A Smarter Approach to Web Design

BLUE IRIS
MARKETING

THE POWER OF
GROWTH DRIVEN
DESIGN

FOREWORD

As a successful, experienced business leader you are responsible for making sure your organization executes strategy effectively and hits its goals on time. It is likely that your most important focuses are insuring that sales goals are being met and profit margins are healthy. In addition to acquiring and retaining more customers, it is crucial that your brand continues to grow and be recognized as the go-to-solution in your markets.

Even if you aren't certain about how it all works together, you know that your online presence is the epicenter of all your marketing initiatives. Because "all things web-related" are evolving at breakneck speed, you may be thinking that your dated website might not make the cut. Sprinkled around that thought bubble might be a lot of dollar signs and thoughts of hard work. Your gut and your people are telling you that a redesign is necessary. Your past experiences with the traditional approach to website design may be casting dark shadows and flashbacks over the road you see in front of you.

Growth Driven Design Eliminates The Burdens of the Traditional Website Experience

We've eliminated the frustrations of the traditional website development process with our revolutionary customer-centric, conversion-focused approach to web design. We call it Growth Driven Design. Growth Driven Design (GDD) minimizes the risks of traditional web design. We have tested, refined, tested some

more and refined to perfection. It is engineered to be smart, agile and data driven. This new approach to website design shortens the time to launch by focusing on real impact and continuous learning and improvement. It is focused on maintaining a vitally relevant, fresh website and landing pages and evergreen content.

At the core, it drives continuous evolution, improvements and refinements that are driven by a measurable goal to produce increases in:

- Targeted traffic
- Lead generation
- Customer conversions
- Delighted loyal customers and brand advocates that keep returning for more

If your current website is not outperforming your best salesperson, you have a serious value gap that is costing you a substantial amount of revenue and opportunity every single day.

This eBook will help you gain an understanding of the performance you should be receiving from your website. If you believe your website should be the foundation of a powerful lead-generating, high-ranking system that produces the measurable results you need and expect - this ebook is written for you.

Let's see how Growth Driven Design can turn your website into a lead generating, customer converting machine!

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INTRODUCTION

You are probably wasting time and resources on your website and don't even know it.

For the last ten years, I've watched our clients go through the web design process. No matter how gentle the experience or how well you outline the expectations, it is at the very least inconvenient and for some, intimidating, overwhelming and flat out a consumption of time they just don't have.

Our management consulting company has served Fortune 50 clients and mid-sized businesses to start-ups since the early 1980s. They are all growth-minded and willing to do what they must to achieve their growth goals. Enter the late 90s and early 2000s. Our clients were turning to us to connect them with web solution and marketing companies that could translate their organizational strategy to the Internet. We did our best to refer them to solid experts.

When we realized the results (or lack thereof) they were receiving time and time again from the web design industry, we answered the call to step in and support them through the process. We launched a small private web solutions division in 2006 and in 2012 PPGWebSolutions.com, when we began serving the public with evolutionary website and inbound marketing solutions.

Sadly, the legacy web design experience has scarred most of its patrons for life. Ninety-seven percent of our web design clients have been down the design and development road before. They come

to us armored with attitudes, defenses and negative expectations inherited from past experiences. Conversely, our consulting clients are accustomed to a concierge, Ritz Carlton-like experience. We are gladiators in pursuit of their highest success. 6`i Y˙ f]g˙A Uf_Yh]b[provides the exact same experience for its clients. It can be difficult at first though, as the client often comes to us with walls up and cloaked with layers of anti-trust. They simply aren't expecting us to be any different than what they've experienced in the past.

We knew we had to do something to change this problem.

We knew we had to figure out how to inspire trust, deliver an elite level experience and a return on investment that would rewrite this legacy experience and expectation.

We mastered this in our consulting firm
We believed we could do it on the digital side, too

It hasn't been very many years since the epicenter of a business (especially business to business) was its bricks and mortar building. Developing the kind of websites that successfully provide competitive advantage, market share, brand awareness and exceptional ecommerce success is a rather new practice.

A website that will succeed as the hub of all your marketing initiatives, one that out-ranks its competition because it offers the kind of comprehensive, high-quality information a buyer needs at every stage of the buyer's journey is very new. In fact, the key elements required to master and maintain dominance shift daily.

A successful web solutions and inbound marketing agency must engage the best talent from both worlds.

We employ highly talented experts who are customer-centric, wired for success and thrive in a best practice culture. In order for our customers to have the best experience, we must be on purpose with measurable processes that are purposefully placed to provide that experience. In order for our customers to achieve the highest levels of success, we must employ the best creative and technical experts available – and we do.

With these systems, processes and people in place, our strategy and creative experts analyze the client's current situation. We seek to understand how well the client is stacking up against their competition. We research the industry, the client's online-facing business, their brand and domain authority, credibility and integrity. And, as important as anything else, we must identify any existing gaps that could be preventing them from achieving the highest possible success.

Once the comprehensive diagnosis is complete, we are able to identify and quantify any absence of value that exists. With the value gap (diagnosis) identified, we can then develop the solution strategy, quantify the value of the solution and help you understand the potential impact and return on investment.

