



19 Ways To Give Your Website a Glow-Up



Introduction: John & Steve About Huston Design



We're a design-led creative solutions company committed to helping your business win.

Brand Development • Designed to ATTRACT

STRATEGY BRAND IDENTITY LOGO DESIGN BRAND STORY DEVELOPMENT CUSTOMER INSIGHTS

Print Materials • Designed to IMPACT

COLLATERAL SIGNAGE DIRECT MAIL ADVERTISING EVENT COMMUNICATIONS DESIGN ANNUAL REPORTS
FLYERS & TAKE-ONES

Website Design & Development • Designed to ENGAGE

WEB STRATEGY WEB DESIGN APP DESIGN WEB DEVELOPMENT ON-PAGE SEO DIGITAL ADVERTISING
MOTION GRAPHICS

Content Marketing • Designed to DEEPEN & GROW

CONTENT STRATEGY MARKETING PLANNING EMAIL MARKETING INFOGRAPHICS EXPERT INTERVIEWS
CUSTOMER SUCCESS STORIES BLOGS & ARTICLES SOCIAL MEDIA GRAPHICS



**What are the costs of a
poor web experience?**



What are the costs of a poor web experience?

- ➡ Loss of credibility/trust
- ➡ Damage to your brand reputation
- ➡ High bounce rate
- ➡ SERP drag
- ➡ Lower conversion rates
- ➡ Loss of potential clients & revenue

- ➡ 75% of users judge a brand's credibility **just by the look** of its website (Kinesis Inc.)
- ➡ It takes just **0.05 seconds** for users to form an opinion of your website's visual appeal (Kinesis Inc.)
- ➡ 94% of people **don't trust** a website with a poor or outdated design (Wowmakers)

5 things to focus on

Typography

Brand Story

Trust Breakers

Calls To Action

AI

Typography

Low Contrast

Poor Spacing

Inconsistent Hierarchy

Inadequate White Space

Long Line Lengths

BARELY Contrast

The size of text matters
in your contrast testing

Normal Text		Large Text	
WCAG AA:	FAIL	WCAG AA:	Pass
WCAG AAA:	FAIL	WCAG AAA:	FAIL

BETTER Contrast

The size of text matters
in your contrast testing

Normal Text		Large Text	
WCAG AA:	Pass	WCAG AA:	Pass
WCAG AAA:	FAIL	WCAG AAA:	Pass

AAA Compliant

The size of text matters
in your contrast testing

Normal Text		Large Text	
WCAG AA:	Pass	WCAG AA:	Pass
WCAG AAA:	Pass	WCAG AAA:	Pass

8% of Americans are visually impaired (Georgetown Univ Health Policy Institute)

Poor Spacing

Body copy that dives into the story and provides examples.

Poor Spacing

Body copy that dives into the story and provides examples.

Poor Spacing

Body copy that dives into the story and provides examples.

Better Spacing

Body copy that dives into the story and provides examples.

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Best Spacing

Body copy that dives into the story and provides examples.

RULE OF THUMB: For line-spacing of body text start with 135%, then adjust

- Our Services (H1)
 - Digital Services (H2)
 - Body copy
 - Website Design (H3)
 - Body copy
 - Social Media Content (H3)
 - Body copy
 - Print Services (H2)

Our Services

Digital Services

Body copy that briefly describes this topic area.

Website Design

Body copy that dives into the story and provides examples. Body copy that dives into the story and provides valuable examples.

Social Media Content

Body copy that dives into the story and provides valuable examples. Body copy that dives into the story and provides examples. Body copy that dives into the story and provides valuable examples.

Print Services

Body copy that briefly describes this topic area.

TYPOGRAPHY:

Low Contrast

Poor Spacing

Inconsistent Hierarchy

Inadequate White Space

Long Line Lengths

White Space is providing visual relief.



TYPOGRAPHY: Low Contrast Poor Spacing Inconsistent Hierarchy **Inadequate White Space** Long Line Lengths



GURU Solutions Suite by IMS

Battle-tested, data-driven solutions for leaders who push past good to better, to best.

Marketing Customer Care Merchandising

- Tip into new customer segments
- Launch a new payment method that's also an incremental revenue stream
- Grow more quickly, more profitably
- Fund more customer acquisition
- Know when contacts to mail and when for maximum productivity
- Get big direct-mail impact for less money

+36%
Contribution Per Customer

30%
Ad Cost Savings

Data-Driven Solutions That Drive Proven Results

We're not for everyone. We're ALL IN for business leaders who want to go further, faster without going it alone.

ZAPFI

- Trade marketing costs for profitable incremental revenue
- Drive higher AOV and order frequency
- Tap new customer segments

PrintGURU

- Save money on transactional printing and mailing
- Streamline operations with BPO for print services
- Outsource supply inventory management, gain efficiencies

ContactGURU

- Outsource contact center services to reduce cost
- Drive higher satisfaction without headaches
- Leverage our proven staffing model and results

Brand

Building a brand is about more than just a pretty logo (though we can totally help with that too!). We'll work with you to craft a unique brand story that captures the hearts of your target audience and helps you stand out from the crowd.

LOGO DESIGN • BRAND IDENTITY • BRAND STORY DEVELOPMENT
BRAND STRATEGY • CUSTOMER INTERVIEWS & INSIGHTS

Strategy

Great marketing doesn't just happen; it's built on a rock-solid strategy. We dig deep to understand your business goals, audience, and unique challenges, then develop a strategy to reach—and exceed—those goals. From market research to competitive analysis and campaign planning, we equip you with a roadmap to success. Together, we'll move your brand forward, strategically.

MARKETING PLAN DEVELOPMENT • CAMPAIGN PLANNING
AUDIENCE TARGETING • BRAND POSITIONING
MESSAGING FRAMEWORKS • KPI DEVELOPMENT

~120 charaters per line

Shared Albums makes it easy to share the photos you want with the people you choose, like combining your road trip photos with your friends' photos or keeping family updated on the kids' adventures. The people you share the album with are notified whenever it's updated, and everyone can add their own photos, videos, and comments over time. The people you share the album with are notified whenever it's updated, and everyone can add their own photos, videos, and comments over time.

