

San Diego Chamber of Commerce Webinar

DESIGN THINKING TO IMPROVE YOUR SMALL BUSINESS WEBSITE

Design Thinking to Improve Your Small Business Website

WEBINAR

TUESDAY, JANUARY 26TH 2021

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CEO & Founder, 3STEPS4WARD

BUSINESS INSIGHT

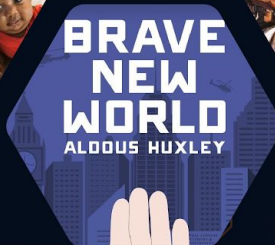
"Websites promote you 24/7: No
employee will do that." - Paul Cookson



Reference: [Making Websites Win: Apply the Customer-Centric Methodology That Has Doubled the Sales of Many Leading Websites](#)

Douglas Younger III

HARD EARNED, HARD FOUGHT, & HARD WON



Reference: [1984](#) - George Orwell

BUSINESS INSIGHT

"If you think math is hard, try web design." - Trish Parr



3STEPS4WARD A Marketing Company

SMALL BUSINESS IS OUR POSITIVE SOCIETAL CAUSE



ORIGIN

Our company was founded by Douglas Younger, III in January 2020; however, the true origins of 3STEPS4WARD lie with Doug's father, who in his son the values of achievement and socially-responsible business.



MISSION

We believe in socially-responsible business and seek to help local entrepreneurs, small businesses, and nonprofits that have a positive impact on society.



AUDIENCE

Startups, Entrepreneurs, Investors



SERVICES

Consulting

Social Media

Strategy

Web Development

Lead Generation

Automation

BUSINESS INSIGHT

"Let us take you into a deeper experience, make a moment a lasting conveyable memory. Let us help build your tribe."
- Deep Immersion

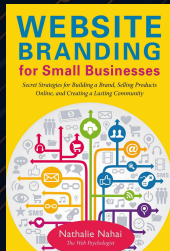
Learning Objectives

"I'VE LEARNED THAT I STILL HAVE A LOT TO LEARN" - MAYA ANGELOU

- I. **Web Design:** Challenges & Goals for Small Business
- II. **Human Centric Approach:** Target Customer Mindset
- III. **Site Evolution:** Buying Cycles ~ Sales Cycles ~ Web Dev Cycles
- IV. **Design Elements:** The Complete Formula for a Website
- V. **Web Tools:** Advanced Technologies for YOU
- VI. **Web OpMech:** Issues, Actions, Security, & More
- VII. **Interactive Polling:** Ethical Dilemmas

BUSINESS INSIGHT

Website: a set of related web pages located under a single domain name, typically produced by a single person or organization. - Oxford Language



Reference: [Website Branding for Small Businesses: Secret Strategies for Building a Brand, Selling Products Online, and Creating a Lasting Community](#). - Nathalie Nahai

Interactive Polling Question #1

EMPIRICAL THEORY

WHAT IS DESIGN THINKING?

A IDEO

B STANFORD D-SCHOOL

C AI CENTERED DESIGN FOR BUILDING WEBSITES

D HUMAN-CENTERED DESIGN FOR BUILDING WEBSITES

E A POPULAR FRAMEWORK FOR BUILDING BETTER PRODUCTS

F CLICHE TERM FOR TALKING ABOUT PROBLEMS (NOT SOLVING THEM)

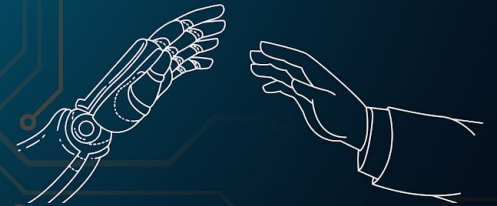
G ALL OF THE ABOVE

BUSINESS INSIGHT

Design Thinking is a design methodology that provides a solution-based approach to solving problems. Understanding the human needs involved and re-framing the problem in human-centric ways

- Interaction Design Foundation

Enter Your Answer in the Zoom Poll Now!