The traditional approach most website and marketing agencies use when engaging a website redesign or marketing initiative is riddled with the kind of risks that could cause you to lose your hard-earned search engine rankings, online authority and credibility. Search engine strategy and online rules of engagement change daily

(recent statistics indicate there are more than 600 changes per year) and if your provider isn't keeping up with them, it is costing you:

- Search engine rankings
- Sales and opportunity
- Traffic, leads and conversions
- Domain and page authority
- Time
- Money

We've challenged the industry's traditional assumptions. We've discovered a better way.

My hope is that you, too, will learn that you don't have to walk down the frustrating road of dark shadows. You can avoid the traditional website development and redesign pitfalls and disasters. Your experience can be painless. Your website can produce better results than it ever has.

You'll discover that your website can be the most powerful sales tool you'll ever have.

If you have questions or want to learn more about how Growth Driven Design might look in your unique environment, give me a call. It is my pleasure to explore the opportunities that may exist for your organization.

I hope this eBook inspires you to look at website development and inbound marketing in a whole new way.

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TRADITIONAL WEB DESIGN IS BROKEN

Over 90% of business purchase decisions start with an inquiry in search engines such as Google, Bing or Yahoo. Having a website makes it very easy for people to find your company, find out more about your products and services, and get answers about your business.

Your website is your "best salesperson." If your's isn't performing as such, it is costing you a lot of revenue and opportunity. Having a well-performing website allows you to use a variety of tools and solutions for promoting products and services in order to build up your company's reputation and exposure online. It should be turning leads into loyal customers. As your most powerful sales generator it should be continually producing more sales and quickly becoming the most powerful business growth mechanism you employ.

A website is one of the most important assets a business can own. However, if it is not up to date and isn't developed to work optimally in today's online environment, it can do more harm than good. Consider this statistic - 92% of internet users will consider your website unreliable if its design isn't aesthetically beautiful and intuitive to navigate.

Most company owners and decision-makers look at the website redesign as something that should take place every 2 years or so. They look at it as a project – one with a start and completion date. This approach simply won't work if you want your website to out-perform your competition and your best sales person.

The way businesses traditionally build and manage their website is fundamentally broken.

The Traditional Website Design Process

If you've been involved in a website redesign project, even it went smoothly, it's likely that you did not truly enjoy the process. Traditional website design can be overwhelming and stressful. It takes time, expertise and resources to build a high quality website. Almost always, the goal shifts through the process and your vision for the perfect website evolves. As a result, in most cases, the website doesn't look exactly like that evolved vision.

This problem occurs because the process of building the website is inadequate. It is old and it doesn't work today. The traditional development process is full of systemic risks and its sets the stage to miss opportunities that could make the difference in a website that simply "does the job" and one that outperforms your best performing sales person.
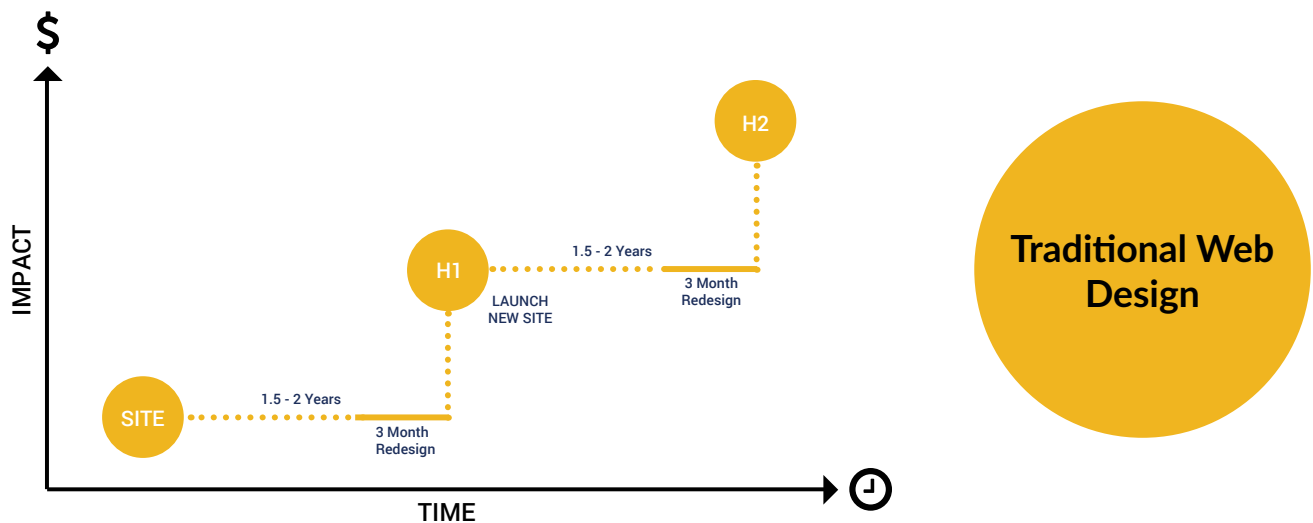
Traditional Web Design

Huge Upfront Cost

The average small to medium-sized business (SMB) website typically costs anywhere from $15,000 - $80,000. It is a substantial one-time payment, which can be difficult to fit in a company's budget. Moreover, full payment before a website goes live is usually a must. Post launch changes typically incur additional charges.

Scope Creep, Budget Busters and Delayed Deadlines

Building an average SMB website requires a great deal of human resources - web designers, copywriters, inbound marketing consultants, search engine optimization experts and more. Also, a significant amount of time and energy needs to be invested in order for this type of website to be successfully completed and launched. There are so many moving parts, people and steps involved in a project of this scale, that it is extremely difficult to accurately quote the cost and determine how long a project of this size will take. This is why it is not uncommon for time deadlines to be delayed and budget deadlines to be missed.