~60 characters per line

Shared Albums makes it easy to share the photos you want with the people you choose, like combining your road trip photos with your friends' photos or keeping family updated on the kids' adventures. The people you share the album with are notified whenever it's updated, and everyone can add their own photos, videos, and comments over time.

RULE OF THUMB:
50 to 75 characters
per line for body text

TYPOGRAPHY:

Low Contrast

Poor Spacing

Inconsistent Hierarchy

Inadequate White Space

Long Line Lengths

Shared Albums makes it easy to share the photos you want with the people you choose, like combining your road trip photos with your friends' photos or keeping family updated on the kids' adventures. The people you share the album with are notified whenever it's updated, and everyone can add their own photos, videos, and comments over time.

FULL-WIDTH TEXT:

Increase font size and increase line-spacing/leading

Brand Story

Lack of Clear Why

I/Me/We/Us Copy

Jargon Heavy/Complex Language

No Clear CTA

What is a Brand Story...

- ➡ main character/target/person
- ➡ the problem: external, internal, and philosophical
- ➡ problem solver (your brand)
- ➡ the new plan
- ➡ push/call to action
- ➡ progress and prosperity
- ➡ predicament
- ➡ promise

Why an Emotional Connection is so Important

Purely emotional ad copy

PERFORMS 2X

as well as rational ad copy

(NeuroScienceMarketing)

Customers with an
emotional connection
have a

306% HIGHER

lifetime value than
those who don't

(Motista)

Customers with an
emotional connection
to a brand are

52% MORE

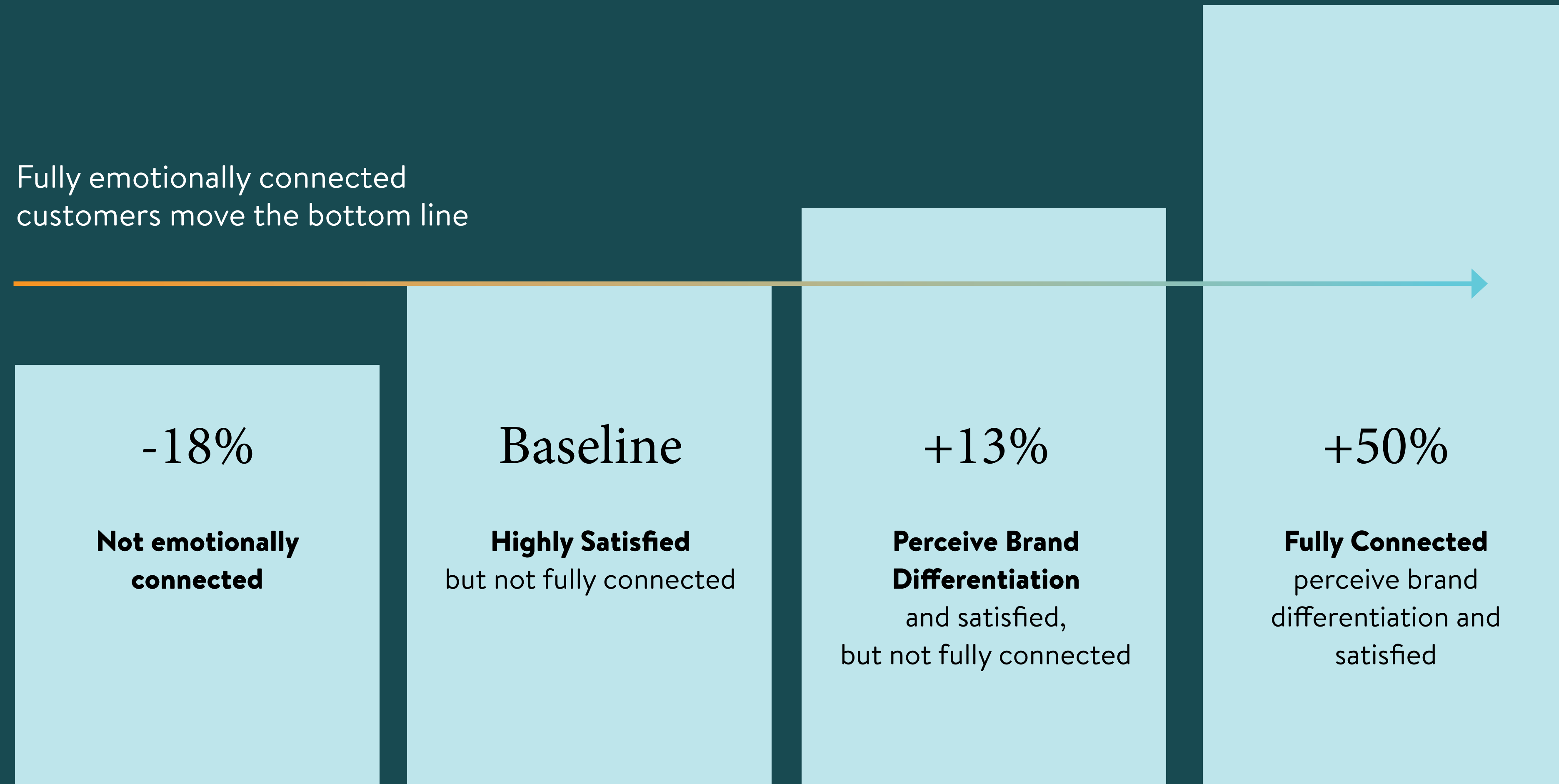
VALUABLE

than those who are simply
satisfied with that same
brand

(Harvard Business Review)

The Value of Emotional Connection

Fully emotionally connected customers move the bottom line



Showing why; connecting to user

Our Goals for 2030

We're racing to hit these targets to help the world reverse climate change and biodiversity loss. Together, we find the paths to make change possible.

VIEW OUR PRIORITIES



3B

Avoid or sequester 3 billion metric tons of carbon dioxide emissions annually—the same as taking 650 million cars off the road every year.



100M

Help 100 million people at severe risk of climate-related emergencies by safeguarding habitats that protect communities.



650M

Conserve 650 million hectares—a land area twice the size of India—of biodiverse habitats such as forests, grasslands and desert.



4B

Conserve 4 billion hectares of marine habitat—more than 10% of the world's oceans—through protected areas, sustainable fishing and more.



