaranteed to win the race here, but you will certainly at least get somewhere and make progress. Because content doesn't guarantee traffic, you should be doing other things to support your platform and your website by networking and connecting with people off of your website.

Since the process is likely to take time, you may want to consider paid advertising through Google, Yahoo, Facebook, or Twitter and any other form of advertisements. Through their services, you pay money to place your ad somewhere on a specific platform in front of a particular audience. Hopefully, you will have written your ad well and targeted it well enough in order to attract the right clientele. This way, you can get directly in front of someone's eyes rather than wait for them to stumble across your content.

Generally, ads will get you traffic and conversations faster than just plain old content. As you can imagine, advertising costs money, sometimes a lot of money. Investing in advertising can get expensive especially if you do not strictly control it and manage it properly. There are no hard and set rules for how much to spend on advertising other than to spend as much as you're comfortable spending with the possibility of not getting a return on your investment – at least not until you have the experience and data to back up your marketing efforts.

Aside from advertising, you can also collaborate with an influencer, which means paying an influencer to talk about your product. You can get traffic through people who are more famous or experts in their area and have some kind of following, pay them to talk about your stuff, and get you traffic that way. This is a medium-level effort strategy, as opposed to ads, which are easier but more expensive.

DATA GATHERING

Whether you love it or hate it, data makes the business world go round. Look at any of the large or medium-sized companies – the ones doing well are gathering data left and right because it tells them what people are interested in and who those people are. Data can break down their clientele into who is interested enough to convert into giving them money, who might be interested but isn't buying as much, and who has influence to convince other people to buy.

Data can tell a company where their website is slow and where they're converting better or worse. It can tell you if that image with people smiling is converting better or worse than the picture of the cute puppy. Whatever it may be, with data, you know what works or not and how well it works. It can tell you what you need to change and reorder.

The data knows all. This is why you should gather as much data from where people come from, who they are, what they click on, how long they are on your website, how far they scroll down the page, what they generally look at, what they search, what they buy after their search, and where they go after they visit your website. It can reveal what they interact with most: your social media, your external posts, your books, or your videos.

All of this data is available, so you have to gather and digest as much of it as you can in order to make use of your data.

If you're a smaller shop, you likely don't have a ton of data to use. You're just starting to grow, so you don't need to gather too much data on page views, but it's still helpful to know how long they spent on your website in general, where they came from, and maybe some general demographic information.

Once you start making more money, that is when you can start gathering more data in order to optimize your digital platform. You can gather data through Google Analytics, which is comprehensive and doesn't require a steep learning curve while providing a lot of data. It's also free to set up. If you use WordPress, there are plugins to help you create this connection quickly and easily and gather a lot of detailed data points you normally wouldn't get without the plugins. Various websites-as-a-service platforms offer some of this data built in as well. If you're more focused on privacy, you can use Fathom or Plausible Analytics, which are free options. There are some free options, some paid options, some open source, and others you can host yourself.

Data, and access to your data/analytics, is also a valuable resource and something you may consider selling. I know you're thinking about all the potential issues with privacy and data rights. We all have these concerns, but it's a question of what is important, what can you actually sell that has value, and how you can structure it so you feel comfortable with it. Though not many people are content with their analytics and data being sold. Therefore, if you choose to offer access to your data in any way, ensure that your privacy policy measures are in place, you're covered and protected legally, and that you have communicated this with your users. There are also various levels of access you can offer such as simply offering statistical data, and not access to the data directly, such as what ad platforms typically show.

Let's use the least privacy-focused platform currently available: Facebook. If you want to advertise on Facebook, you get access to a lot of targeting options and data, but you never have direct access to this data. While you may not want to be as anti-privacy as Facebook, you can sell access rights to aggregate data, high-level reports, or even fully anonymized generalized statistics.

CONVERSION OPTIMIZATION STRATEGIES

In order to optimize your conversion, you have to gather data first. There is no point in starting conversion optimization without it. Without data, you don't know what works. Get some data first, then you can start doing A/B split testing, which will tell you what is working compared to something else. For example, you can test button colors, sales, text, images, structure, style, general content, placement of the buttons, call to actions, layout, and so on. It compares all of these things to each other. You can even test a process compared to a similar process with one step changed.

You can A/B split test with test variations to compare your main A variation versus B, C, D, or however many variations you want to make. If you're just starting up, you probably just want to test A versus B. Generally, A is what you have right now, and B is made up of one change such as the button color.