No updates

Aside from intermittent blogging, after the launch, a website typically sits without major updates for 1.5 to 2 years. Some small updates or improvements may be implemented. A few landing pages may be added to the site, but the core and the vast majority of the site will remain untouched. As a result – whether you are aware of it or not, you are playing a guessing game when it comes to knowing what visitors want to see and how they're going to interact with the website for the next 2-3 years. This approach is likely costing you tens of thousands, if not hundreds of thousands of dollars per year.

What is Your Traditional Website Costing You?

Let's do a very quick quantification of the potential loss of revenue and opportunity. We've answered the questions below with the data from one of our recent clients to help you see the quantification formula in action. We used very conservative numbers to identify the minimum opportunity costs of their current website. At that time, this client's website was not generating leads that converted to new customers.

Fill in the blanks below and perform the calculations to determine the cost of an underperforming website solution in your organization:

"X" equals the annual revenue potential of your ideal customer:
X = $10,000

"Y" equals the number of referrals provided by your ideal customer over their lifetime:
Y = 3

"X" multiplied by "Y" = "A":   "A" equals the lifetime value of your ideal customer (not including future purchases and renewals):
A = $30,000

Write in the top 3 keywords or phrases for your product or solution below:

_____

_____

_____

Search those keywords and phrases and notice what (if any) competitors come up on the first page. If no competitors appear, try variations of the keywords you are using to be sure you are using the keywords and phrases your ideal customer would use in a search.

How much business are these competitors taking from you? How much is that costing you?

Well, let's see...

"B" = If your website were appearing on the same page or above your competition in search engine rankings, what is a reasonable number of new customer conversions annually?
B = 10

"C" = Total lost revenue opportunity per year ("A" multiplied by "B"):
C = $300,000

Certainly there are variables involved in a discovery such as this. However, this is a simple exercise to help you estimate the exponential costs of the traditional website perspective and approach. Imagine that as you begin to apply a Growth Driven Design approach to your website solution, you will learn more and more about how a repetitive "attract, convert and grow" formula grows dynamically and exponentially on behalf of your business.

Eighty-one percent of buyers conduct their pre-purchase research online first (according to a 2014 study that was two years old at the time of this writing). That statistic was developed before the mobile-friendly search requirements and algorithms were in place. In December 2013, a study revealed that 78% of local mobile searchers result in an offline purchase.

What does this mean to you? It means that your customer is looking for your solution online before they buy. It also means that if your site is not mobile friendly and device responsive, your website is not showing up at the top of the search engine rankings. In a nutshell, depending on the condition of your

website, you could be losing a lot of opportunity and a lot of potential revenue.

Subjective Designs are No Guarantee of Success. The problem with traditional web design is that new websites are usually built based on the experience of website designers. More precisely, the assumption is that if your website design agency has had previous experience with other companies in your industry, they will build an equally successful website for you. This assumption is wrong on so many levels. When it comes to website design, one size never "fits all".

THE SHIFT MARKETERS NEED TO MAKE

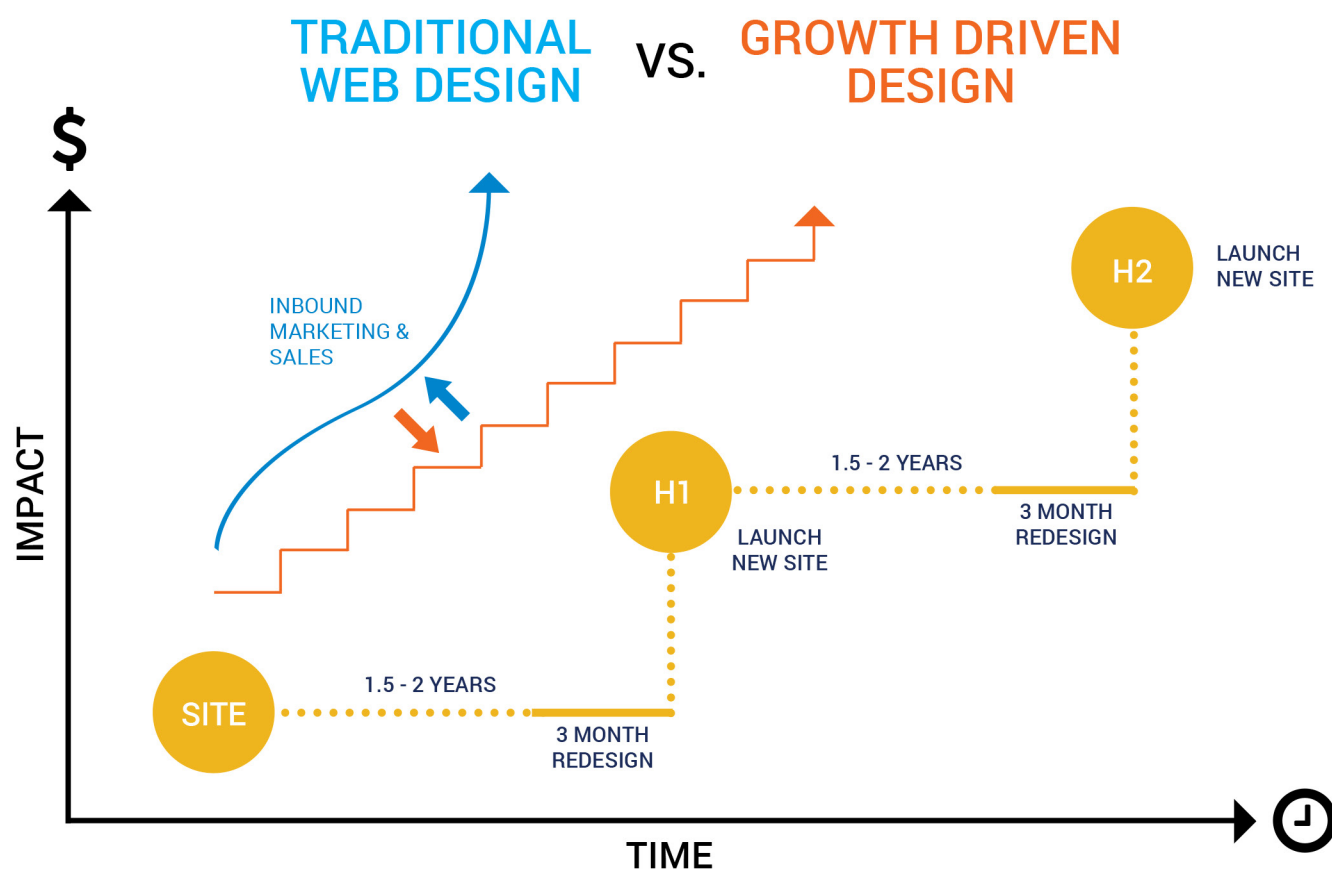If traditional web design is so fundamentally broken, why are companies still doing it this way?

