



10 ELEMENTS OF AN EFFECTIVE WEBSITE

1

Attention Grabbing Headline

A Good Headline...

Grabs your reader's attention

Informs your visitor why he or she should convert

**Gives your reader a basic understanding
of what your site is all about**



Love unlimited music? Premium's for you.

3 months for \$0.99.

Offer ends June 27, 2017.

GET PREMIUM

Only \$9.99/month after. Offer not available to users who already tried Premium. [Terms apply.](#)



A Good Example: Spotify

2

Primary Call to Action

A Good Call to Action...

Is visible and contrasts the other elements surrounding it

Has a clear and compelling message

Is strategically placed around supporting content

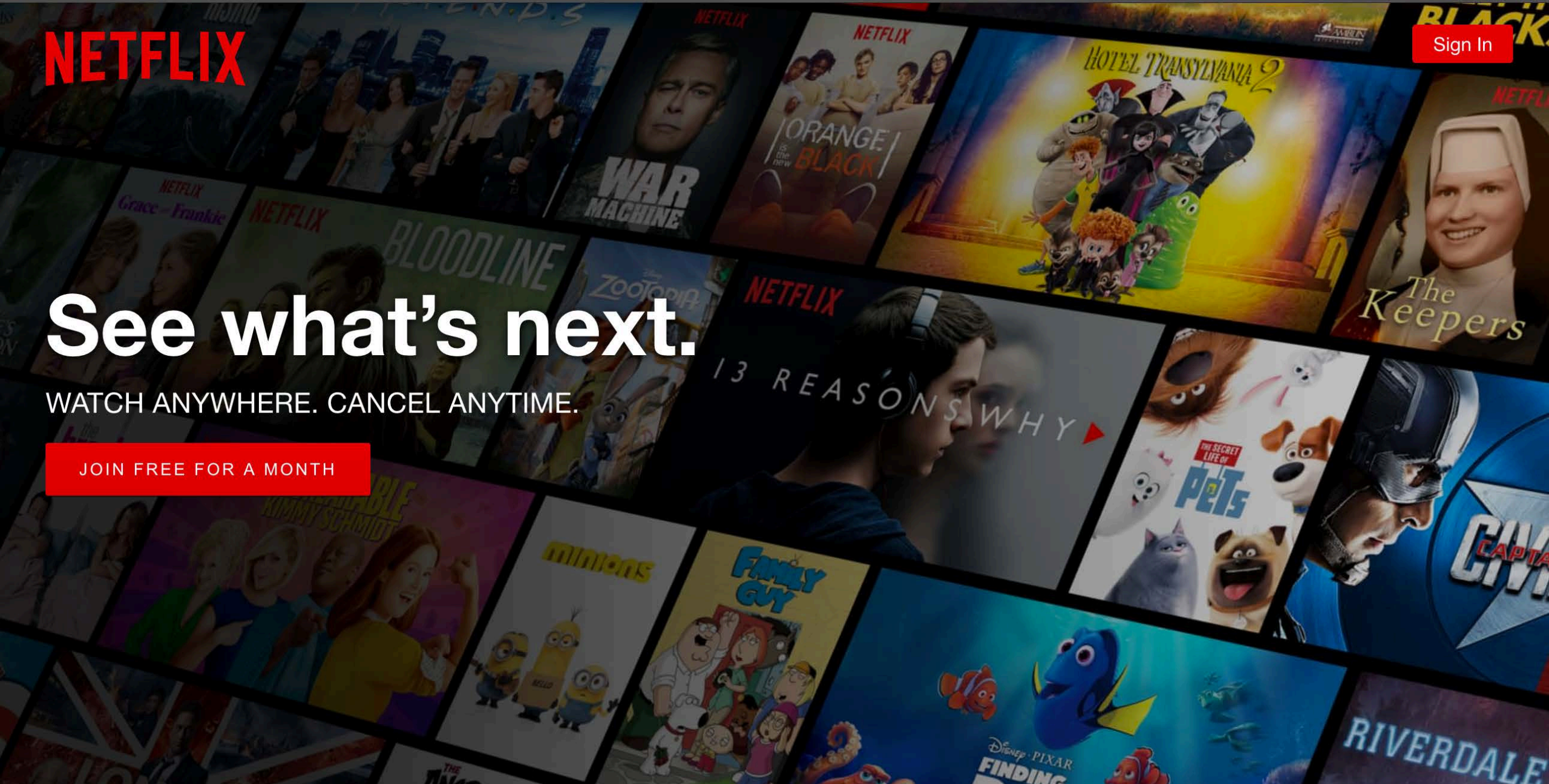
NETFLIX

Sign In

See what's next.

WATCH ANYWHERE. CANCEL ANYTIME.