When you do A/B split tests, you should only change one thing so you can know if that one change actually makes a difference or not. Your split tests may show the change made absolutely no difference, or they may show you this one simple change made a very noticeable sales difference.

Back when we were selling our first course, we made a very simple change and performed a split test to compare an animated graphic for a sales button versus a static button with just a pointing arrow. We thought the animated button would work better as it pointed to itself and looked really cool, so it would show the content in the course would be better. Surprisingly, the static button with no animation converted a whole 23% better than the animated version. We took that data, along with other split tests and resulting data, to create the best possible converting sales page.

You won't know until you start gathering this data. When you start performing conversion optimization tests, such as split tests one variable at a time, you can run a whole bunch of these tests at a time to see what's working, and what's not, and what's getting people to take action. You can do these split tests manually, though there are tools that can help automated these tests and provide you with the results.

There are tools to help test ad variations, page (style, layout and content) variations and even tools to help test completely separate pages against each other. Depending on the tools you are using some of this may already be available in that platform, or it might be possible to add in a third-party service or plugin to help you with that.

In either case, no system will magically do the actual setup of which variables (color, size, layout, wording, etc...) and test parameters to use, though after you set it up many (if not all) can then run and do the test

for you. Meaning: after setup and start, the system will show users the various alternatives and test for your specified goal and provide you with the results at the end. Certain systems can also automatically disqualify poorly performing variations and start showing only the best performers. Though the actual feature set available is based on your testing platform.

A few options of tools that can be used for conversion optimization testing include:

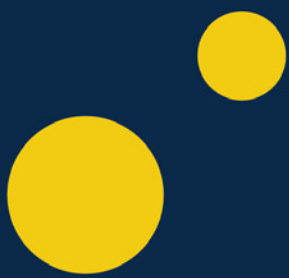
- Google Optimize (<https://marketingplatform.google.com/about/optimize/>)
- Visual Website Optimizer (<https://vwo.com/>)
- Optimizely (<https://www.optimizely.com/>)
- Crazy Egg (<https://www.crazyegg.com/>)

If you're using WordPress you may consider:

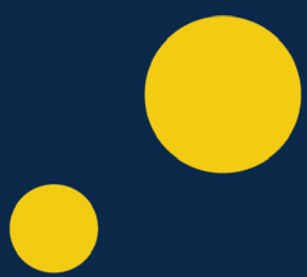
- Nelio AB Testing (<https://wordpress.org/plugins/nelio-ab-testing/>)
- Split Hero (<https://splithero.com>)
- Thrive Optimize (<https://thrivethemes.com/optimize/>)

Regardless of your choice, each tool may help you figure out which page, image, or website component is helping or hurting your conversions.

This is not something we recommend doing initially or at launch, unless you already have a well sized team and plan in place. Testing requires good amount of mental resources to do, so only start testing once you're ready and able to and have the bandwidth to act on the results.



EXPECTATION



Expectations for What's Next

As with any endeavor, and especially ones where there will be a considerable investment of time or money, it is a good idea to start out with very clear expectations. If there is a team involved, everyone should be on the same page and understand what is expected of them individually, as part of the team, and when it is expected. The more specific you can make these expectations, the easier it will be to track them and, when necessary, hold others accountable for their contributions. In keeping with that belief, this chapter is designed to set your expectations on what the next steps in this journey will look like.

MAINTENANCE

The internet is a lot like the Wild West – if you don't keep up with security updates and the latest fixes, at a bare minimum, bad things will eventually happen. Someone could exploit your existing code from a newly discovered security hole, or your website could crash because your web host updated its systems but your website's code wasn't compatible.

Maintaining a website is a lot like maintaining a car properly. You have to clean out the gunk, make sure things are kept up to date, and replace old parts. If you want to really change it up and give it a facelift, it will require active effort and planning to do so. The same thing is true about your website. It will eventually break unexpectedly and cost a huge fee to fix the number of things broken rather than a small fix here and there. If you do regular maintenance, it will work for longer and be better in the long run.

Maintenance also includes ensuring the user experience is the way you want it to be. New updates or changes can (and something do) change or break the existing designs, user flows, or integrations. Therefore, part of maintenance is checking to make sure things are not only working properly, but also providing a consistent and expected (both to you and the users) user experience from start to finish.

For example, if you have an eCommerce website specifically designed to force users to create a user account before they are able to purchase, but then a tool or plugin upgrade changes, which then allows people to checkout without a user account...well, now your whole business, marketing model, and strategy are potentially messed up.