1M+30M

Conserve 1 million kilometers of rivers—enough to stretch 25 times around the globe—plus 30 million hectares of lakes and wetlands.



45M

Support the leadership of 45 million people from Indigenous and local communities in stewarding their environment and securing rights.

Nature Needs You

There are so many ways you can get involved and do your part to support a world where people and nature thrive together.



Regenerative Food: A Win-Win Cycle



Secures the global food supply

Global food demand is set to increase by 50% by 2050



Builds a better economy

One third of the world's population obtains its livelihood from agriculture, and food production accounts for nearly 10% of the global economy.



Increases biodiversity

Agricultural expansion is the primary driver in 80% of native habitat loss globally

Connect to User Needs

Get essential customer insights.

Get a complete understanding of your customers across devices and platforms. Google Analytics gives you the tools, free of charge, to understand the customer journey and improve marketing ROI.

Get started today





See what's in it for you.



Unlock customer-centric measurement.
Understand how your customers interact across your sites and apps, throughout their entire lifecycle.



Get smarter insights to improve ROI.
Uncover new insights and anticipate future customer actions with Google's machine learning to get more value out of your data.



Connect your insights to results.
Take action to optimize marketing performance with integrations across Google's advertising and publisher tools.

Overcome Complex Ideas by Simplifying

— WHY CHOOSE SHINE?

Force Readiness,
Sustainability and New
System Deployment

Radiation effects testing helps mitigate the potentially catastrophic risks posed by exposure of neutron radiation to strategic defense and satellite systems.

FLARE® offers the highest flux steady-state 14 MeV neutron source for survivability testing in the industry. Our dedicated deuterium-tritium (DT) gas target neutron source, developed over the last decade, delivers a neutron flux up to 4e9 n/cm²/s.

DOWNLOAD FLARE® BROCHURE

FLARE® FAQs

1. High Flux offers reduced irradiation durations to achieve desired state

2. High fractional content of fusion neutrons

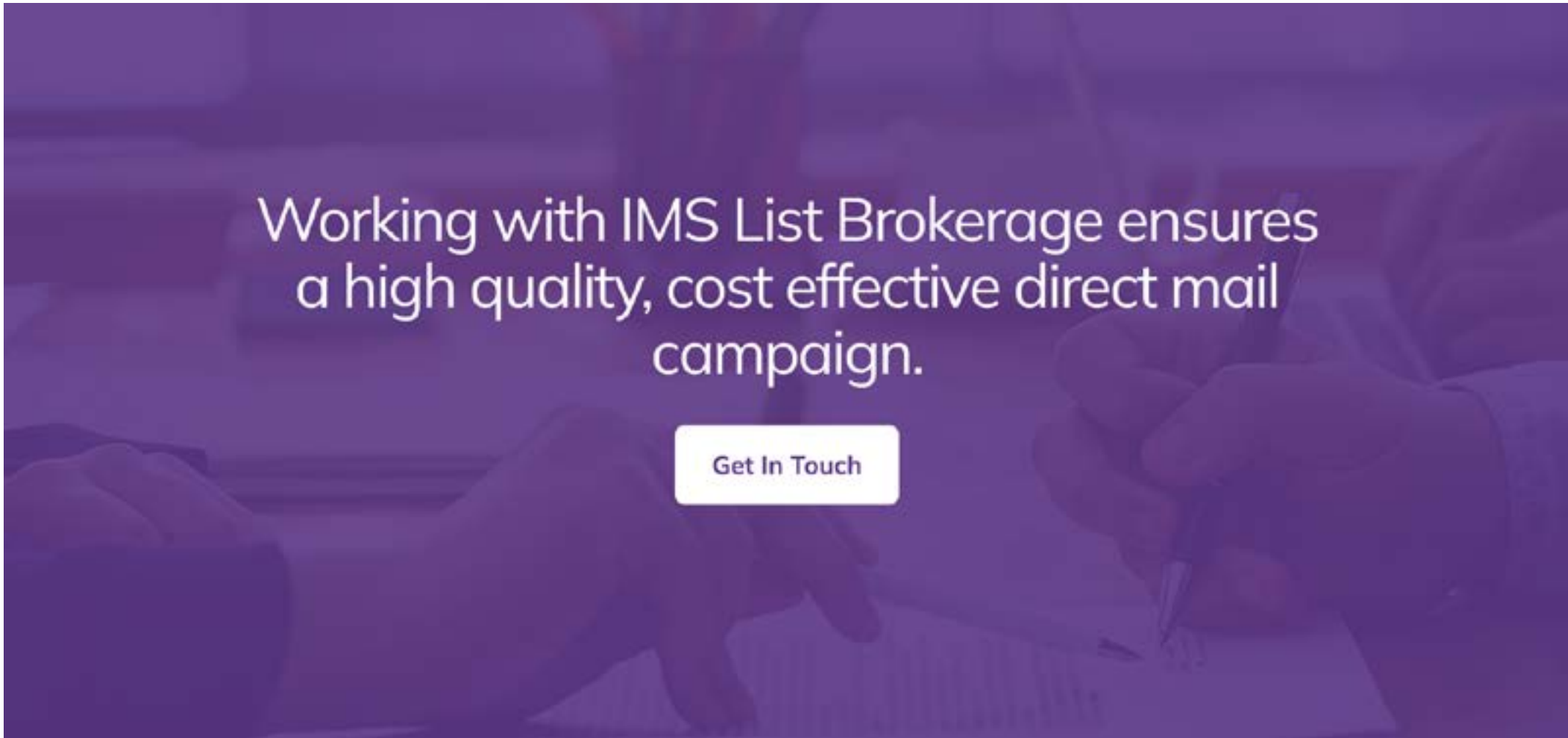
3. Large irradiation cavity permits simultaneous testing of multiple parts under various conditions