Well, we can't answer that question for everyone. Like anything else, the customer needs to be educated on the options that exist according to their need. This is an ongoing challenge in an industry that has garnered so little respect from its customer base.

Blue Iris Marketing has painstakingly researched and identified how we can approach the website redesign process in a way that creates more profit and less pain on behalf of our customers.

We have mapped out and implemented a superior process that avoids the incumbent risks of the traditional web design process, while producing an evolutionary peak performing website solution that yields exponential returns. It is a process that is reasonably fast, agile and produces better results and returns on investment (ROI).

It is time to stop chasing the latest design trend and hoping that a new redesign will work.

We have developed a smarter alternative to the traditional website redesign process and we call it Growth Driven Design. It is a completely revolutionary approach and way of thinking about building and growing your website. The resulting process is the growth of inbound leads and new customer conversions.

TRADITIONAL WEB DESIGN VS. GROWTH DRIVEN DESIGN

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IMPACT

INBOUND MARKETING & SALES

LAUNCH NEW SITE

H2

H1

1.5 - 2 YEARS

3 MONTH REDESIGN

LAUNCH NEW SITE

SITE

1.5 - 2 YEARS

3 MONTH REDESIGN

TIME

THE THREE PILLARS
of
GROWTH-DRIVEN DESIGN

1 **Minimize Risks**
Growth Driven Design minimizes the risks associated with traditional web design by taking a systematic approach to shorten the time from development to launch. The process sets the strategy, framework, processes, management and analytics for your website to a be in a constant, ongoing state of goal aligned growth.

2 **Continuously Learn and Improve**
Growth Driven Design is a process of continuous learning. Responses to content, promotions, initiatives and the resulting data allow us to develop specific intelligence about your business, your target market and how they want to engage with your company online. This intelligence drives future website design, solution and campaign development.

It enables you to react in real time to changes and opportunities in the market.

Growth Driven Design focuses on fusing organizational and marketing goals with website design and development solutions. This creates an environment that allows your marketing team to test theories and pinpoint what actually works best for attracting more visitors, converting more clients and developing what most delights your returning customers. Only through continuous measuring, testing and improvements your website can adopt a pattern of achieving and maintaining maximum performance and success.

3 **Better Communication with Sales and Marketing**
Growth Driven Design is dependent on real-time analytics. It is tightly integrated with your marketing and sales teams. It provides all teams synchronistic awareness of the marketing and sales initiatives that are working. Conversely, the teams can see what isn't working and quickly determine the improvements that are required to maintain an upward-bound success curve.

GROWTH DRIVEN DESIGN

A TWO PHASE PROCESS

Phase 1: | *Strategy* | *Wishlist* | *Launch Pad Website*

Phase 1, Step One: Strategy

Much like the traditional website design process, the first stage of Growth Driven Design (GDD) is the strategy stage. This first stage includes the research and development of strategy for many required elements, such as:

- Goals
- Buyer Personas
- Multi-Profile User Research
- Website Design, Infrastructure and Navigation
- Online Business Analysis
- Search Engine Optimization Audit
- Fundamental Assumptions
- Global Site Strategy
- Page Strategy

Goals. Defining relevant and measurable goals is a crucial part of any planning process. They should represent what you expect to accomplish with your website in the near future. Keep in mind that your goals should follow the SMART goal setting system (S- specific, M- measurable, A- attainable,

R– relevant and T – time based) and aligned with your company's business goals. Use them as the focal point to keep your business and your website on the right track.

Keep in mind how your goals will affect your marketing and sales team efforts. It is important that the goals of your marketing and sales team are aligned and synchronized appropriately throughout every phase of your website and online inbound marketing initiatives and visa versa.

