



EVOLVE YOUR BUSINESS WEB DESIGN

CREATE USER FRIENDLINESS
WITH FREQUENT SMALL
UPDATES

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The background of the slide is a photograph of a multi-story building in the process of being demolished. A large yellow excavator with the name 'REITHELSHOFER' on its arm is positioned in front of the building, actively tearing down the structure. The sky is overcast and grey. At the top of the slide, there are three horizontal bars: a grey bar on the left, an orange bar in the middle, and another grey bar on the right.

SMALL BUSINESS WEBSITE MINDSET: “BUILD – DEMOLISH – BUILD”

- Typically, small businesses budget and plan for a new website
 - Site design stays rather static. Frequently issues your users are running into go unanswered
 - When enough changes have occurred in tech, enough new devices have been released, and enough users are not returning, we repeat the process. Budget and plan for a new website, often with an all-new design team or firm.
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- This is often easier to justify in the budget because it's not a continual expense
 - Needs less employee or management involvement
 - No need for continual training efforts because things aren't changing



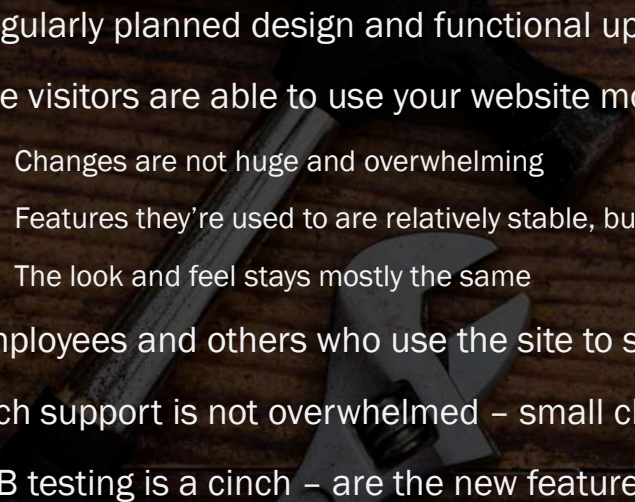
PROBLEMS CAUSED BY THE “BUILD – DEMOLISH – BUILD” MINDSET

- The needs of your site’s visitors are not being addressed, especially when they encounter bugs or other issues
- Security can become a huge problem. If the software is not being regularly updated either, security holes are left open, exposing your company to huge risk. This is especially problematic if your site collects user data (a 2017 survey found that 79% of websites collect user data¹).
- It becomes harder to add new products, integrate with other services (for example Amazon sales, Google Analytics) because their platforms are changing, and your site is not.
- When it’s time to update your site, so many changes happen at once your site visitors are confused, lots of old features they came to rely on are lost all at once, and your employees who manage the site need significant retraining.
- A new design team does not know the history of your site, nor how it’s used at your organization.
- You will need a significant outlay of funds every few years for such a redesign.