4. Supports various test protocols, including Single Event Effects (SEE) and Displacement Damage (DD) testing

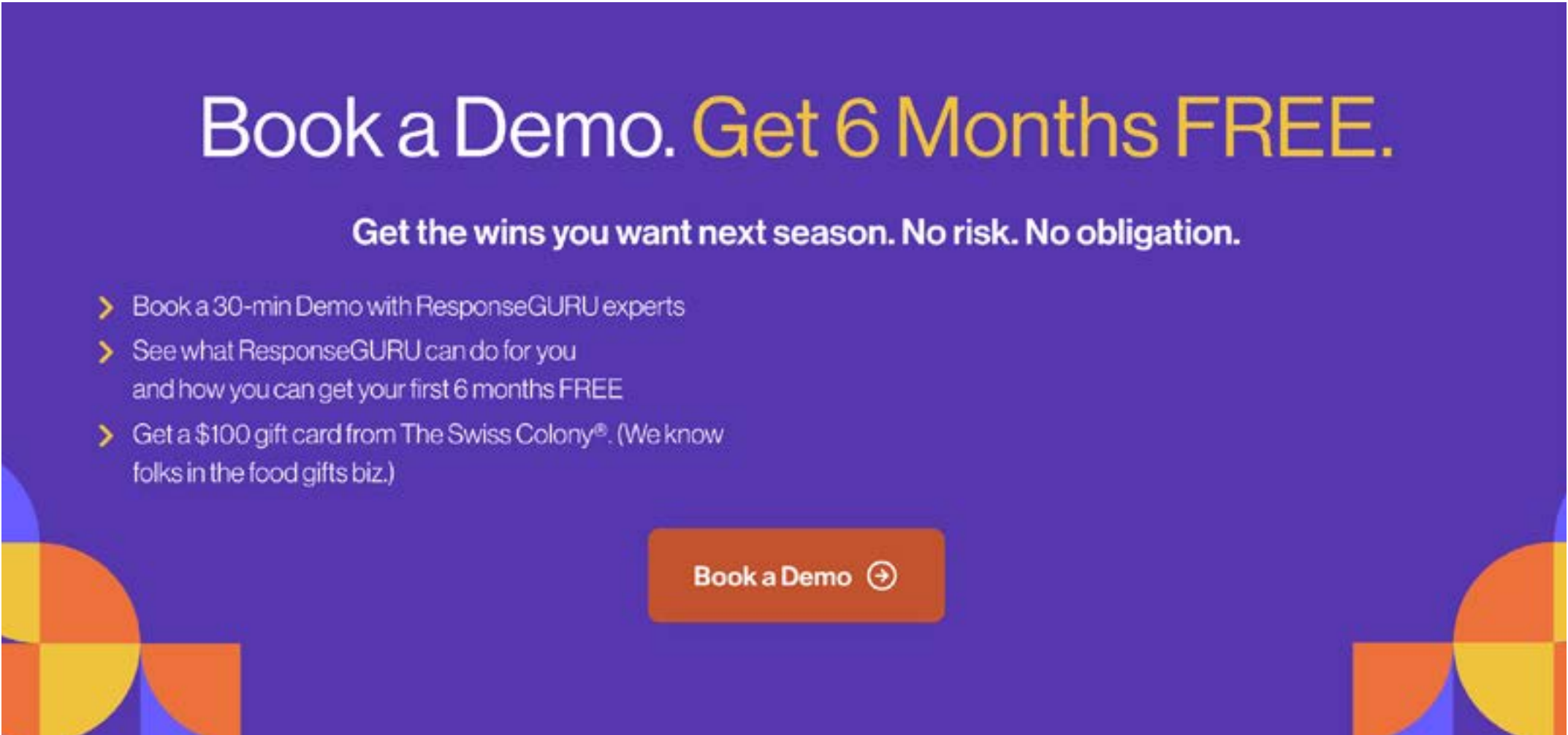
5. Thermal detectors monitor real-time flux, validated by Ni, In, Au or Nb activation foils

6. ITAR-compliant facility

Help Users Users Understand What's Next; Provide CTA Clarity



BEFORE



AFTER

Trust Breakers

Lack of Testimonials

Lack of Proof

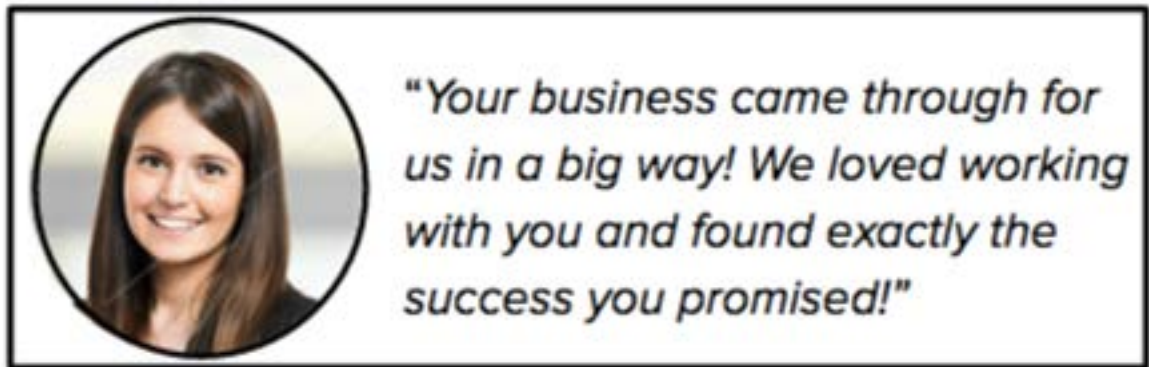
Staff Bios

Performance

Silly Stuff

- ➡ 72% of customers trust a business more after reading positive reviews and testimonials.
- ➡ Showing online reviews and testimonials can boost sales by 270%.
- ➡ About 92% of business buyers read reviews and testimonials before buying.

Vague and Generic



Make them work in your favor

Include a rating



Make sure it relates to the page content

Huston Design understands the big picture of branding and visual identity. Across multiple projects and people, they helped us develop a remarkably sophisticated and consistent look and feel.

Prove they are real with a portrait, full name and title



BRIAN MATTMILLER
MORGRIDGE • CHIEF COMMUNICATIONS OFFICER



➡➡ Do they solve problems like mine?
Are they successful? Are they trust-worthy?