Conceptualizing Design Thinking

EXAMPLE FOR SMALL BUSINESS WEBSITE CONTENT

SIMPLISTIC APPROACH



OYSTERS!

Product-delivered approach/
Emotive Strategy

HUMAN-CENTRIC APPROACH



OYSTERS & GOOD HEALTH!

Value-Delivered Approach/
Rational Argument Strategy

BUSINESS INSIGHT

Being clear about your intended target customer gives you opportunities to create content for your website and SEO that is relevant for new customers.

Acknowledge that Good Site Design is Hard Work

THE ALPHABET SOUP OF WEB DEVELOPMENT

Search (SEO/SEM) Performance Themes Navigation
User Illustrations Hosting
Experience style
User-Interface
Scalability Domain
Fairness

BUSINESS INSIGHT

SEO vs User Experience: As a small business owner, I would prefer to have a website with great SEO. The risk reward of SEO ensures new customers can find you. Invest in SEO then build great user experience.
(Note: this could mean a high bounce rate)



Reference: [TEDx: The first secret of great design | Tony Fadell](#)

Building a Better Web Experience

OGSM FRAMEWORK FOR SMALL BUSINESS OWNERS

OBJECTIVES:

Improve our website experience to maintain CORE customers AND/OR grow NEW customers (e.g. What's your priority new customers or existing? What do you know about that NEW customer?)

GOALS:

Improve our website metrics: traffic per day, time-on-site, search results (e.g. direct, organic, referrals), Mobile or Desktop users (e.g. What is the KPI to win in your business?)

*Improve Visual Storytelling
(e.g. New Brand, Style, Themes)*
Image/graphic

*Create Brandbook
(e.g. New colors, font, illustrations, style)*



*Improve Written Storytelling
(e.g. New Writing Style, Value Prop)*

*Create Message Map
(e.g. Economic vs Emotional Arguments)*



Improve Back-end Performance (e.g. SEO, SEM, Host Client)

Invest in Audit/New Platform (e.g. Recruit a Developer)

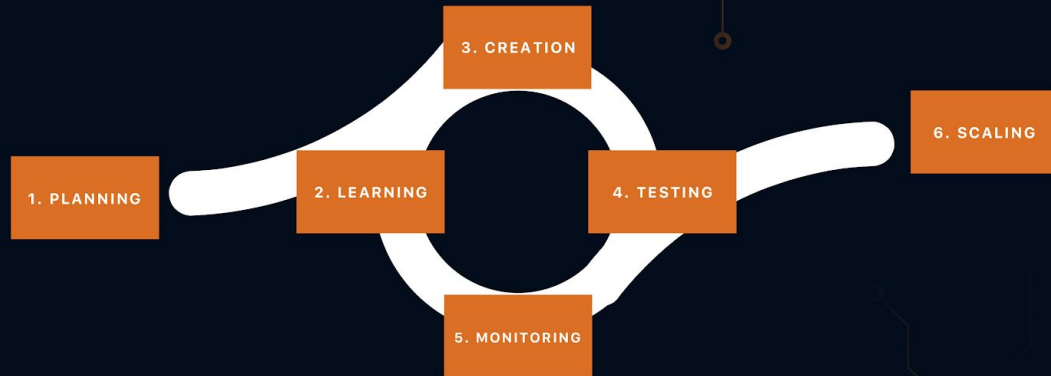


BUSINESS INSIGHT

It is your responsibility as a business owner to be quantitatively clear on what you are asking for when wanting a better website. This is not your developers responsibility. Take control of your narrative by setting actionable objectives, goals, & strategies.

