

Design proposal for woodallcreative.com

The world is changing so quickly – particularly on the digital front. We have to guide our clients through these changes in order to keep them up-to-date and relevant with their target audience.

Tracy Woodall
(Interview with NAWBO Atlanta)

While you keep your clients up-to-date on the digital front, your target audience- particularly the new customers should be able to see your expertise and how you can guide them.

An updated website design as we propose here, will propagate this vision of yours and bring more clients.

As a part of the proposal you will find below a home-page redesign with customer centric philosophies and an objective to get more clients.

This design is modern, it will demonstrate your expertise and will be relevant for your customers for many years making the investment in redesign worth it.

A few pointers for this proposal document

It includes the design of only the home-page, and there are suggestions regarding other pages covered at the end, under ‘additional suggestions’.

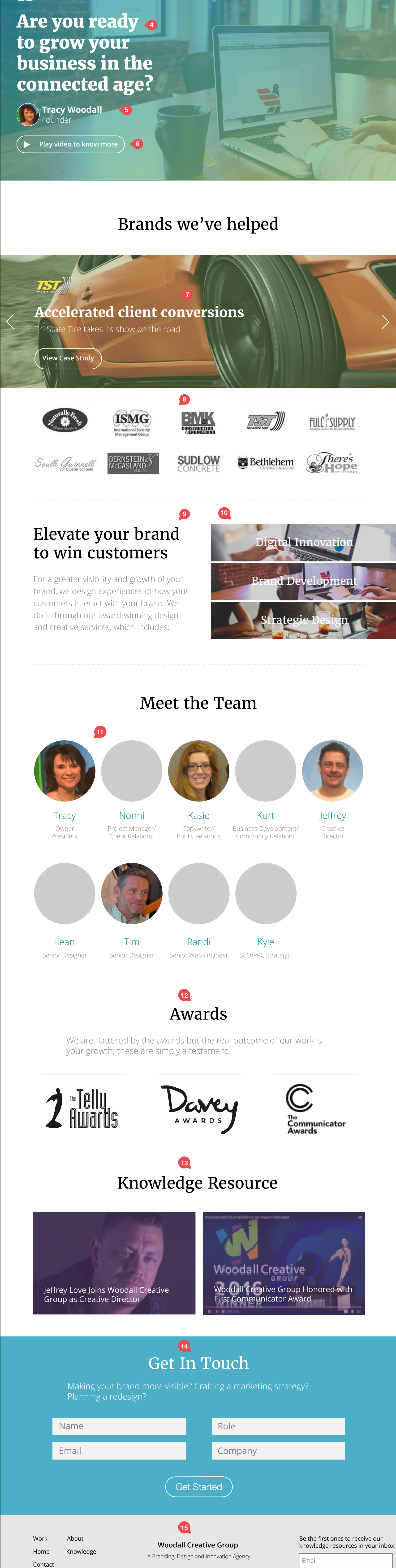
The design elements are numbered. Their explanations are listed on the right. 0

Images used here are either from a stock or from WCG’s website/facebook pages.

This is a long, single page pdf. We recommend downloading it and reading it on desktop devices.

Homepage design

Explanation



- 1 The phone number is already prominently placed on the top which is a great way of showing availability for your clients. Without a clear message, the context for the number gets missed. Adding a ‘Talk to us’ or ‘contact us’ makes it more human and puts visitors at ease about contacting.
- 2 Search option gives assurance to users that they can quickly find whatever they are looking for, on the website. ex: something particular in the blog section.

Search will provide insight into optimizing the website for users by prioritizing the content based on the search results.
- 3 Short and more direct menu items, like Work, are quick to understand, which makes the use of navigation faster and easier.

Putting similar content eg - about the company, team and awards on ‘About’ page will reduce the number of pages overall. Lesser pages promotes users to visit other pages and it also makes it easy to find content.
- 4 The headline sets the tone of what is to follow and offers a core value proposition. Framing it as a question will get more attention.

This headline is a suggestion, that captures the customer intention. A few more headlines can be brainstormed and tested for maximum conversion.
- 5 A value offering made by a person is much more credible than if it was not known who made it. Image and name of the founder are added to create the same effect. This is like the shortest letter from the founder.
- 6 Video makes the main content stronger by generating engagement. WCG can use its expertise in videography to produce one, briefly explaining about the company.