➡➡ Detailed Case Studies

➡➡ Video Testimonials

➡➡ Media Mentions

➡➡ Awards and Recognition

➡➡ Social Media Mentions

➡➡ Before and After Photos

➡➡ Customer Reviews

➡➡ NASCAR/Vanity/Logo Tree

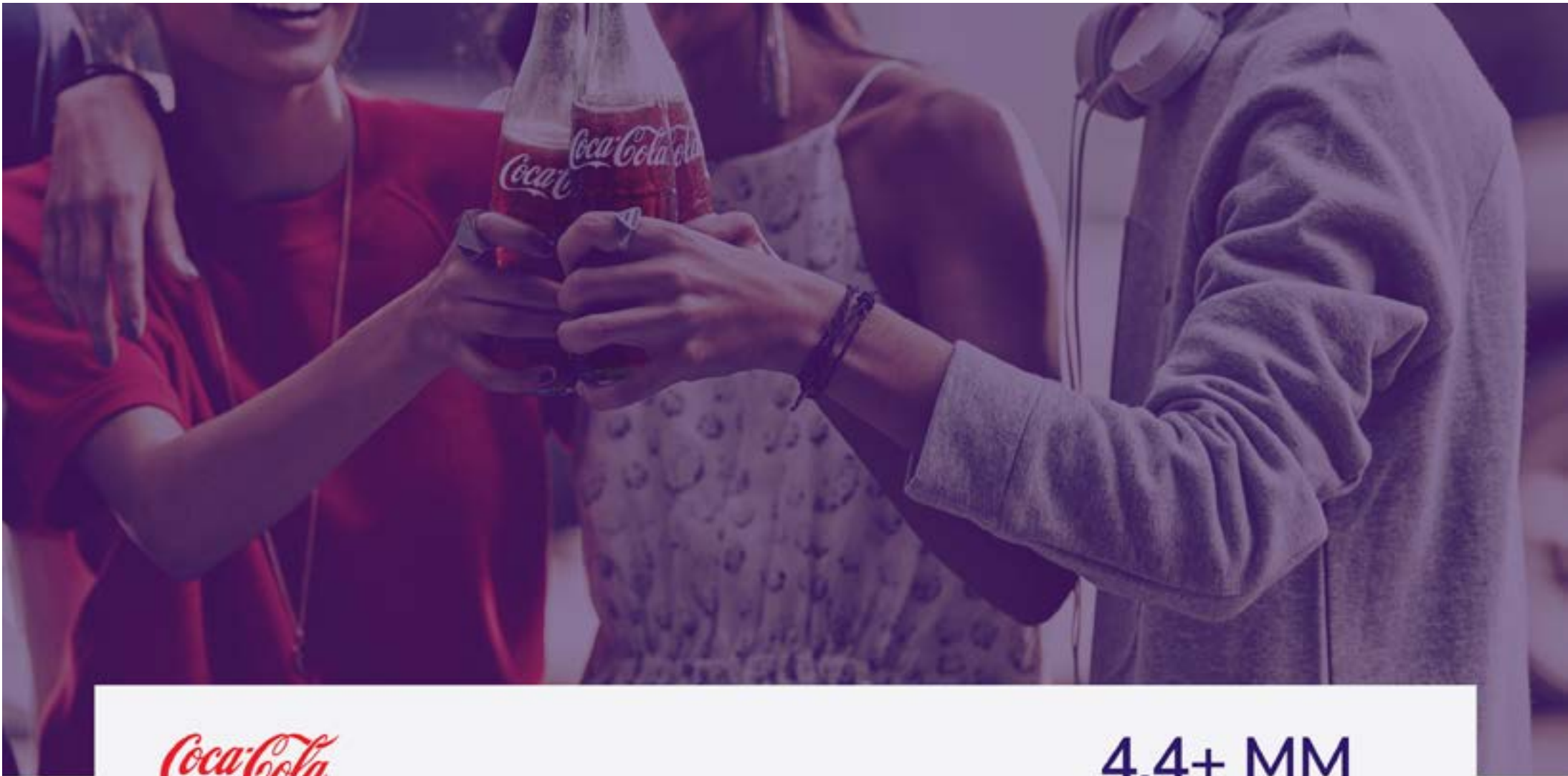
Results

ResponseGURU helped drive incremental profit and other key benefits.

- ✔ **+36.4% Contribution Per Customer** based on a controlled post-mortem analysis.
- ✔ **+\$5.96 million in YOY Contribution Margin** When rolled out annually across campaigns and titles
- ✔ **Housefile productivity up**
- ✔ **\$ Freed Up for Customer Acquisition**
- ✔ **Pinpointed Incremental revenue and cannibalization**

Join powerhouse direct marketing brands and other leaders who use our solutions to win in today's fierce marketplace.





Delighting Consumers With a New Channel for a Beloved Brand

In 2014, Coca-Cola launched the Share a Coke campaign. Under our stewardship, that idea transformed into a multi-faceted, direct-to-consumer commerce experience that helps drive Coke's online presence.