Design Thinking Approach for Website Design

PROCESS OF CONTINUOUS ITERATION



HYPOTHESIS->INSIGHTS -> CHALLENGES -> CONCEPT -> SOLUTION -> RECOMMENDATIONS

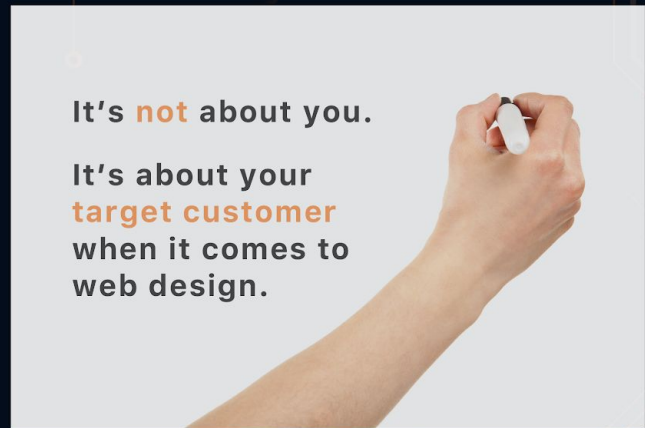
BUSINESS INSIGHT

Your website development process should be constantly iterating and improving even if your budgets can't support robust content. The cycle of learning, creating, testing, and measuring should never stop.

It's Not Your Website, it's Your Customer's Website

PUTTING YOUR DEVELOPMENT EFFORT IN THE RIGHT CONTEXT

<i>Do</i>	<i>Don't</i>
<ul style="list-style-type: none">• Write at 6th grade reading level• Always confirm font legibility• Stock Photography should represent customer demographics• Text descriptions should match your SEO key terms• Perform mobile optimization often	<ul style="list-style-type: none">• Use Industry Jargon• Dense text descriptions• Excessive pop ups• Sloppy navigation controls• List Actual Pricing (e.g Unless if industry appropriate)



BUSINESS INSIGHT

In context of website design, It's not about you. It's about them (your customer). 99% of your website content should be written from the frame of reference of your customers/clients. 1% should be about you on your About Us page. Even your product page should be written from what your customer can understand.

The Constantly Evolving Nature of Sales cycles and Websites

SEARCH ENGINE OPTIMIZATION (SEO)



COMPANY SELLING CYCLE

- Making Contact
- Qualifying Your Lead
- Nurturing Your Lead
- Presenting Your Offer
- Overcoming Objections
- Closing

CUSTOMER BUYING CYCLE

- Awareness
- Consideration
- Intent
- Purchase
- Renewal

WEB DEVELOPMENT CYCLE*

*WEB DEVELOPMENT CYCLE

1. Gathering Relevant Information
2. Planning (Sitemap & WireFraming)
3. Design & Layout
4. Development
5. Testing, Review, & Launch
6. Gather Relevant Information

BUSINESS INSIGHT

Try not to think of your web development as a mutually exclusive life cycle from your customer buying cycle or company selling cycle. Each of these important processes should inform, reinforce, and enable one another.

Source: Sujan Patel | [How to Build a Sales Process that Rocks the 7 Stages of the Sales Cycle](#)

Source: Patrick Cambell | [Optimizing Your Buying Cycle Stages and Converting Users](#)

Interactive Polling Question #2

FUNCTIONAL QUESTION

HOW OFTEN SHOULD YOU UPDATE YOUR SMALL BUSINESS WEBSITE?

A DAILY

B WEEKLY

C MONTHLY

D ANNUALLY

E NEVER

F ALWAYS

Enter Your Answer in the Zoom Poll Now!

BUSINESS INSIGHT

The frequency that you update your website is highly dependent upon your small business resources, skill-level, discretionary time, access to technical support, etc. As a small business owner be aware that your customers and employees expect an updated website always.

Getting Down to Small Business for Your Website

ELEMENTS OF GOOD WEB DESIGN

Conversion:

User interactions that convert to new business opportunity

Call-to-action:

Key information is readily available (e.g. contact info)

Uptime:

Duration required to go live or post updates

Web-Friendly:

Search and compatibility on browsers & devices

Navigation:

Ability to move pages/content desired (e.g. site map)

Interaction:

User-interface encouraging engagement

Content:

Copy & illustrations to convey ideas (e.g. products)

Intuitiveness:

Clarity for users to find exactly what they are looking for

Branding:

Visual connection to logo, materials, locations, and image

Visual Design:

Layout & style utilizing graphics (e.g. themes)

BUSINESS INSIGHT

Small business cannot be perfect at all web design elements but focus on the most important including: conversion, uptime, and accessibility. Focus on function not necessarily aesthetics.