Online Business Analysis. With the goals refined, a comprehensive analysis of the following will be performed to help us understand the business as a whole. We'll identify opportunities and gaps that may need attention in order to achieve the goals of the business. Some of the areas we will analyze include:

• The Business from an online perspective
• The Industry from many perspectives
• The main website and any other related websites that exist
• Search Engine Optimization
• Search Engine Marketing
• Competitive analyses
• Any recent or existing ad or landing page offers
• Analyses of online forums
• Online ratings and competitive comparisons
• Social media and activity, including:
   ○ Postings
   ○ Likes
   ○ Shares
   ○ Talk about
   ○ Frequency of engagement
   ○ Popularity

The study will include researching any other online environments the business is engaged in to learn what people are saying about the company and its brand. The collective results help us identify any additional research that might be needed. It begins to outline the development of the overall approach and influences the details of the emerging strategy.

Search Engine Optimization (SEO) Audit. The SEO audit includes an audit of the technical on-page and on-site elements that help the search engine spiders crawl and index your website appropriately. The off-site analysis includes a comprehensive analysis of the efforts that are in place to support organic search engine rankings, domain and page authority and brand awareness. The analysis is driven by the current best practices and current search engine algorithmic intelligence.

Buyer Personas. The next step is to develop detailed persona profiles, which represent the very specific types of customers your business is targeting. These persona profiles include the (customer) decision maker and the gatekeeper, if she is routinely encountered in the prospecting, information gathering, decision-making or buying process. Buyer personas should also be developed for the person who does the research on behalf of the decision maker.

The purpose of developing these personas is to create reliable and realistic representations of your key audience segments. The personas are used for developing a succinct and successful campaign that targets that specific buyer persona. Personas are used for reference in the development of content, product, solutions and buyer experience processes. Buyer Personas are

used for sales training and for reference when developing any inbound or sales initiative. At the center of the Growth Driven Design process is the prospect you are trying to attract. Every website decision, development and written word should be driven by the characteristics, the need and the expectation of your buyer personas. Your buyer personas are only as good and effective as the research that resulted in their development. The buyer persona research is critically important to the success of all future activities.

Quantitative Research - The Website & Analytics Audit. In this step, we take a deep, comprehensive dive into all the data. We perform a quantitative audit of how your existing website is performing. We determine what is and is not performing well, where your visitors are engaging and where they are dropping off. This is where opportunities for improvement begin to emerge.

Qualitative Research - User Research. Now we begin to learn more about your visitors. We use several methods to study who they are and learn as much as possible about how they engage with your website. Gathering as much user research as possible helps to validate the assumptions that are developed when creating the buyer personas.

Fundamental Assumptions. With this information in hand, we can now start forming some fundamental assumptions about your users and how your website must be designed to meet their needs. Assumptions include at the very least, carefully developed value propositions for each of your products, services and website offers, as well as the content your website visitors are looking for at every stage of the buyer's journey.

These fundamental assumptions explain the behavior and motivations of your users. Furthermore, they are influential in the global strategy, page strategy and future Growth Driven Design cycles.

Global & Page Strategy. The last step in the strategy phase is developing both a global strategy for the website as a whole and a specific page-by-page strategy for each major page on the site. These strategies incorporate all of the data we have collected and they provide a granular strategy that details how to engage and influence visitors to attain your goals.

Phase 1, Step Two: Wish List

The next stage in the Growth Driven Design process is to develop your Wish List. Armed with the data developed throughout the strategy planning process, it is time for your team to brainstorm every creative and innovative idea that you believe will have a significant impact on your website and online goals.

While brainstorming try not to think of your existing website, instead concentrate on the website of your dreams. What features, functions, and animations do you want on your site? Make a list of these items without regard for the expense, time or development skills that may not currently be at your disposal.

This includes brainstorming ideas such as:

• Key impactful website sections and pages
• Marketing assets, tools and resources
• Specific features, modules and functionality
• Design elements
• Changes in experience based on devices, country, etc.

When creating a Wish List, don't hold back. Be creative! In the beginning, it is important to flush out as many ideas as possible so that you have a place to start and an idea about the possibilities for the future. Not all of these items will be implemented right away.

Finalizing the 80/20 Analysis on Your Wish List. Once you have your list completed, we'll help you eliminate anything that doesn't provide a significant impact against your website and online goals. Next, we'll work together to prioritize the remaining items according to their impact potential. We'll determine what is a "must have" wish and what is a "nice to have" wish.

We'll work with you to identify the top most effective and important 20%. This group represents the key elements of your core website. Those wishes not making the first phase cut may be used later in the process.
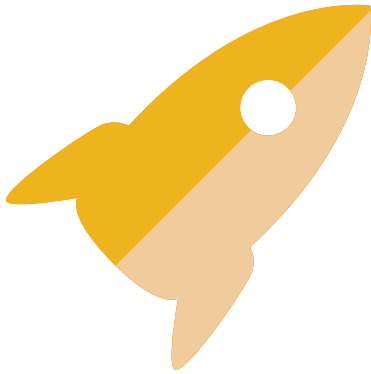
Growth Driven Design shortens the time required to launch your new website and keeps it in a constant state of growth, which is what keeps it relevant. This stage involves building and launching the core of that website. We refer to this core as the "Launch Pad Website." It is a starting point or core from which all of other Growth Driven Design activities and improvements emerge.