DOWNLOAD CLIENT STORY

4.4+ MM

ITEMS SOLD

50%

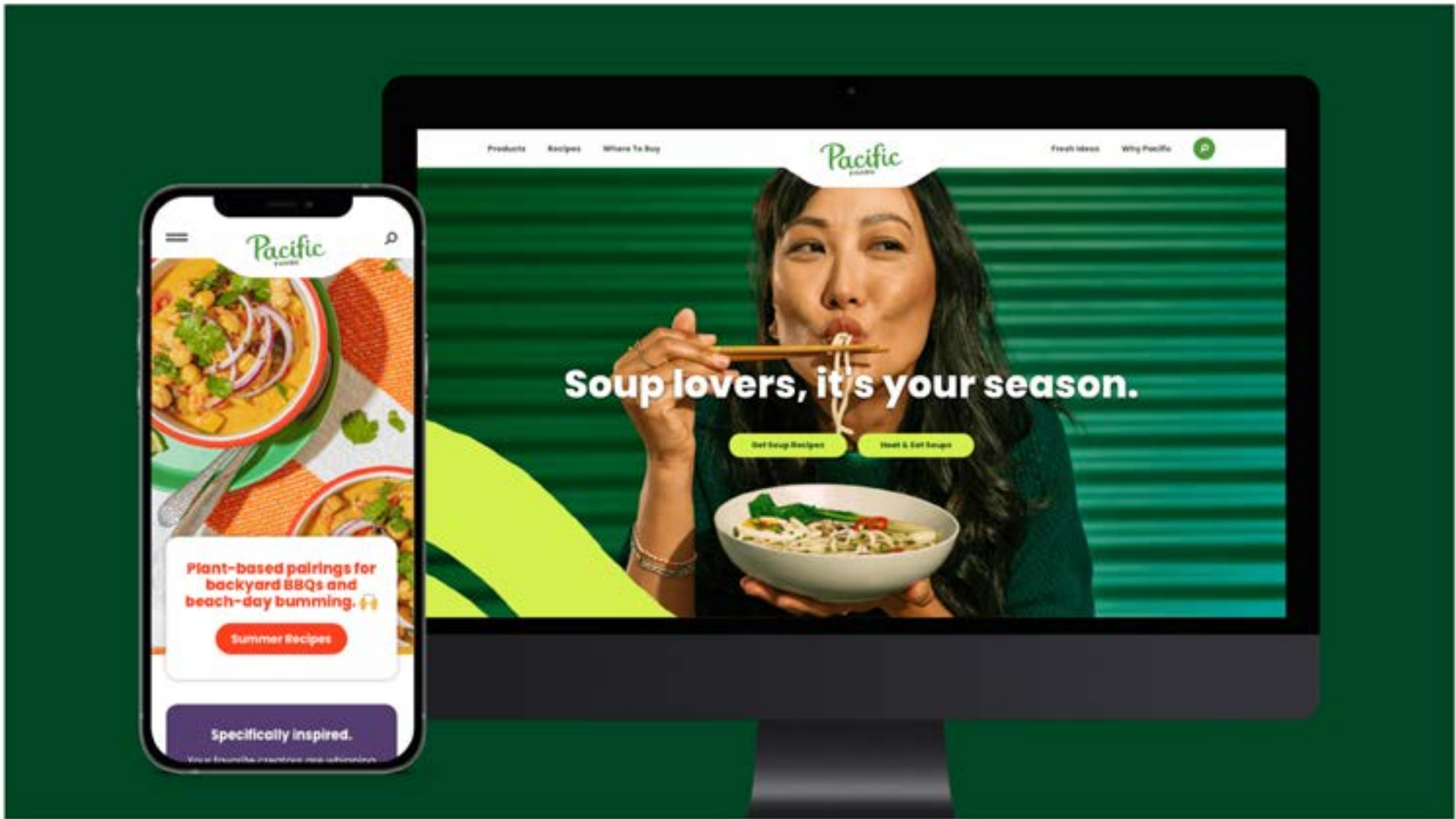
INCREASE IN TRAFFIC YEAR-OVER-YEAR

5+ YRS

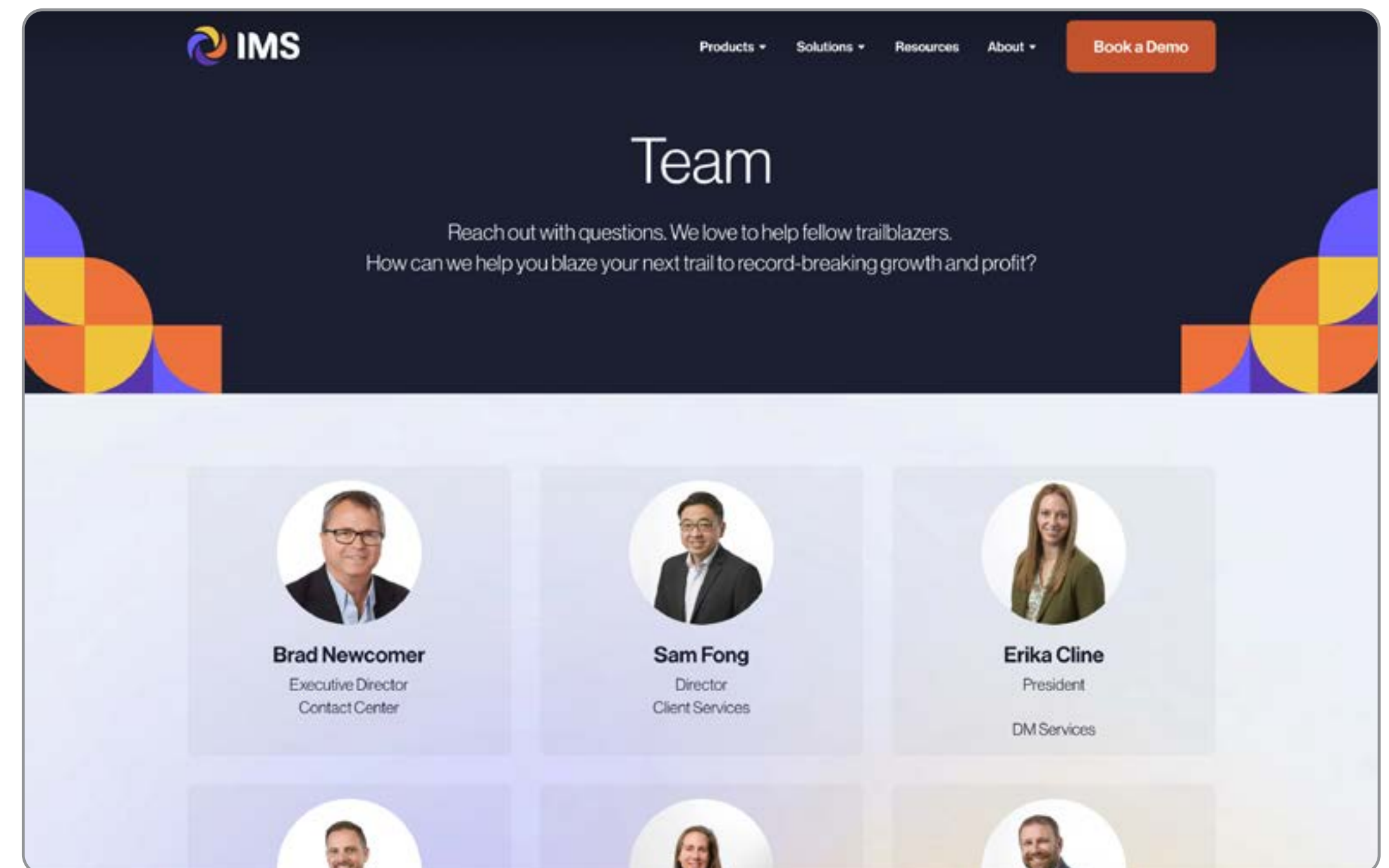
WORKING WITH COCA-COLA



71% INCREASE IN WEBSITE VISITS AND A 600% GROWTH IN RANKED SEARCH KEYWORDS SINCE LAUNCH.



