

3 STEPS

TO WEBSITE SUCCESS



Build a quality website to find
new customers and boost
business.

We Design Future

www.wedesignfuture.com

The background features a dark purple central area. At the top and bottom, there are light green sections with grey diagonal stripes. A red band with white polka dots runs diagonally across the top and bottom of the purple area.

THE 1ST THING YOU NEED TO DO IS TO

PLAN YOUR WEBSITE

Make your website stand out from the crowd
by following the steps below to make the
right decisions

1. GET PLANNING

Making plans will help you create a website for your business that meets your needs and the needs of your customers.

Set your purpose and goals.

What is the purpose of your website?
How many visitors you expect per month?
How much in sales do you expect to make?

Create a budget.

Whether you're an established, or a start-up, you should always set a budget for your website expenses: This will include design, programming, and web hosting.

Structure your website.

Decide what pages you'll be using and what features will be on each one.

Start designing

Great website design includes both usability and aesthetics. An ugly website will drive away visitors, as will a website that's difficult to navigate.



THE 2ND THING YOU NEED TO DO IS TO

TELL YOUR STORY

If you can't properly convey a story then your
products are not going to appeal to your
audience

2. TELL YOUR STORY

Before you start telling people what your business is up to, it's important to provide context about how you got started.

Let simplicity be your guide

An effective story structure is simple. Just tell people where you were, what happened and why you're telling them the story.

Evangelize your storytelling

It takes all the voices in your organization to tell your story. Don't be the only one who goes around telling the story of your company.

Use dialogue

Using dialogue significantly enhances a story's stickiness.

Cut your details

Because we fall in love with our own stories, we consequently end up including too many details. Ask yourself if all your story elements really help to bolster your point.



THE 3RD THING YOU NEED TO DO IS TO

THINK STRATEG ICALLY

There are many websites out there that look fantastic and sport the latest trends in design yet often fail miserably in their intended function

3. THINK STRATEGICALLY

*Design trends are,
of course, important because they give you fresh inspiration, but the
implementation of those techniques and styles needs to be intelligent
and focused.*



We at WDF aren't simply designing a user interface that looks good and is usable and accessible. We're designing an interface that will help you accomplish your organization's objectives.

We accomplish your organization's objectives
by using *strategic design*.

Our web design is about crafting an interface that communicates function, is usable and accessible and exudes the *right emotion* and *feeling*.

Effective web design needs all of these elements to be in tune with the goals of your website.

Being said that you can always ask us anything -
we can help you set up your brand or give you expert tips.
Reach out at any time!

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