Respect to All Web Developers

FRONT END DEVELOPER TOOLS

- **Code Editor** (Sublime Text)
- **Edits to HTML, CSS, & Debugging of JavaScript** (Chrome Developer Tools)
- **Javascript Library** (jQuery)
- **Version Control Systems** (GitHub)
- **UI Frameworks** (Bootstrap)
- **Application Framework** (HTML/AngularJS)
- **CSS Preprocessor** (SaaS)
- **Wireframing** (Photoshop)
- **CMS** (Wordpress, Dreamweaver, Google Web Designer)
- **Design** (AdobeXD, Illustrator, or InDesign)
- **Testing** (Browserstack, Firebug, Google Chrome Inspector)



BUSINESS INSIGHT

Small Business Owners need a knowledgeable partner to lead web development. Even if you have skills in the area the tools are constantly evolving. Focus on what you do best and get help.

Interactive Polling Question #3

REFLECTION QUESTION

WHAT IS THE PRIMARY REASON YOU ARE DISSATISFIED WITH YOUR WEBSITE?

A CALL-TO-ACTION

B UPDATE FREQUENCY

C CONVERSION RATE

D VISUAL DESIGN

E TECHNOLOGY/TOOLS

F UNKNOWN

Enter Your Answer in the Zoom Poll Now!

BUSINESS INSIGHT

Nobody wants to tell you that your baby is ugly. Determine what about your website you want to change, set a goal, select a measure, and seek help for options.

No Website is Perfect

COLLECT FEEDBACK FOR AN ISSUES & ACTIONS LOG



"I found a broken link on our homepage."



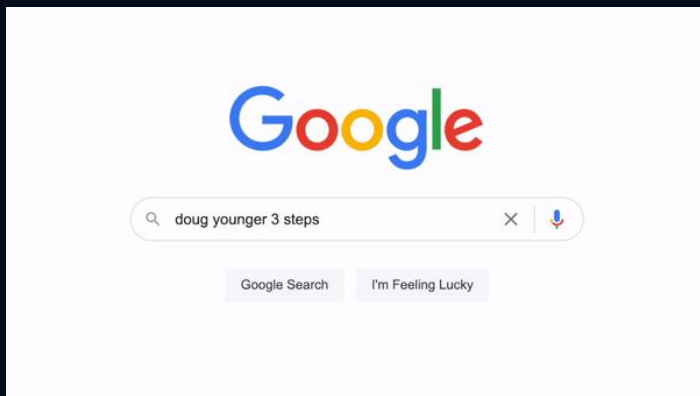
"At 2:24 am I found a broken video URL on our homepage on Chrome while viewing on my phone (iPhone X)." Can this be fixed by tomorrow?

BUSINESS INSIGHT

All websites have issues. Get organized on how to provide feedback using a method of reporting that is scalable such as Jira, Asana, GoogleDocs, etc. Seek transparency and issue closure in a reasonable timeframe.

Why don't I have more traffic?

SEARCH ENGINE OPTIMIZATION (SEO)



Search engine optimization is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic rather than direct traffic or paid traffic. - Wikipedia

ahrefs

Google
Search Console

SEM RUSH

KWFinder
by Mangools

MOZ

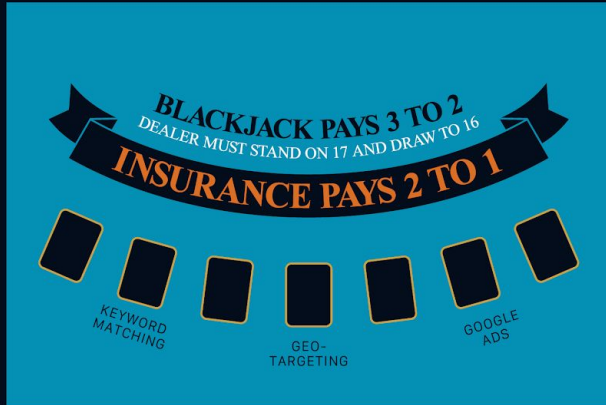
yoast

BUSINESS INSIGHT

Be sure to not use industry jargon for your SEO key search terms. In fact, ask your customers or conduct a user survey of the terms and method of search they used to find your business.