Are they people I want to work with? How do I get in touch with them?
Are they a real company?



Performance Impact on Revenue per 1,000 site visitors

Avg Sale: \$50

Load Time	Conversion	Revenue
1 second	3.05%	\$1,525
2 seconds	1.68%	\$840
3 seconds	1.12%	\$560
4 seconds	0.93%	\$465

➡ Impact of 3 seconds:
Revenue Loss is \$1,060 per
1,000 visitors

➡ 53% of website visitors will
leave a page if it takes more
than 3 seconds to load
(Hobo)

➡ Users are 90% more likely
to bounce when load time
increases from 1 to 5 sec-
onds (Google)

Poor Spelling and Grammar	Pop Ups and Ads
Spammy Content	Broken Links
Missing Contacts	Poor Navigation

Calls To Action

Missing or Poorly Designed

Weak or Inadequate

Too Many Too Long

CALLS TO ACTION:

Missing or Poorly Designed

Weak or Inadequate

Too Many Too Long

In Our Clients Words



- What are you signing up for?
- Set up the expectation
- Make sure the CTA sign up is simple
- Leads to a website account page, not what you would expect
- “Getting Started Now” but for what
- Surrounding homepage information does not create enough interest for a sign up

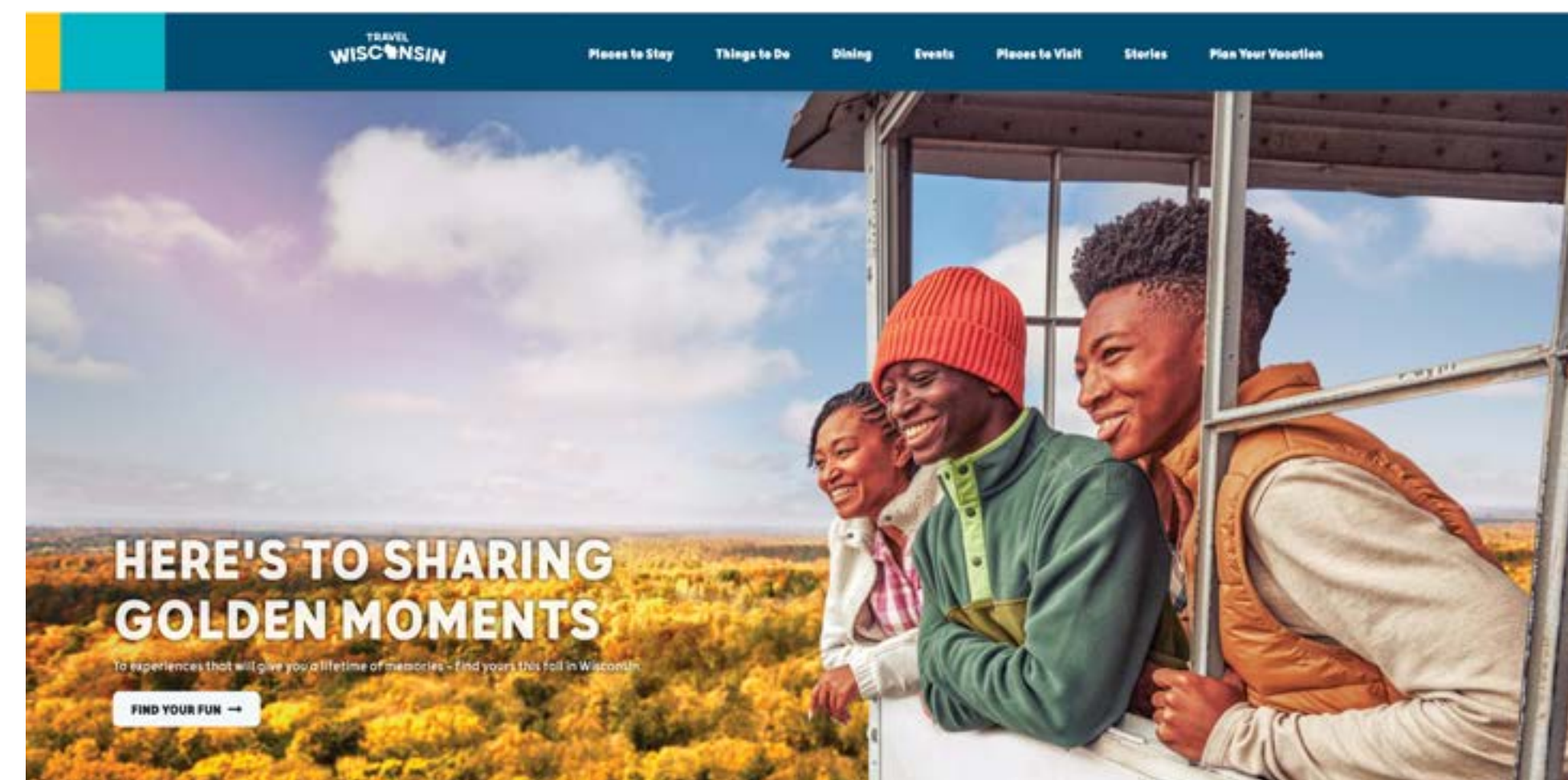
CALLS TO ACTION: Missing or Poorly Designed **Weak or Inadequate** Too Many Too Long

