Best Practices

Web Forms

1. Set clear expectations e.g. first some personal details, then payment info
2. Only ask for information you absolutely need, avoid optional forms
3. If you do have optional form fields, make it clear what's required and what's optional
4. To improve the quality of your leads, intentionally increase form friction
5. Have a lot form fields? Consider multi-step forms
6. Include a progress indicator on multi-step forms
7. Start your form with the easiest form fields first
8. Use radio buttons when there are less than 5 choices and dropdowns when there are more than 5
9. Pre-fill any form fields you can (e.g. auto-populate city and state by asking for zip code first)
10. Test real-time inline form validation
11. Use trust badges in your forms, especially when asking for sensitive information

Ecommerce Category Pages

12. Use filters to avoid analysis paralysis and help users make a purchase selection
13. Use product badges (e.g. "New!", "Top Rated!") to highlight certain products and direct users towards a purchase selection (but use them sparingly)
14. Use sorting tools like price, customer ratings etc
15. Use large, high-quality product and product category photos
16. Breadcrumbs are ideal for navigation and orientation, implement them

Buttons and Call to Actions

17. The CTA should be highly noticeable, at the top of the page's visual hierarchy
18. Leave plenty of "whitespace" around your CTAs
19. The CTA button color should contrast the colors on the rest of the page

Fold and Page Length

20. Put the most important content above the fold

21. People should be able to complete the primary action on any page without having to scroll down

Ecommerce Signups

22. Always offer guest checkout
23. Avoid the word "register". 'New customer" or similar terminology performs better
24. Offer account creation after checking out on the Thank You page
25. Incentivize account creation e.g. "Save your details and get 20% of your next order"
26. Offer the option to register using social login

Incoming Phone Leads & Tracking

27. Put your offer in two places: above the fold and below the fold
28. Use a unique number on all channels
29. If for some reason you cannot use call tracking, creating a "click to reveal" phone number and tie it to a Google Analytics event.

Principles of Persuasive Design

30. Minimize the visual complexity of your site design
31. Maximize prototypicality
32. Create a clear visual hierarchy that corresponds to the most important elements on the page
33. Place the value proposition and call to action above the fold
34. Using photos of people on your site? They should be smiling, but not in a cheesy way
35. Avoid paragraphs that are more than four lines of text
36. Use visual cues to direct people towards the page's most important elements
37. Maximize the size and quality of product images
38. Aim for one action per screen

Typography & Content

39. Don't go smaller than 16px for body copy
40. Use traditional fonts (Arial, Georgia, Tahoma, etc) for body copy
41. Break up walls of text with: lists (ordered and unordered), images, subheadlines every 1-2 paragraphs, and/or paragraph breaks every 3-4 lines
42. The optimal line length is 50-75 characters
43. Avoid any type of header that might be perceived as a banner
44. Write sub-headlines that summarize the paragraphs below

Radical Redesign vs Evolutionary Design

45. Evolutionary design is the typical approach to making design changes on a site
46. Conduct conversion research and understand the weakest areas of a site before a radical redesign

Home Pages

47. The value proposition should answer these three questions: What can I do here? Why should I do it? How's this different/better than other offers?
48. There should be one clear call to action on the home page

Pricing and Pricing Pages

49. Test prices with actual traffic to determine your optimal price point: multiple offers. Decoy pricing, anchoring, decoy + anchoring
50. If your pricing is variable, offer an instant quote calculator
51. Incentivize long-term commitments
52. Offer the option to show pricing in different currencies
53. Address FUDs on the pricing page

Website Speed Optimization

54. Use Google Tag Manager to measure 100% of site speed data
55. Server response time should be under 200ms
56. No single page element should take over a second to load
57. Minimize the number of round trips (browser - server - browser) that need to be made

Visual Hierarchy

58. Imply important using size and color
59. When determining how facets of your site should rank in visual hierarchy, reflect on your business objective
60. Apply visual hierarchy to every page

FAQs on Websites

61. Avoid FAQs that are sales copy in disguise
62. FAQs are more effective in context that on a separate page

Importance of Visual Design

63. Use large, inspiring, high-quality photos
64. Go for simple and prototypical designs

Internal Search

65. The search box should be big, noticeable, and placed in a typical location
66. Design product images to appear in the search box
67. Search should be able to solve typos
68. Avoid "no results" type pages
69. Offer auto-complete

Shopping Cart Pages

70. Test different add to cart notifications/designs
71. Focus on clarity and control: Shoppers know exactly what's in their cart and how they can edit their purchase
72. The "checkout" button should be at the top of the visual hierarchy on the cart page
73. Offer a few alternative payment methods, like PayPal and Amazon
74. Remind shoppers of your purchase-related perks like free shipping, trust badges, and/or returns
75. Don't show off the coupon code field

Ecommerce Checkout Pages

76. Entering credit card information should be the last step of the checkout process
77. Use trust badges and other security features
78. Show off your security features: SSL, encryption, etc
79. Store credit card information in your system
80. Design the payment form to look like an actual credit card