Depending on the size of the website, maintenance should be done either weekly, biweekly, or monthly. If you have a very small website, you can go longer without doing any active work on it, though a month is generally the longest you should go without touching or updating your website.

A maintenance schedule should include:

- Cleaning spam content or comments.
- Updating system, site, theme, and plugin/addons.
- Performing backups (if they aren't done for you automatically).
- Confirming the staff accounts are correct and legitimate.
- Ensuring all required users have strong enough login credentials, such as their passwords.
- Checking security/audit logs for warnings or notifications.
- Checking the frontend user interface is still working after updates AND that the interface hasn't changed, which includes no new unexpected pieces, no changed icons, no layout changes, and so forth.
- Checking the frontend, backend and admin (staff) functionality to ensure all components are working as expected.
- Cleaning out any plugins, code, and assets that aren't needed anymore.
- Updating documentation with improved or new information.

Depending on your infrastructure, you can have your hosting company help you with some of these maintenance items, though it may be preferable to have a technology team handle the website administration support for you.

A good example of what website care and support looks like is our Nerd Support retainers, which include everything above as well as strategy, branding, and design support. You can see more information about it at <https://chyalophia.com/nerd-support>

NEXT STEPS

Keeping the existing things working is one thing, but fixing issues is another big part of keeping your website up and running. While we would love to say that software is 100% bug free, that's pretty much impossible. The Windows and macOS operating systems are great examples of this. There are a lot of moving parts, and they are constantly putting out fixes, updates, and tweaks. Websites and web apps need to be treated the same way.

Therefore, you need to have a plan in place, as well as the resources, to catch bugs and have them fixed in a timely manner.

That's not all when it comes to growth and scaling. There might be new features you'd like to integrate or users requesting something you haven't thought of yet. Or maybe you launched with an MVP (Minimum Viable Product) with only the bare minimum of features, and now you need to add new features and experiences. These changes and improvements need to be properly planned for so they can be budgeted in, scheduled in with the available work resources, and given priority based on user and business needs.

If we use the car analogy again, it's like turning your low-end Honda Civic into a race-worthy speed machine. To craft a race car, you would need to reduce the car's weight by removing unnecessary fluff, but you'd also have to add in safety features, which may require additional metal frameworks inside. You'd need new tires, a better transmission, faster cooling, and so forth.

It takes planning, steps, and active effort if you want it perfected for your unique needs. You have to plan for bug fixing and feature changes, addons, and removals. If you want to change your whole user experience, you have to plan for that. It could be part of a maintenance contract you have with your tech team or a third-party agency, or you could do this all yourself by adding more plugins.

All of this requires more risk and more resources. The more you add to make sure your website is still working and secure, the more risk you run of breaking something already in existence. Even by continuing to work actively on a system after launching and doing the maintenance, you're still going to have gaps for fixing and making improvements.

As your business grows, your website should too. These can be mini projects built into a planning strategy based on where you want to go and putting the pieces together. These can be done on a day-to-day, week-to-week, or month-to-month basis to help you grow and change.

Think of it like flying on an airplane. Regular maintenance is like economy-class seating. Everybody can get it because it's the bare minimum. If you want a bit of extra legroom and a free glass of wine without putting in much effort, you have to pay more, so you need to have more resources to do that. In websites, that could mean money, fresh thinking, or more effort to get the additional features.

Thus, the question becomes, what is a priority and how much are you willing to invest to get it done?

FINDING A TRUSTED PROFESSIONAL

There will be a time and a place in your business when you have to work on your business rather than in your business. When you're at that point, you will have to hire professionals to help you with certain aspects you need to do. It could be strategy, design, maintenance, active support, hosting, or anything you need. You can do all these things on your own if you want to spend the time learning to become an expert in all of these areas, but you likely have other things to focus on, like gaining customers and generating revenue. You can hire employees directly or find outside experts, like us, to do the work alongside you.

The benefit of using an outside professional, be it an agency or freelancer or small business owner, is you get all the niched experience and talent that is required to be a professional. Yes you can certainly find an employee to hire full time though agencies usually have more talent resources available in a wider range of relevant topics than a single employee may have.

While finding a trusted professional will cost money, it should be viewed as an investment to gain more profit for the business. The best way to find a trusted professional is by reaching out to your network and asking who they have worked with and who they trust. Use the people you trust, and get referrals from them.

When you're interviewing professional vendors, think critically about their responses. Are they responding truthfully? How do you feel about them? Can they prove they know what they're talking about? Have they been successful in their work? Look at their reviews and case studies. They should be able to walk the walk and talk the talk. If they claim to be web professionals, their website shouldn't look like it was made in the 1990s. Research some of the work they've done.

