

12

*Tips & Tricks for a*

# Clear Website



# 12

## *Tips and Tricks for a* **Clear Website**

- Make your body font 16 pt minimum.** Depending on the browser, 16 point font can look the same as a 12 point font, printed. Make it easy for your users to read your message! Clear font wins over pretty font. Use Italics and CAPS only for special occasions.
- Scanning your headlines alone should tell a compelling story.** They should be **benefit-driven**. Test: Grey out your body copy. Would someone understand your offer, and feel driven to your action?
- Give users less than 5 choices for each "scroll".** The human brain starts working double-time after 3 options. The golden number is 1, then 2, then 3. Make your choices intentional!
- Watch your line length!** Too long, and it will be hard to focus and find where lines end and begin. Too short, and eyes need to travel too much, which will distract a user from reading your content. The Goldilocks length is between 50-75 characters.
- Place your "social proof" high on the homepage.** A new user is always asking, "can I trust this person?" Let them know an emphatic "YES! :)" Success stories, trust logos, quotes, or indirect inferences to success should act as sprinkles - too many and you can look insecure! Just a dash is enough.
- Contrast is most important for readability.** Black text over a white background always wins. White or colored text over a image background is tougher to read.
- Make motion intentional.** Motion attracts the eye, so make sure if you include it, there's a reason! If your user sees a lot of motion, and theres no payoff, it can be a frustrating user experience. Remove sliders or parallax that don't gently nudge your users toward their intended journey.
- Speak in the conversational language of your user.** Oftentimes we get so excited to speak to people in our own terminology. Just remember, clarity wins! Jargon and poetry is extra clutter.
- Show high-res photos that represent your ideal customer's success story.** If you're not sure, test different images and see which gets the most interest (and clicks).
- Tell them a clear high-level plan.** Customers are in search for clear answers, and a plan feels secure. Answer the question, how will you guide your ideal customer to her/his success story?
- Trim down menu items to the most essential for your user story.** Determine what they need before they are willing to optin or buy. Highlight your primary call to action in your menu.
- Show your website to a stranger for 5 seconds.** Ask them to say who you are, what you do, and how you can help someone. Tip: Make sure your CTA is displayed loud and proud on the top right.