Replacing the image in this section with snippets from the same video will also showcase WCG’s expertise in producing videos at a glance. ex: the way www.arsthanea.com does it.
- 7 Potential customers are primarily interested in case studies of work. The section here, along with making ‘Work’ the first menu item will make case studies easy to access.

Focusing on the outcome - which is ‘Accelerated client conversions’, will help users gauge the results WCG can achieve for them. And it complements the value proposition in the main headline.
- 8 Using client logos in grayscale reduces the visual clutter due to different colors of each logo, especially since the logos are placed in the middle of the page. It also gives a clean and uniform look to the website.
- 9 The headline again makes a value statement for the visitors and it supports the main proposition. This will make the value offer clear, strong and consistent through the website.

It also introduces the services and makes visible the outcome of services (which is elevation of the brand for more customers).
- 10 Using authentic images will give visitors a glance into the way work happens at WCG. It will make instant connection with them.

This will also bring a visual aspect to the services and keep the content interesting.

On mouseover, each bar will expand to reveal the full image and important points related to each of the services.
- 11 Faces go a long way in making human connection. It displays the kind of expertise and experience the team possesses.

The caricatures used currently are a nice expression; having them as a flipover image when users hover over the main image will add a fun dimension and a delightful interaction.
- 12 It’s an amazing feat to have won so many awards for the work, they must find a place in the story being suggested, the awards are not for flaunting they are there as a testament. This will build a greater credibility among the visitors.
- 13 Blogs, reworded as Knowledge Resource lays emphasis on WCG’s experience and is away from the cliché as a result it will get more clicks.
- 14 Forms provide a strategy to track leads, and potential customers. Interested visitors can drop in their details, they can be contacted and converted into customers. This will be helpful for the cases where leads have shown interest but will hire WCG in the near future.

The content in the form of question, is engaging. A repetition of what they are looking for, will make it more likely for them to connect.
- 15 Footer is some more real estate that can be used to make it easy for customers to navigate between pages.

Adding the subscription here will make it ore visible and increase the chances of users registering.

Design Philosophy

User Journey To Influence New Customers

For example: A school owner, in their early 40’s.

They, looking for a team that can do branding and create engagement through digital channels, would want to see the portfolio or case studies and what all WCG can do best for them. Getting to see the team and a quick access to form to make contact would work great in converting the school owner. All the elements on one page(say home) will make it easy for the users to understand the company with minimum effort, as covered in the above design.

Competition Analysis To Gain New Customers

Many of the full-service marketing agencies, from Atlanta (such as www.matchstic.com, www.aumcore.com, www.razorfish.com) are showcasing their work in a big bold manner; it would be a great thing to add to www.woodallcreative.com website as well, since customers look for case studies.

Using simple design will be more memorable and effective for new customers.

www.blitzagency.com does the same while www.blacqube.com, www.jplcreative.com, www.22squared.com use complex designs to present their story.