What do I do next?” does the user have enough information to decide

BEFORE

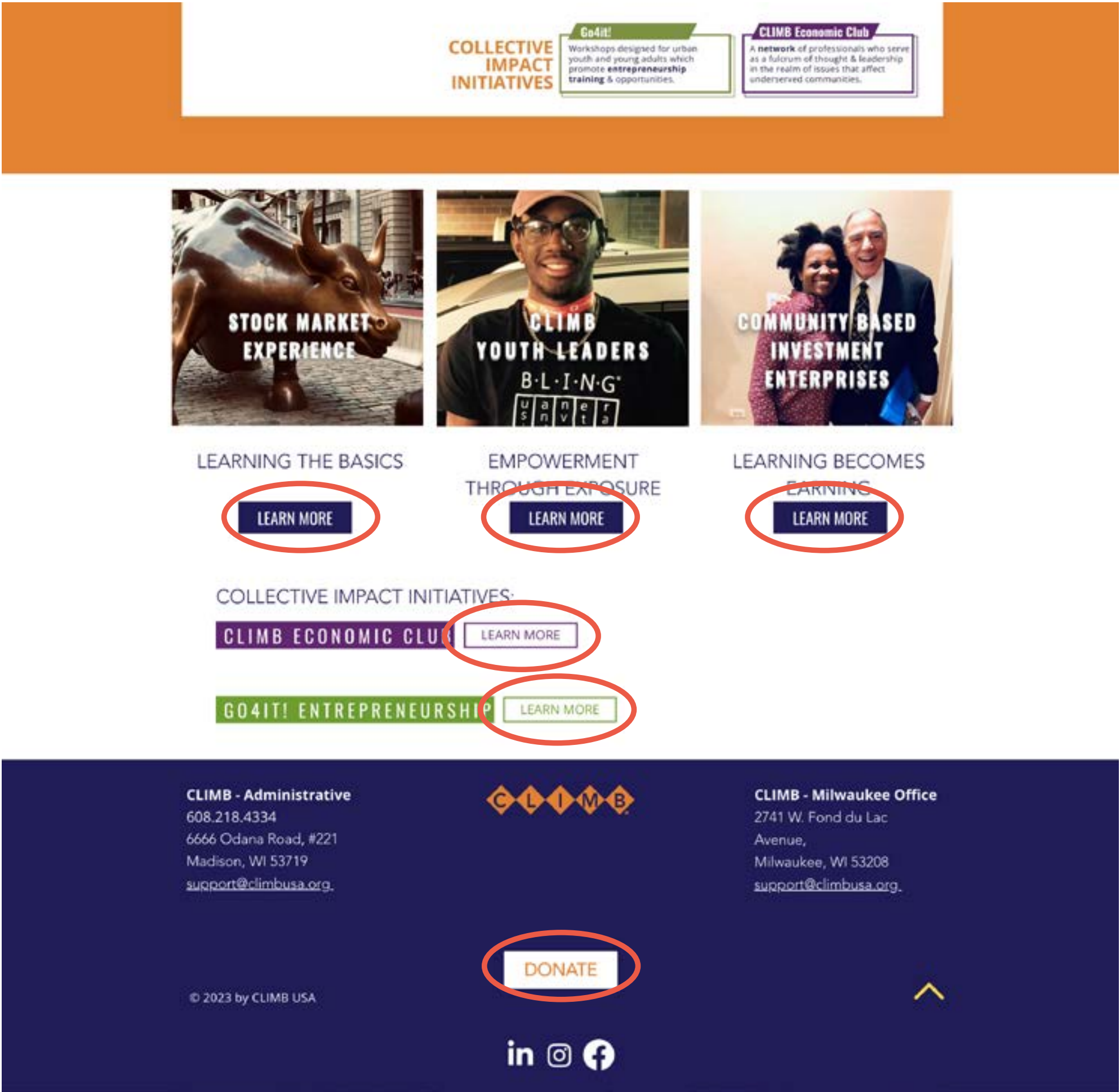


AFTER



CALLS TO ACTION: Missing or Poorly Designed Weak or Inadequate **Too Many Too Long**

Decision Fatigue



Reliance on AI

➡ Inflates significance and dilutes message

plays a vital role • serves as a testament • leaves a lasting impact • watershed moment • key turning points

➡ Ranges that say nothing

Our services range from strategic planning to implementation support.

➡ Grade school summary language

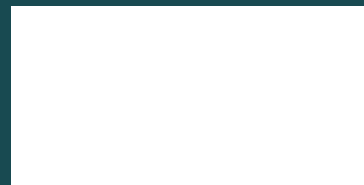
In summary... • In conclusion... • Overall...

➡ Editorial insertions

It's important to note... • No discussion would be complete without... • It is worth remembering...

➡ Three-part lists everywhere

➡ Lack emotion



CONTACT:

STEVE MINTZ

HUSTON DESIGN

HUSTONDESIGN.COM

STEVE@HUSTONDESIGN.COM

608.234.8979

**RECEIVE A FREE 30 MINUTE
CONSULTATION FROM HUSTON
DESIGN TO USE ANY WAY YOU CHOOSE.**

Refine your brand story.

Review your website.

Discuss your marketing strategy.

WCAG Tools

- ➡ Contrast Checker: <https://webaim.org/resources/contrastchecker/>
- ➡ Website: <https://www.skynettechnologies.com/accessibility-checker>
- ➡ Website: <https://www.accessibilitychecker.org/>
- ➡ Website: <https://wave.webaim.org/aim/>
- ➡ Website: <https://addons.mozilla.org/en-US/firefox/addon/ainspector-wcag/>

Website Performance Audit:

- ➡ Google: <https://pagespeed.web.dev/>
- ➡ Semrush: <https://www.semrush.com/lp/website-audit-1/en/>
- ➡ Hubspot: <https://website.grader.com/>

TESTIMONIAL QUESTIONS

1. What problem did our product/service help you to solve? How did we make it easy for you to solve that problem?
2. What outcome were you hoping for when you selected our product/service? What results did you achieve?
3. What kept you from purchasing our product/service sooner?
4. What was your main concern that would have prevented you from purchasing, and what put your fears to rest?
5. Why did you choose our product/service over other products/services in the marketplace? or What made you choose us over anything else you could have done?
6. What exactly did you like most about working with us/our product/service?
7. What surprised you the most or made you the happiest about buying our product/service?
8. Why would you recommend this to a friend or colleague?
9. If you were to recommend [our product/service] to your best friend, what would you say?
10. What are three benefits you've experienced as a result of buying/joining [our product/service]?
11. What was life like before you started with [our product/service]? What is life like now that you've experienced [our product/service]?
12. What was your buying experience like?
13. How would you describe your customer service experience?
14. Was our product worth the initial cost or investment? If so, why?
15. What's one thing you think other people should know about this product/service?