The Launch Pad Website will not be perfect - no website ever is. Its size and complexity will vary depending on your goals and the priorities of your Wish List.

The Launch Pad Website will include the essential top 20% of the items found on your Wish List. Our launch list will consist of the top 20% of priorities that will produce 80% of the needed results. This type of design will enable you to launch your website more quickly while still having the capacity to achieve the desired impact.

The main goal is to go live and move into testing and experimentation as soon as possible.

Hypothesis Statements for Each Core Action Item. Once we have that essential 20%, our next step is to create a hypothesis statement for each of your action items. The hypothesis statement allows us to gain clarity on how each action item relates back to the goals you are trying to achieve, the persona you are trying to reach and the result you expect.

Here's an example hypothesis statement:

ACTION ITEM 1
Hypothesis Statement

For [**Marketing Mary**] visiting the [**Pricing Page**],
we believe changing [**Enterprise Pricing**] into a
[**Request a Quote**] will [**boost MQL conversion by 10%**]

We believe this to be true because [**research or previously validated assumption**]

Expected Impact + Effort Required + Metrics Measured + Definition of Complete

Your Hypothesis Statement includes these four important items:

• **Expected Impact.** This should be a number that represents the value of the impact each item will have on your visitor. Base this on the value your website visitor will get from these actions.

• **Effort Required.** The effort required should also be a single number that represents a combination of the number of hours, resources and difficulty of implementing that particular action item.

• **Metrics Measured.** For each item, we'll need to define what success means and how the results of that action item will be measured. This can be based on measurable activity such as number of leads, button clicks, etc. The more specific we get, the better.

• **Definition of Complete.** How will we determine when an action item is complete? It is important to eliminate any gray areas when reviewing results or efficiency in the future.

Web Process Steps

Once the action items are selected and the hypothesis statements are completed, we are ready to start the implementation process including design and SEO, copywriting, development and testing. We'll approach the development, as a whole, similarly to the standard website development and implementation process:

• Development and approval of the content and messaging
• Create the site infrastructure and design architecture
• Align, integrate and implement any inbound marketing campaigns
• Website design and approval process
• Programming and coding of your website
• Browser, device and performance testing

Set Up Data Collection

The last step of the Launch Pad Website phase is to set up qualitative and quantitative data collection dashboards to measure:

- Achievement of the goals defined in the strategy phase
- Results around each of the fundamental assumptions
- The results related to the hypothesis statement for each of the action items implemented in the Launch Pad Website

Once the Launch Pad Website is live, data collection is a vital step. It allows us to start learning more about your visitors.

Just launched a new website?

Have you recently launched a website but want to implement the Growth-Driven Design continuous improvement model? No problem!

You can use your existing website as your launch pad website and move right to phase 2, the on-going cycle of Growth-Driven Design.

Even if you have recently launched a new website you can implement the Growth Driven Design's continuous improvement model. In this case, we use your existing website as your Launch Pad Website and we begin the process with Phase 2 of GDD: The Growth Driven Design Cycle.

GROWTH DRIVEN DESIGN CYCLE
A FOUR-STEP PROCESS

| *Plan* | *Develop* | *Learn* | *Transfer* |

At each stage of the cycle, we review and refine the necessary elements so that at every touch point, your process, content, offers and calls-to-action are providing extreme value to the buyer personas that are visiting your website. At any point, if the data suggests we are missing something, we are prepared to take a step back and re-evaluate our assumptions and the performance of every element of your website.
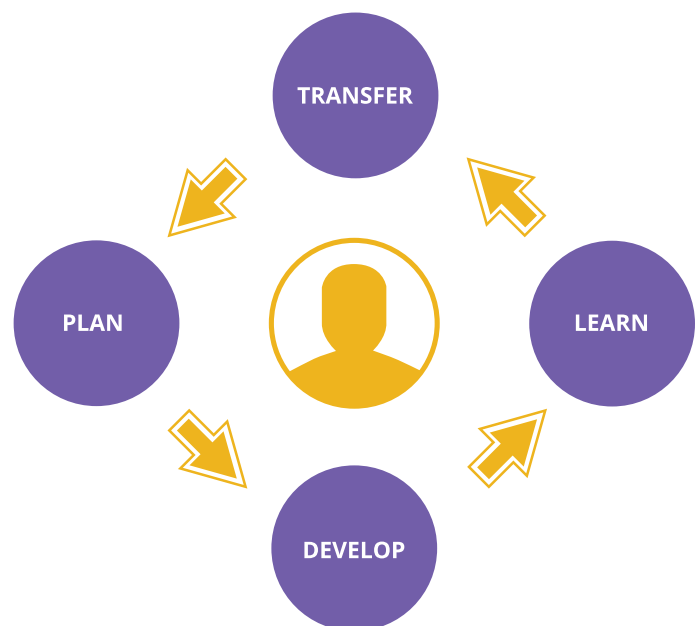
GDD Cycle, Step 1: Plan

The first step of the Growth Driven Design Cycle is the planning step. The main goal of this step is to determine which elements are performing best and determine how to best implement them into the current cycle.

The planning phase evaluates the data and the top 20% of the Wish List elements. The steps look like this:

1 **Performance vs. Goals:** Identify opportunities for improvement by comparing current website performance with the goals that were set in the Phase 1.

2 **Additional Data or Research:** While reviewing the performance vs. goals data, we may find that we need to gather additional data or conduct additional research in order to clarify what action items should be added to the Wish List.