Another consideration is the type of professional vendor you are looking for. You may want a larger, corporate-like agency because they will generally have more resources to get things done faster and can take on bigger projects because they have more team members with a wider variety of

skills. That is likely going to cost you more, and they may appear to be colder or less friendly simply due to the nature of their work being slightly more impersonal. For example, Google can't be particularly personable because they're too big of a company. They can't support everyone one-on-one. If you're looking for a connection with a professional who you can build a relationship with, then go with a medium-sized agency. They will have a decent-sized team to handle the workload, and they will have the skillset, all while giving you the dedicated time and connection you are looking for.

We are a medium-sized agency that has been doing this work for over a decade. Our team has been growing because we have the proven processes, talent, expertise, knowledge, and skills to do it all. We have hired multiple team members who specialize in various skills so we can handle unique projects and a larger workload. We can help you go through this process while giving you the personal connection you want.

YOUR VISION FOR GROWTH

As your business grows, your technology needs to grow, scale, and adjust with you. When you're starting out, your needs are rather straightforward and simple. You just need to get going, which means having something only good enough to start making sales and get data. When you're in the middle of a growth phase, you will need to focus more on scalability, perfection, user experience, and big metrics. In this case, your technology should change.

This might also require you to adjust your KPIs, your business goals, and your personal goals to match the new discoveries you found while growing your business. You may have started your business off in one direction, but as you learned the market, you gained more business experience which led you to either specialize or pivot. When your business goals change, your technology needs to adjust too.

Some goals may get smaller, and some goals may go away as you complete them, so it's also okay to scale down. Whether you're scaling up or down, you can adjust your technology to meet your needs and your goals based on new, real data you now have to build your business with. Adjusting is what keeps your business healthy. If your business is rigid, never changing, and you're always doing the same thing, you're not adjusting.

If you look at technology even just over the past 20 years, look at how fast it has moved. Smartphones weren't around in the early 2000s, but now there's a huge market. Now there is web3 and crypto working their way into video games, data storage, security, and commerce overall. Technology

changes because people's wants and needs change and culture changes. This is why it's okay to change your business to keep it alive and growing as the market changes.

You can revisit any of these chapters in the future to help you adjust as you grow. Business strategy, web traffic, and infrastructure are all changing, so it's okay to go through this process all over again in its entirety to help you scale your business.

We hope this book has given you actionable steps and insights that you can put into action immediately. However, we also realize some endeavors can be daunting, and you might be busy running all of the other areas of your business without the bandwidth to implement everything we spoke about. If that's the case, and you're interested in learning more about our discovery and strategy sessions and how they help improve your business, you can find more resources at <https://chyalophia.com/discovery>

appendix & resources

FREEBIES & GOODIES

Self-paced questionnaire to help you narrow down your platform options and choices: <https://chykalophia.com/platform-quiz>

TECHNICAL REQUIREMENTS

Additional considerations for structuring your technical documents and requirements

What are technical requirements?

When working on a project or creating software, technical requirements describe the practical areas and issues you need to address for the project or software to work and execute successfully. These technical aspects can refer to factors like performance-related concerns, how reliable the software is, and how readily accessible it can be. Essentially, technical requirements function as solutions to technical issues.

For example, let's say you created an online word processing software and developed it to only work for a specific web browser because of an important integration system that allows your software to function properly on that web browser. In this scenario, having to use the software in a specific browser is the technical requirement. Technical requirements vary depending on the product or industry.

Why is it important to have technical requirements?

Technical requirements are important because they describe how software should function. This helps developers and users understand the best way to use the software. A document of clearly defined specifications helps to create a project or software with a proper process for implementation. Developers and other technicians refer to this as technical requirement documentation.

The purpose or look of a technical requirement document may vary depending on the specific project, but they all need to perform for the same universal goal, which is to ensure the owners of the software and its developers have an established understanding of its future details and project estimations. Project estimates refer to an important part of project planning involving cost estimates, resource allocating, and the duration of development. Knowing what technical requirements you need for your software can help you determine these factors more precisely.

GLOSSARY

Accessibility: Refers to a technical requirement that seeks to make a service, software, or technology accessible to all users and parties. Adding closed captions to a tutorial video for hearing impaired users is an example of an accessibility-based technical requirement.

Authentication and authorization: This states that a system must abide by certain authentication and authorization policies. Authentication refers to assessing data as valid, and authorization provides clearance for users to access it.