JOIN FREE FOR A MONTH



A Good Example: Netflix

3

Imagery that Conveys Your Message

(and is true to your brand)

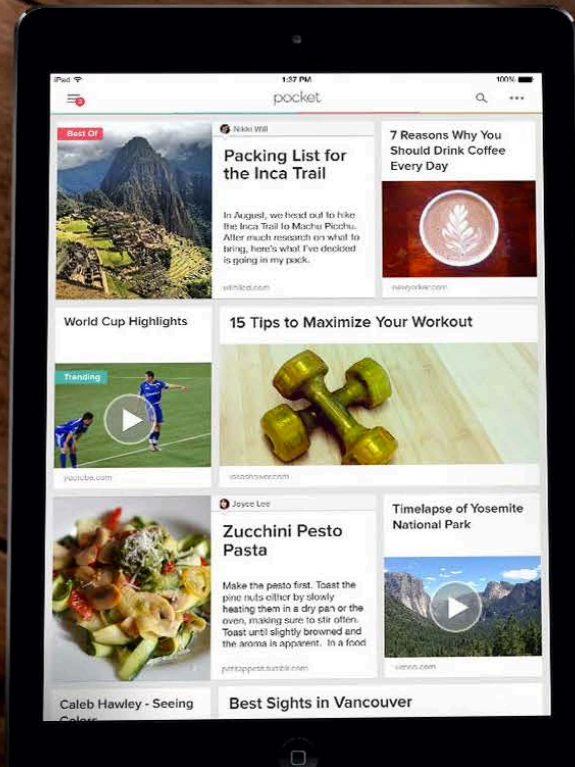
Good Website Imagery...

Is relevant to your message and brand

Is high quality

Is as authentic as possible

When you find something you want to view later, put it in Pocket.



Sign Up



Sign Up with Google

OR

Sign Up with email

Already have an account? [Log in now >](#)

A Good Example: Pocket

4

Your Unique Offer

#4 - YOUR UNIQUE OFFER

A Good Offer...

Paints a clear picture

Sells more than just a service or product

Shoots for the 10X factor

TAKE LASTPASS TO WORK! Start a free trial of LastPass Teams for easier, more secure passwords. [GO >](#)

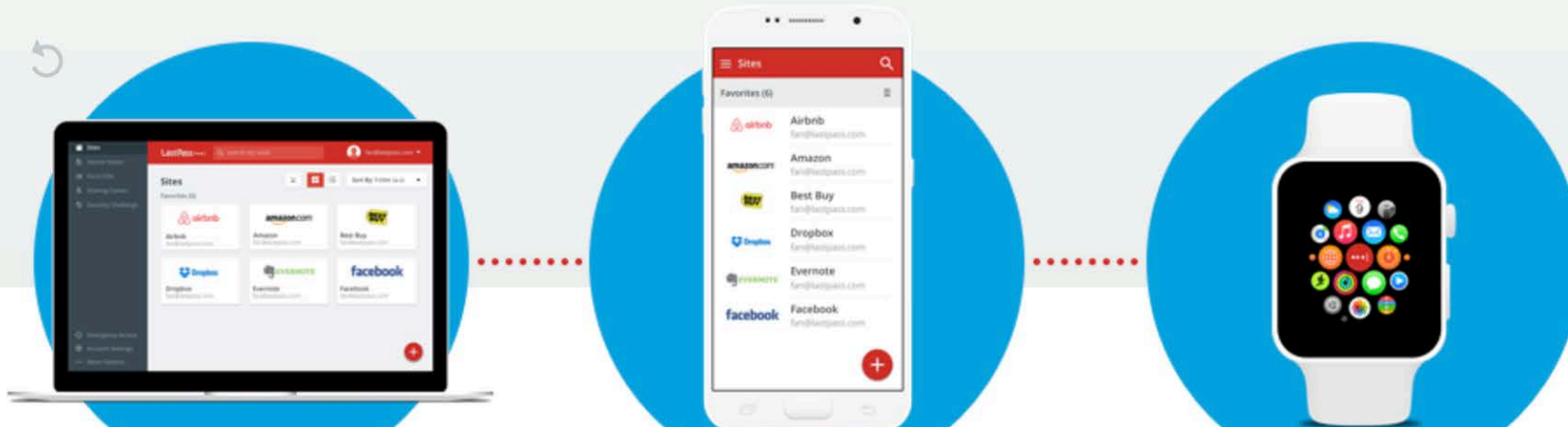
Simplify your life.

LastPass manages your online life, so you don't have to.

Get LastPass Free

[Upgrade to Premium for just \\$1/month >](#)

Now Free You can use LastPass on all your devices, for free!