¹ <https://www.cookiepro.com/blog/website-tracking/>

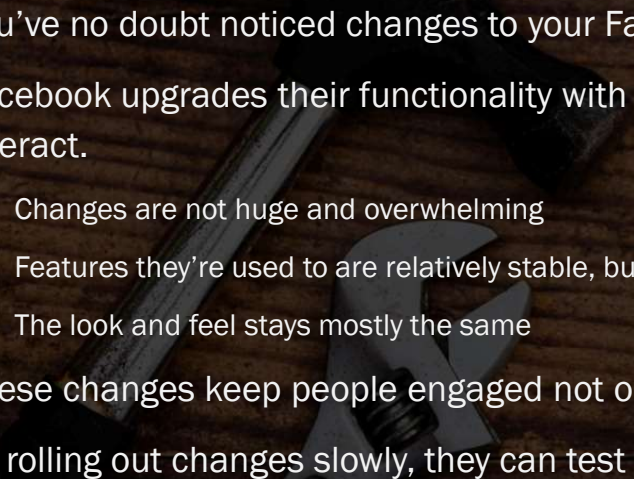


EVOLVING WEBSITES WITH ITERATIVE IMPROVEMENTS

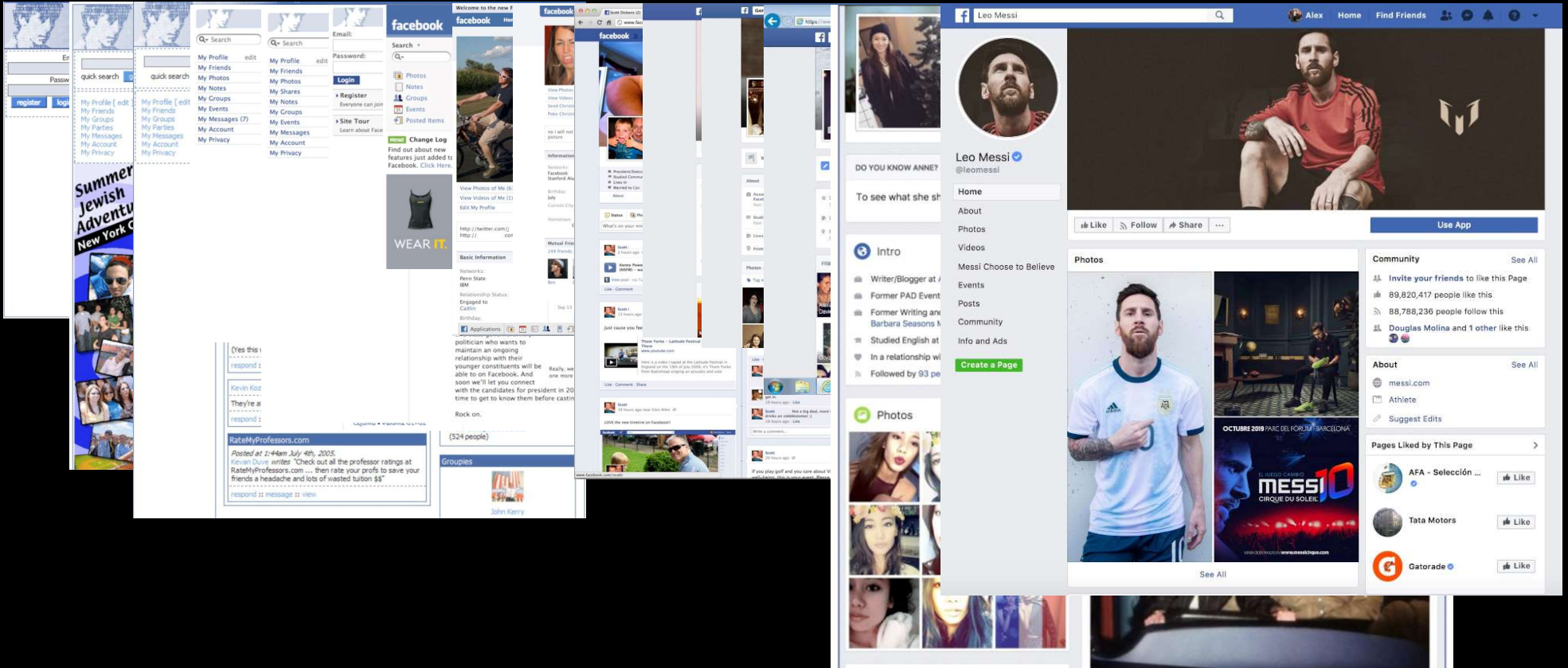
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- Regularly planned design and functional updates that affect only certain parts or elements of your site
 - Site visitors are able to use your website more effectively
 - Changes are not huge and overwhelming
 - Features they're used to are relatively stable, buttons and links to click or tap are in the same place
 - The look and feel stays mostly the same
 - Employees and others who use the site to support your business don't have to re-learn everything
 - Tech support is not overwhelmed – small changes are easy to create, test thoroughly, and implement
 - A/B testing is a cinch – are the new features improving end-user interaction with your site?