Availability: Functions more like a metric. This metric tracks time as a percentage and verifies how long a software or resource is available for users to operate.

Backend: The technology, processes and data working behind the scenes to keep your system running. This usually focuses on the processing code, servers, and infrastructure.

Bounce Rate: A measure of how many people go to your page or website and quickly leave without navigating to another page.

B2B (Business to Business): A type of business model where the exchange of products or services involves two or more businesses or corporate consumers. B2B transactions usually have more recurring purchases, higher order value, and a longer sales cycle. Example: Shopify, Salesforce, Dropbox Business, WeWork, and Google Workspace.

B2C (Business to Consumer): This is all of the businesses selling products or services to the customers with retailer(s) or distributor(s) in the middle of their sales process. The decision-making process for B2C is

much shorter than B2B.

Example: Amazon, Target, and Costco.

CMS: Content Management Systems are systems, usually website apps, that help you create, publish, and display online content on your own platform. Two examples of web CMS platforms include WordPress and Webflow.

Conversion Rate: A measure of how many people complete a certain goal or action, such as filling out their name and email on a form.

CRM: Client Relationship Management. These are systems, tools, and apps used to help facilitate your relationship with clients, partners, vendors, and the like. In the CRM, you may store your sales pipeline tracking, contact or activity log for sales, lead contact information, who is responsible for the lead, and deal/opportunity information. Two examples would be Hubspot and Salesforce.

C2C (Consumer to Consumer): C2C business model refers to brands (often with their own platform like website, web app, or mobile app) that act as mediators between clients. These platforms allow their consumers to be both buyers and sellers depending on their needs.
Example: AirBnb, Upwork, Etsy, eBay, and Creative Market.

Data quality: Refers to data and information that is of a certain quality. Ideally, you want high-quality data you can use for operational and decision-making processes. Think about the saying “garbage in, garbage out” when analyzing data quality.

Domain: The url and name your website will live on.

D2C (Direct to Consumer): A business model for brands and manufacturers who sell their products directly to the customers, cutting out the need for any intermediaries like retailers and distributors. People often get confused between B2C and D2C. While B2C may sell different brands, D2C brands only sell their own products or services. These companies have their own manufacturing unit, distribution network, and sales channel.
Example: Thinx, Warby Parker, Ritual Vitamin, and Cora.

Frontend: The interface (usually visual, but not always) that lets users

interact with the system, data, and processes.

Hosting: This refers to the system(s) that your platform will live on. It is usually focused on the processing servers, not the network or database systems.

Human error: This is where software can detect when people have inputted inaccurate information. If the software detects this error, it notifies the user and advises them to fix the discrepancy.

Information security: This refers to the encryption and security of user credentials and personal private information within an online storage base or transit system. This level of security would also involve a requirement for encrypting highly classified information as well.

Internal controls: This requirement means only certain users can access the decryption keys for encrypted users and highly classified data. These individuals, called data stewards, can only access the data when a more senior official allows it.

Interoperability: States that software must offer comprehensive compatibility. This means it needs to work on all the major operating systems, web browsers, and technical devices. These requirements may function based on the technology needs of customers.

Maintainability: Software must maintain its integrity by identifying and resolving technical problems in a set timeframe. Most repairs need to be resolved in only an hour.

Merchant & Payment Gateway: The plan for being able to accept money from users and then transfer it to your bank account from a technical point of view.

Minimum Viable Product (MVP): The smallest or minimum possible feature set or version of the idea required to test it in the market. For example, you don't need a whole website to test if the idea can sell when you can put up a landing page to gather interest. If a lot of people opt-in, then you know it's a potentially good idea.

Performance: Determines average wait times and how long it takes for software or a page to load. For example, it is a best practice to set a technical requirement for load times to not exceed two and a half seconds.

Privacy: Refers to protecting a customer's sensitive data from internal data professionals and employees. For example, a privacy technical requirement may not allow employees to view a customer's social security number stored within a customer database.

Production, Staging & Development Environments: Do you require multiple work environments to deploy and run the application? Production is where things are live, public to users, and in active use. Staging is a production-like environment where you test your latest changes and tweaks to see if they'll work properly when put live. The development environment is where you get to play and break as much as you want and develop 'live' without worrying about making any changes that ruin real users' experiences.

Productivity: Refers to processes that allow users to be more productive. For example, creating a system that autogenerates data so users can skip inputting data multiple times.

Redundancy: How failproof is the system and how much reliability does it need to have in the infrastructure systems to support something going wrong, thus being able to bounce back quickly.