A Good Example: Evernote

5

Testimonials That Help Tell Your Story

Good Testimonials...

Are from real customers

**Offer up specifics about your
product or service**

Help back up your claims

“We successfully migrated 10% of our 30 million email account base to the DreamHost Cloud platform, representing a massive 40% of the company’s revenue. It’s staggering to see the impact this had on our business in terms of TCO and scalability.”

Ben Duncan. | Atmail CTO
Customer since 2014



A Good Example: Dreamhost

6

Easy, Intuitive Navigation

A Good Navigation...

Has links to the site's most important pages on every single page

Should be clear and easy to read, with a consistent design from page to page

Should typically be no more than three levels deep



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100% FREE

HubSpot Marketing

All-in-One Software, Starting at
\$200/mo

HubSpot Sales

All-in-One Software, Starting at
\$0/mo

Resources

Case Studies

Marketing Library

Marketing & Sales Training

Services

What Is Inbound Marketing?

Integrations



A Good Example: HubSpot

7

Fresh, Original Content

Fresh, original content could be...

Posting a new blog or news article monthly

Adding in new case studies as you work with new clients

Updating content to add new services or revise old ones

FEATURED POSTS



A year in the life



Group Consensus Is Like
Ordering Pizza



Why 'I'll Know It When I See
It' Doesn't Work

A Good Example: Grain & Mortar

8

Social Media Integration

Ways to integrate social media include...

Adding social media icons to your header or footer

Adding social media sharing buttons to any sharable content on your website

Adding social media feeds to your website

OUR SOCIAL HUB

#WeLoveProperty



Huge interest, great sales and lots of fun with a great team and many...

 18th May 2017



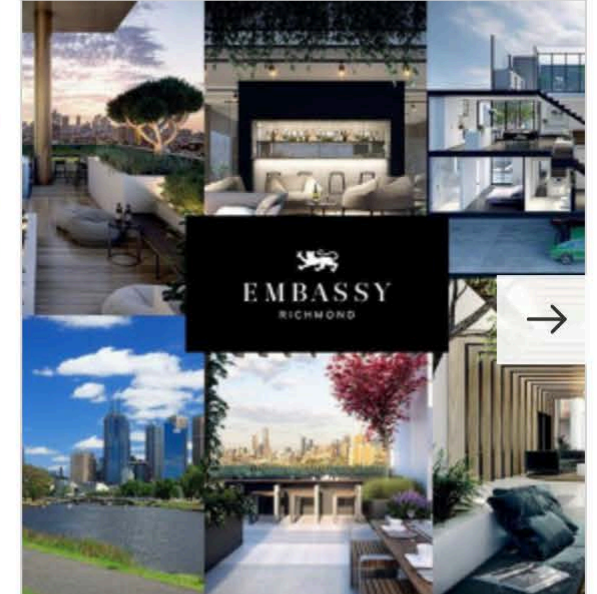
Great story about parents buying their three daughters neighboring apartments...

 18th May 2017



9 SHUTER ST MOONEE PONDS offers luxury amenities targeted at those wanting to...

 18th May 2017



EMBASSY Richmond has it all.+Amazing Location right on the Yarra...

 15th May 2017



A Good Example: Three Sixty

9

Should Function Equally Across All Platforms

A Responsive Website Will...

Scale down well on any device

**Retain all primary functionality regardless
of the device its being viewed on**

**Not eliminate any content, just because
it doesn't fit within the smaller screen size**

e.g. JavaScript

Search

[Become a sponsor!](#)

CODING

CSS

HTML

JavaScript

Techniques

DESIGN

Web Design

Responsive

Typography

Inspiration

MOBILE

iPhone & iPad

Android

Design Patterns

GRAPHICS

How To Make Use Of Weekly Design Meetings

By [Alecsandru Grigoriu](#)

🕒 June 29th, 2017

📌 [Business, Communication, Ideation](#)

💬 [1 Comment](#)

How do you keep a team engaged? How do you make sure the team gets up to date with everything that's being released? How often do the team members talk to each other face to face? Do they have enough support to finish their tasks or to pursue their growth?



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email address

Subscribe

234,898

Subscribers

powered by *MailChimp*



As designing static pages has become untenable, many have started to approach design in a modular way. In this book, we'll identify what makes an **effective design system** that empowers teams to create great digital products. [Pre-order the book now →](#)

A Good Example: Smashing Magazine

10

Design Consistency Across All Pages

Design consistency includes things like...

Using similar layouts for similar types of content

**Using consistent typefaces and color
schemes across all pages**



How can we help?

 Ask a question or search by keyword

[Help Center](#) > [Getting started](#)

[← Back](#)

How it works

[How to travel](#)

How it works

A community built on sharing

A Good Example: Airbnb