3 **Learning from Marketing & Sales:** We'll need input from your marketing and sales teams about any changes they noticed during the last cycle. This information can hold beneficial insights that can be transferred to the action items implemented in your Growth Driven Design program.

The marketing team may have written a blog on a particular topic that exploded in popularity and resulted in a great number of organic and social visitors.

As a result, we've learned that this topic is important to your personas. We'll need to translate that intelligence to action items and add them to your Growth Driven Design Wish List.

(4) **Brainstorm and Prioritize Wish List:** We'll work with you to review the data and conduct the brainstorming exercise again to determine if any new action items should be added to the Wish List.

We'll divide your action items into four categories:

BOOST CONVERSIONS	IMPROVE USER EXPERIENCE	PERSONALIZE TO THE USER	BUILD MARKETING ASSETS
• Conversation points • User path • Testing value props • Split testing	• Navigation • Ex: Blog Layout • UI Improvements • Mobile experience	• Navigation • Ex: Blog Layout • UI Improvements • Mobile experience	• Tools • Marketing resources • Directories/listings • SEO-focused assets

Boost Conversions: The first category is focused on efforts to improve conversions.

Improve User Experience: This list represents modifications or efforts to improve the user experience, navigability and ease of finding what the user is seeking to solve their problem.

Personalize to the User: Using the date we've collected, we'll add Wish List items that will personalize the site or specific landing pages, calls-to-action, offers and messaging to the specific persona being targeted. These items could include tailoring landing pages based on specific demographics, locations, referral source or referring page from within your site.

Build Marketing Assets: Determine best marketing assets to employ to support conversion and customer loyalty. This may include specific resources, tools, training or any asset that speaks directly to the persona where they are in the buyers' journey and supports the conversion process in a timely and relevant manner.

5 **General Website Updates:** Timely website updates will also be included in the Wish List.

6 **Prioritize Your Wish List:** Once the Wish List is complete and prioritized (based upon the impact they will have on the goals and the value to the user), we'll work with you to choose the most important items to implement into the current cycle. This time, we'll identify the top 20% or fewer of the newly revised list to determine the next growth phase for your website and online goals.

The number of items we choose for this list will either be determined by the approximate deadline of this phase or by the over-arching objective of this phase. More important than the number of items in this phase of the cycle is the potential for impact against the goals and objectives of the Growth Driven Design Strategy.

GDD Cycle, Step 2: Develop

Once the planning phase is over and we have identified the most impactful items, it is time to begin implementing them one-by-one.

Each of these items should be considered an experiment to see how it impacts the website construction. To measure these experiments, we'll set up validation tracking around the metrics outlined for the action item.

We must also develop a marketing campaign (for example: social, PPC, blogging) in order to drive traffic to these items and gain the data necessary for further analyses. The type of campaign we set up will be based upon the goals and intelligence we have gathered at this point.

GDD Cycle, Step 3: Learn

We'll run the experiments long enough to develop sufficient data about the website visitors so that we are able to validate or disprove our Hypothesis Statements. We'll learn whether or not the changes we made in this cycle improved our outcomes. We'll also learn more about our visitors, buyers and conversions. We'll then turn that information into actionable items for upcoming cycles.

It is important to document and publish these findings so your entire team can have access to this valuable data.

"Every website or application has a unique subset of users that share common traits. It is a primary goal of Growth Driven Design experiments to answer questions about our unique subset of users.

Let's imagine that we have a food blog and want to know how to best engage our readers. Take a look at the following learnings we've had through running quantitative experiments:

- *We learn that our users want comfort food in the winter, but want to lose weight through the rest of the year.*

- *We learn that our users are more likely to read an entire piece of content if our first paragraph contains less than 120 characters and is preceded by a full width image.*

- *We learn that our users are most engaged with our content at 9 am on weekdays*

These learnings all compound on one another and help us to hone in on who our users are and exactly what works best to engage them. With these three key learnings, we will know what to write about seasonally, how to format our content, and when to send out our newsletter."

Matthew Rheault
Sidekick, Growth Team - Lead Developer

GDD Cycle, Step 4: Transfer

The final cycle step is transferring all of the most impactful and valuable information we uncovered to the relevant people within your organization. We can help you brainstorm ways they can use the information to improve activities in their departments.

For example...