REAL-WORLD EXAMPLE: FACEBOOK.COM

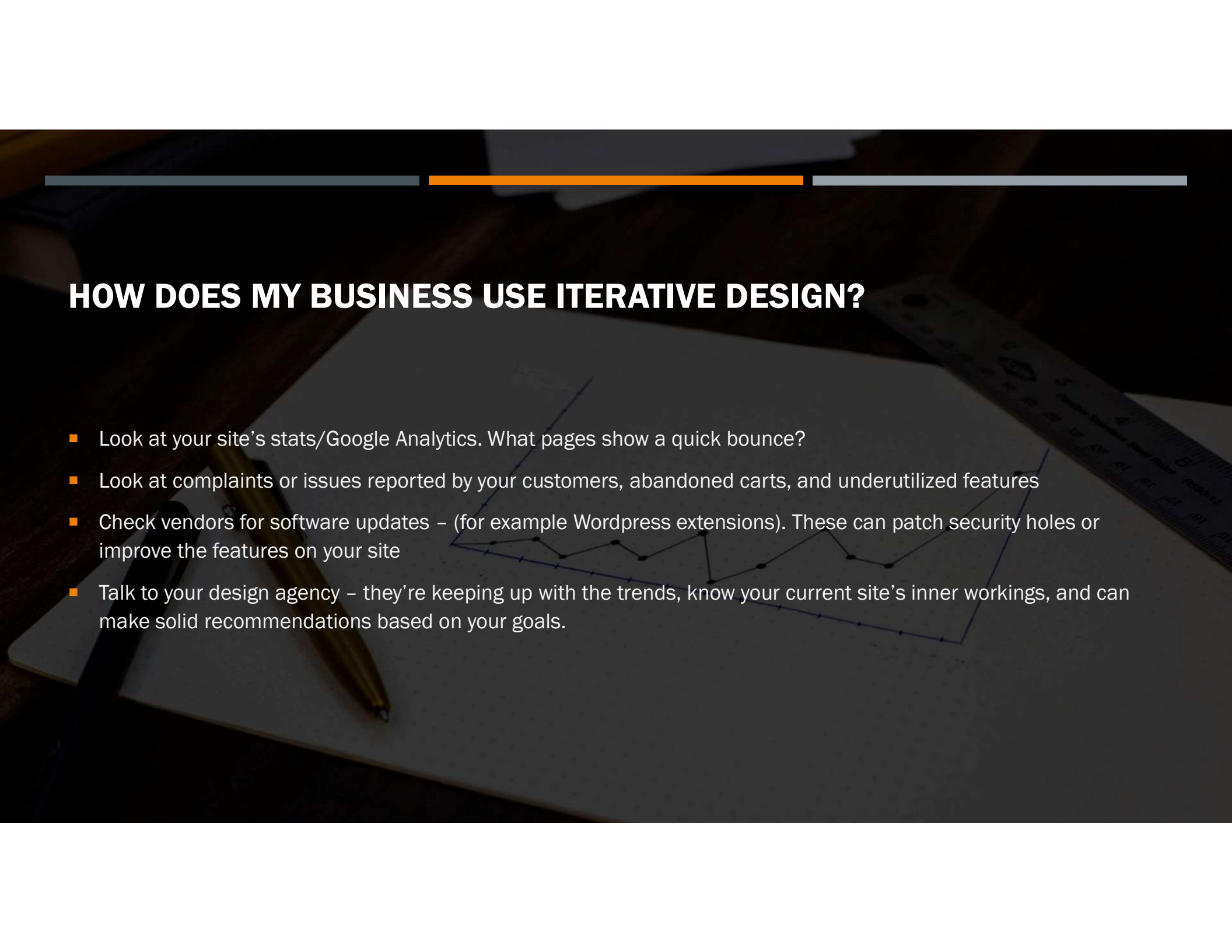
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- You've no doubt noticed changes to your Facebook page from time-to-time.
 - Facebook upgrades their functionality with new features, the way those features work together, and how you interact.
 - Changes are not huge and overwhelming
 - Features they're used to are relatively stable, buttons and links to click or tap are in the same place
 - The look and feel stays mostly the same
 - These changes keep people engaged not only with their friends, but with the site and its income streams
 - By rolling out changes slowly, they can test the effectiveness of changes and develop best practices for their users.

A BRIEF HISTORY OF FACEBOOK DESIGNS





HOW DOES MY BUSINESS USE ITERATIVE DESIGN?

- Look at your site's stats/Google Analytics. What pages show a quick bounce?
 - Look at complaints or issues reported by your customers, abandoned carts, and underutilized features
 - Check vendors for software updates – (for example Wordpress extensions). These can patch security holes or improve the features on your site
 - Talk to your design agency – they're keeping up with the trends, know your current site's inner workings, and can make solid recommendations based on your goals.
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TIME FOR THE SALES PITCH

- Our retainers/site maintenance contracts include design improvements, updates, and software maintenance
- We keep up with design trends and keep your site fresh and easy for your end-users to use
- There are no financial surprises – a simple monthly bill and your site grows with the times
- Contact us today for a review of your site!

Photo Credits

“Black & White Road” Mihai Lazăr, <https://unsplash.com/photos/c3V5yI7Ahgl>

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