Reliability: Refers to the average time a system or software operates between downtimes or failures. This metric averages the time for the applications and services critical to operations.

Serviceability: This is important because most software and systems undergo regular updates or some kind of modification. This technical requirement states systems must not completely shut down when software upgrades or changes.

Social Commerce: While it's still fairly new and not fully classified as a business model, social commerce refers to the process of selling products or services directly on social media. The entire shopping experience — from product discovery and research to the checkout process — can be delivered without the customer being prompted to leave social media platforms like Instagram, Pinterest, and Facebook. Some mistake social

commerce for eCommerce. eCommerce refers to a shopping experience via a website or dedicated branded app. However, social commerce makes their purchase within their social media experience and is often influenced by the customers interest or relationships on social media.

Speed/Performance: How fast the system and components need to be on the backend, frontend, and through all the various user experiences and interaction points.

Standards: Dictate that a system or software must follow and comply with the security and architectural requirements. This refers to how to design and structure a system for flexibility, reusability, and feasibility.

System errors: When a system has an error, this technical requirement causes an error code to communicate the discrepancy with the user. The error code gets documented within a database and helps the user service the incident to a swift resolution.

UI (User Interface): A series of screens, pages, and visual elements – such as buttons and icons – that allow a user to interact with a product or service. Essentially, anything a user interacts with to use a digital product or service.

UX (User Experience): An individual's experience of every aspect of a company's products and services as they interact with them. Improvements in UI led to improvements in the user experience, or UX. After users interacted with something, their experience – positive, negative, or neutral – resulted in a new perception of those interactions.

Uptime: How long a system is accessible, online, and working for.

Vendor lock-in: Open-source software or system. Open-source software means it is not owned by a proprietary or private company, but is available to be manipulated with custom code by any user.

Ari & Peter Krzyzek



CEO and Head of Strategy at Chykalophia (read: see-ka-lo-fia), Ari Krzyzek helping FemTech, DTC, and women-led brands transform their website into a platform that unlocks business opportunities. She serves as a branding, UX consultant, and professional peer in support of fellow female entrepreneurs through the #1 ranked private business incubator in the world, 1871 Chicago and Chicago’s global healthcare startup incubator, MATTER. She’s the co-host of Halo Femtech Podcast, a podcast that honors disruptive innovators and change-makers advancing women’s health.

Furthermore, she helps women in tech and design break into the industry and succeeds in it by mentoring them for personal branding, career advancement, and entrepreneurship through Interaction Design Foundation and ADP list.

Peter Krzyzek on the other hand is the Co-founder and Chief Technology Officer (CTO) at Chykalophia, which he founded with his wife, Ari, in 2011. Peter leads high-performance teams to optimize Chykalophia’s clients’ digital and social consumer experience through a robust business strategy and tech infrastructure that includes analytics, automations and processes, integrations, and more. He understands that the user experience is critical to positioning clients as a dominant force in their respective niche for solid brand success and sustained business growth.

Peter holds a master’s degree in computer science that has equipped him with a variety of technological, process and communication skills. When it comes to implementing technology, he says, “Everything is possible with technology if it is properly planned, budgeted, and mapped out.” He is known as the “tech whisperer” because of his ability to translate technology into plain English and help clients visualize the possibilities.

Why did you create a website?

Sure, in today's business world having a website is almost a requirement. But what that website achieves, beyond simply showing you live in the digital world, is entirely up to you. Just because you built something does not mean the masses will come to learn more about your brand, buy your products, or sign up for your services. It would be great if that was the case, but it isn't.

In "Made to Sell: Creating Websites That Convert" Ari & Peter peel back the curtain to reveal tips and tricks to transform your website, and in turn, your brand and revenue. Whether you have a simple one page site or a complex retail store with thousands of products, we will show you how to move from a pretty store front to a powerful marketing tool. Some of the concepts Peter and Ari breakdown are:

- Website Roadmaps
- Brand Building
- Optimizing User Experience
- Elements of Design
- Science of Analytics
- Traffic Generation

“If your goal is to have a website that works for you instead of the other way around, Ari & Peter are going to let you in on the top strategies to make that happen for your business.

– **Jessica Zweig**

CEO of SimplyBe. Agency, Forbes Personal Branding Expert, Author of the #1 bestselling book "Be."

“Made to Sell offers the inside-knowledge you need to take your website to the next level and unlock business opportunities for you.

– **Randy Kravitz**

Executive Director, Goldman Sachs
10,000 Small Businesses