Design To Give Old and New Customers An Up-to-date Image

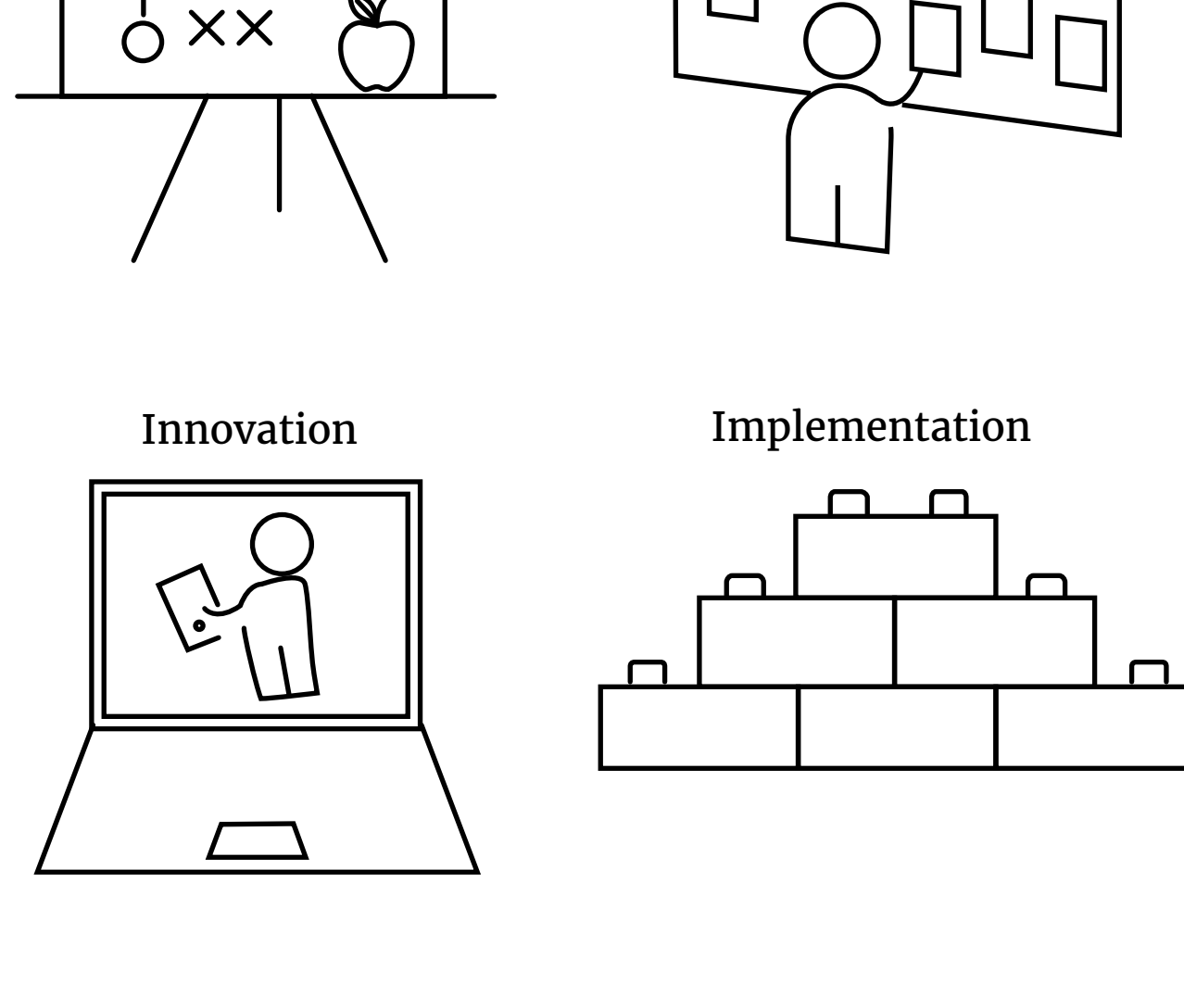
The purpose is to create a clean design so visitors easily find the information and to give users the impression of a new-age design, through the use of latest trends such as gradients, buttons, forms and other interaction points.

Additional Suggestions

1. Visual Edge Over Competition

WCG’s video production expertise can be used to create a video for the homepage the way they do it: www.matchstic.com www.blitzagency.com www.zurb.com

The content, such as the process involved in brand development can be made visual:



2. Social Media Integration For A Visitor Inflow

Any new video created for clients, can be displayed with the case study on the website as a part of the portfolio. Since they are only posted on facebook, a hook can be created so any new portfolio material can be shared to facebook from the website. This will increase the website too.

Similarly blogs can be linked, so any new blog that gets published also gets posted on facebook automatically.

3. Observation On Images For SEO

- On the client page, the logos are a part of one big image. This may make it difficult to add new clients to this list. The image will have to be changed each time. It will also not support the responsiveness of the website.

- Images on the homepage have embedded text, if this text is moved outside the image into html code then it will additionally be great for SEO.

4. Suggestions For Blog Page For A Better Usability

- While on a blog post, adding a ‘back to all’ blog posts link will help users navigate between the blogs.
- The left and right navigation to the other blogs can show the complete titles not just arrows.
- Perhaps some of the blogs were published at a blogging website and the about woodall section at the end of blogs got copied to the website too. It’s great a idea to win customers from blog/case studies, there can be a call to action at the end. This way, there can be conversions through most visited blogs directly from the page.
- Some of the blogs also end with source references and best wishes; this content can be removed from the blog section. Hyperlinks and replace sources.
- The categories of blogs can be utilised as tags for the blog posts so users know while moving through the pages, which categories the blogs belong to:



Categories