Let's Place Your Bets to Improve your Search Results

SEARCH ENGINE MARKETING (SEM)



BUSINESS INSIGHT

Google Ads is a simple cost-effective way for small businesses to start investing in SEM. This includes geo-targeting, keyword matching, and most importantly pay only per action.

Search engine marketing is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising. - Wikipedia

How many Small Businesses Use SEM?

Around **65%** of small-to-midsize businesses (SMBs) use pay-per-click (PPC) advertising, also known as search engine marketing (SEM).

Source: [WebFX](#)

How much do Small Businesses spend on SEM?

On average, SMBs spend **\$9000 to \$10,000** per month on SEM, which includes ad spend and management costs.

Source: [WebFX](#)

Interactive Polling Question #4

CRISIS MANAGEMENT QUESTION

HAS YOUR SMALL BUSINESS WEBSITE EXPERIENCED THE FOLLOWING?

A MALWARE ATTACK

B RANSOMWARE ATTACK

C ACCIDENTAL FILE DELETION

D PHISHING

E DATA BREACHES

F EMPLOYEE SABOTAGE

G DDoS ATTACK

H ALL OF THE ABOVE

I I DON'T KNOW

Enter Your Answer in the Zoom Poll Now!

BUSINESS INSIGHT

Cybersecurity is the protection of internet-connected systems such as hardware, software and data from cyber-threats. The practice is used by individuals and enterprises to protect against unauthorized access to data centers and other computerized systems.

Get Hacked Like a Champ... Be CyberSecurity Ready

VULNERABILITIES, PROTECTION, TECHNOLOGY, & THREATS

- Identify and patch vulnerabilities (e.g. Cross-site Scripting, SQL Injection Vulnerability)
- Provide proactive protection (e.g. Malware scanning & Web application firewall)
- Available cybersecurity technology (e.g. black box testing tools, fuzzing tools, whitebox testing tools, WAF, security scanners, password cracking tools)
- Cybersecurity known threats (e.g. stolen data, phishing schemes, session hijacking, malicious redirects, SEO spam)



BUSINESS INSIGHT

When at peace prepare for war. It's inevitable your site will go down for a variety of reasons. Have a dialogue with your web developer in advance.

Interactive Polling Question #5

ETHICAL DILEMMA

WHICH OF THE FOLLOWING SHOULD BE YOUR WEB DESIGN PRIORITY FOR YOUR SMALL BUSINESS?

A MOTOR/DEXTERITY IMPAIRMENT

B VISUAL IMPAIRMENT SUPPORT

C COGNITIVE
IMPAIRMENT SUPPORT

D HEARING-RELATED
DISABILITY SUPPORT

E ALL OF THE ABOVE

F UNKNOWN

Enter Your Answer in the Zoom Poll Now!

BUSINESS INSIGHT

In an universe of infinite possibilities you could support all but obviously that isn't a small business reality. There are guidelines you have to adhere to but you should want to be inclusive to all customer needs including disabilities

Guidelines for Accessibility

WEB ACCESSIBILITY INITIATIVE (WAI)

An effort to improve the accessibility of the World Wide Web for people with disabilities. People with disabilities may encounter difficulties when using computers generally, but also on the Web.

- *The World Wide Web Consortium's Web Accessibility Initiative*



BUSINESS INSIGHT

Green is green. Diversity, inclusion and accessibility can definitely be a competitive advantage. Open Your website to the World (AccessiBe)

Conclusion

WEB DEVELOPMENT ENGINE

- WEB STRATEGY
- WEB PROCESS
- DESIGN-THINKING
- DEVELOPER TOOLS
- DESIGN ELEMENTS
- ACTIONABLE FEEDBACK
- CONTINUOUS ITERATION

BUSINESS INSIGHT

Your business is your story. Tell your story well on your website.



Thank You!

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