Let's say that in your experiment you were testing two different landing page variations. One variation used social proof as the independent variable and the second variation used authority.
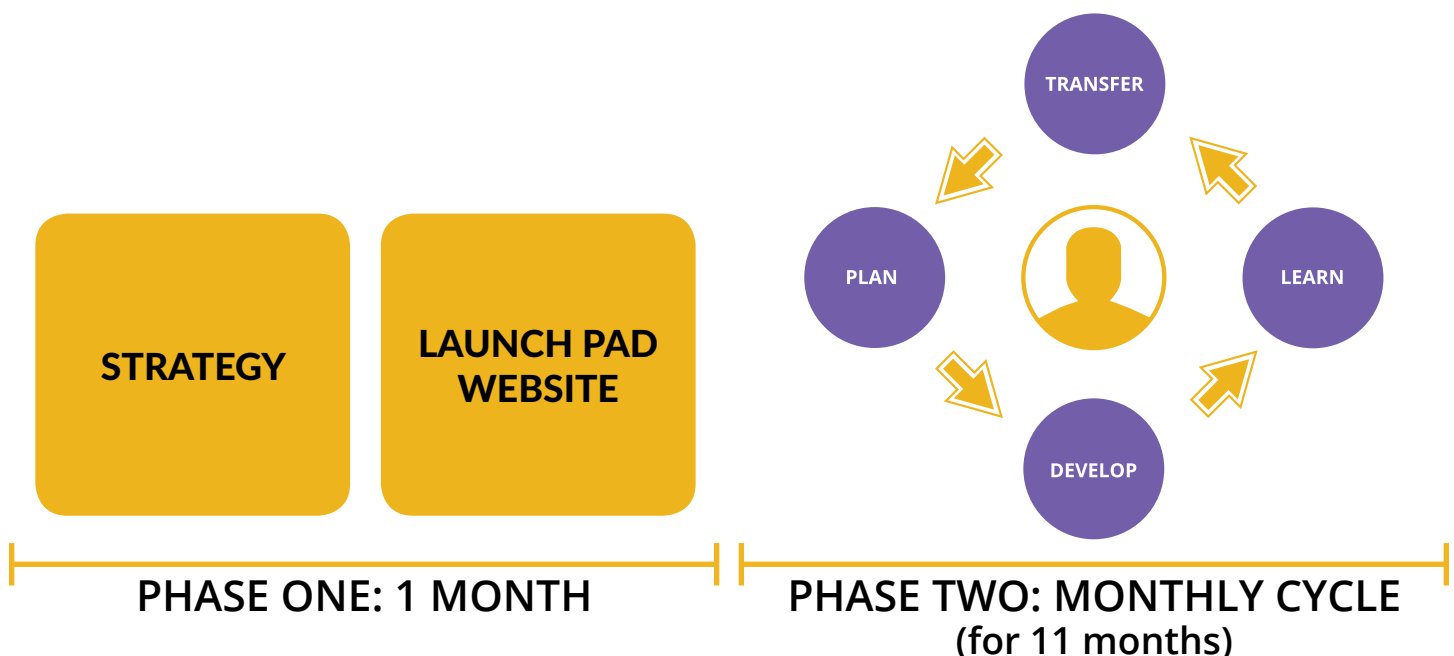
After running the experiment, you reviewed the data to find out that for the users coming to your website, social proof was a much more influential factor leading to conversions.

Now that you've learned that social proof is a better trigger for your audience, you can inform your other teams to start incorporating social proof into other parts of their marketing and sales activities such as email or sales scripts.

NOW REPEAT

The Growth Driven Design process is cyclical. When we've completed the learn phase, we take all of the data and begin planning the next cycle using the same steps. Throughout every GDD cycle, implementing website changes will continue to be an on-going activity. With every cycle you will learn more about your buyers and customers and have the opportunity to create an environment of continuous improvement.

The completion of a cycle also brings with it the consideration for the various changes in search engine algorithms, industry and market shifts and the evolution of technology. As you can see, to approach your website development and online success any other way is like saying, "I've been to college. I don't need to learn anything else." Like learning - attracting, closing and delighting your client requires your relevant, evolutionary presence. It has to be fresh. It has to be what your client is looking for and it has to be intuitive and easy to find.

STRATEGY

LAUNCH PAD WEBSITE

TRANSFER

PLAN

LEARN

DEVELOP

PHASE ONE: 1 MONTH

PHASE TWO: MONTHLY CYCLE
(for 11 months)

FINAL THOUGHTS AND LAST STEPS

Congratulations, you made it through the Growth Driven Design e-book! Are you ready to re-evaluate the way you think about and approach your existing website? As you can see the traditional method is more than broken. A broken online process leads to a broke business owner.

Growth Driven Design is a process of continuous website design that minimizes the pitfalls of traditional web design, creates a better user experience and a more efficient path to customer conversion. There are a growing number of companies, from small and medium-sized businesses to large enterprises who have adopted this methodology and find it very successful.

It may be time for you to take the next steps in learning if this is a better approach for your website and business.

The online environment is competitive and being a player is no longer an option if you are serious about growing your business. Don't let what you don't know scare you away from exploring your options.

The game evolves quickly and you must know the new rules if you want to win.

We can help you understand what would be involved in adopting a Growth Driven Design approach to keeping your website and online presence competitive and financially lucrative. One thing I know for sure, your competitors are already figuring this out. You should too!

It's free to call us. We'll walk you through the process and help you determine if this is for you.

FOLLOW INTERACT & CONNECT WITH US

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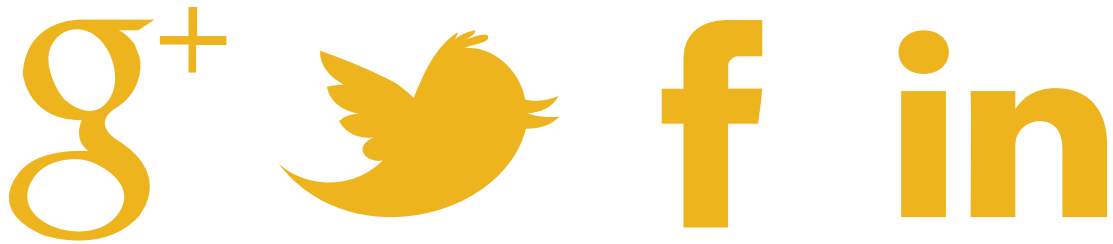
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Ready to talk about how this would work inside your organization?

LET'S TALK!