

Website design essentials to boost engagement and conversion

February 2025

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Tech Champion, Websites



**Digital Culture
Network**



Webinar

Before we get started:

- Today's webinar is scheduled to last 1 hour including Q&A
- Click the CC button for Closed Captions
- BSL interpretation is available
- The recording of this webinar will be available on our website in 7 days
- Ask questions using the Q+A button
- Say hello in the chat (select "Everyone" from the dropdown). You can also use the reaction buttons! 🤖 🎉 😊

Access free one-to-one support



Get in touch

Events

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Awards ▾

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News

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Ask a Tech Champion

Ask a Tech Champion

Got something specific you'd like help with?

Our Tech Champions provide one-to-one support and expertise in a range of specialisms including:

- Digital Strategy and Marketing
- Digital Content Creation
- ECommerce and Merchandising
- Data Analytics and Insights
- Social Media
- Email Marketing
- Box Office Ticketing and CRM
- Websites
- Search Engine Marketing and Optimisation

First Name

Last Name



Email

Organisation

What is it about?

Which discipline is your area of focus?

What region are you based in?

How did you hear about us?

Please tell us about the support you need:

Access free one-to-one support



Agenda

1 Brand and messaging

2 Fonts and colours

3 Content and layout

4 Navigation

5 Conversion

Introduction

Your website exists to...

Fulfil organisational*
objectives and build **trust**
with your audiences

(***personal** objectives if you are an individual artist)



Ollie Couling
Digital Strategy



Jack Roscoe
Audience data

Poll – How can you boost your web site's credibility?

-
- Highlight the expertise in your organisation and in the content and services you provide.

 - Design your site so it looks professional (or is appropriate for your purpose)

 - Make your site easy to use -- and useful.

 - Avoid errors of all types, no matter how small they seem.

46% of people judged website **credibility** by visual design*

(only 8% selected functionality)

* *Stanford Web Credibility Research Report, 2022*

Users care as much about
how a website looks as to
how it works...

1

Brand and messaging

Branding consistency

QUICK TIP
No.1

Build recognition, loyalty and trust across channels

Online

Web

Socials

Email

Ads

Video

Offline

Print

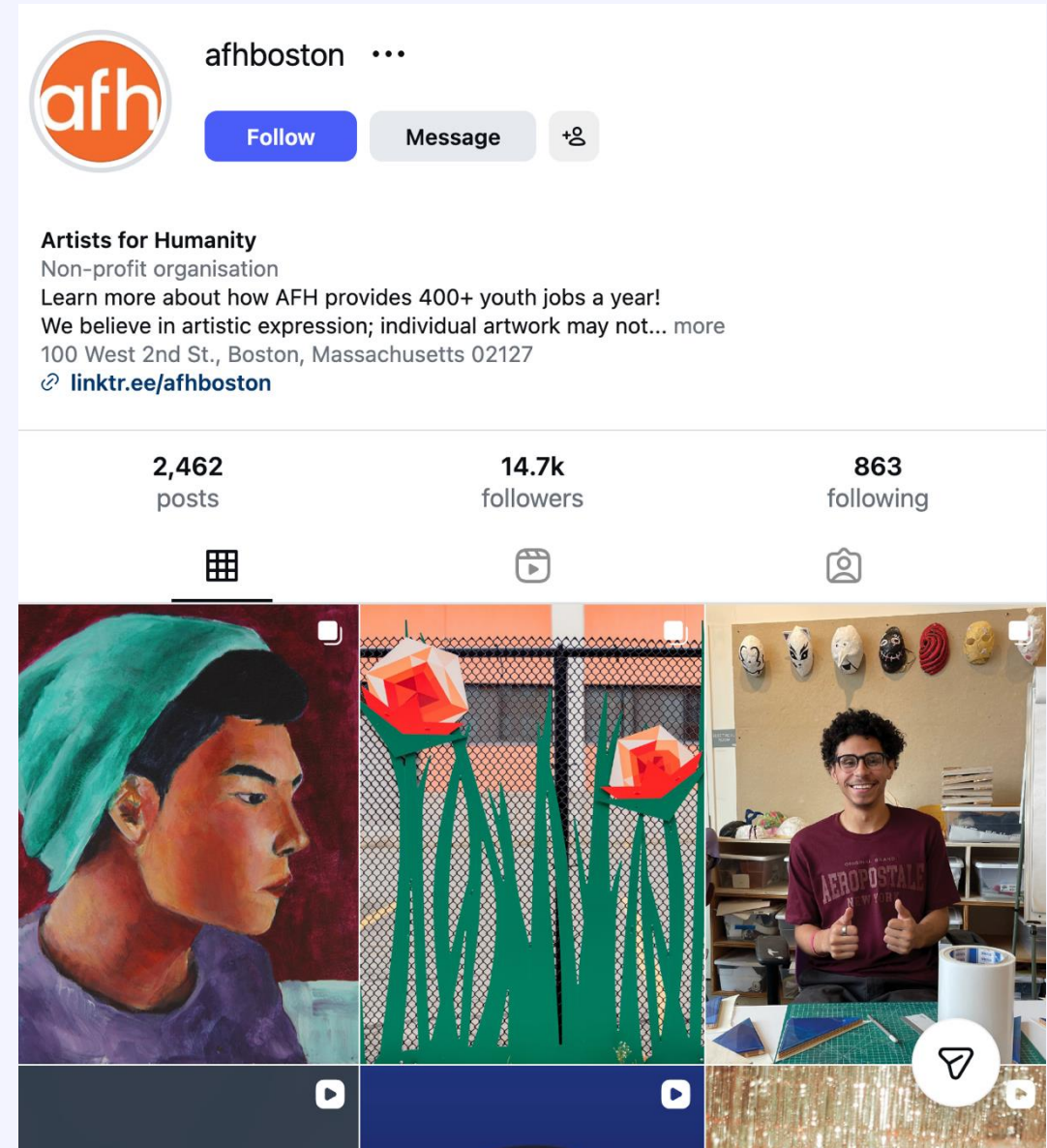
Ads

Merch

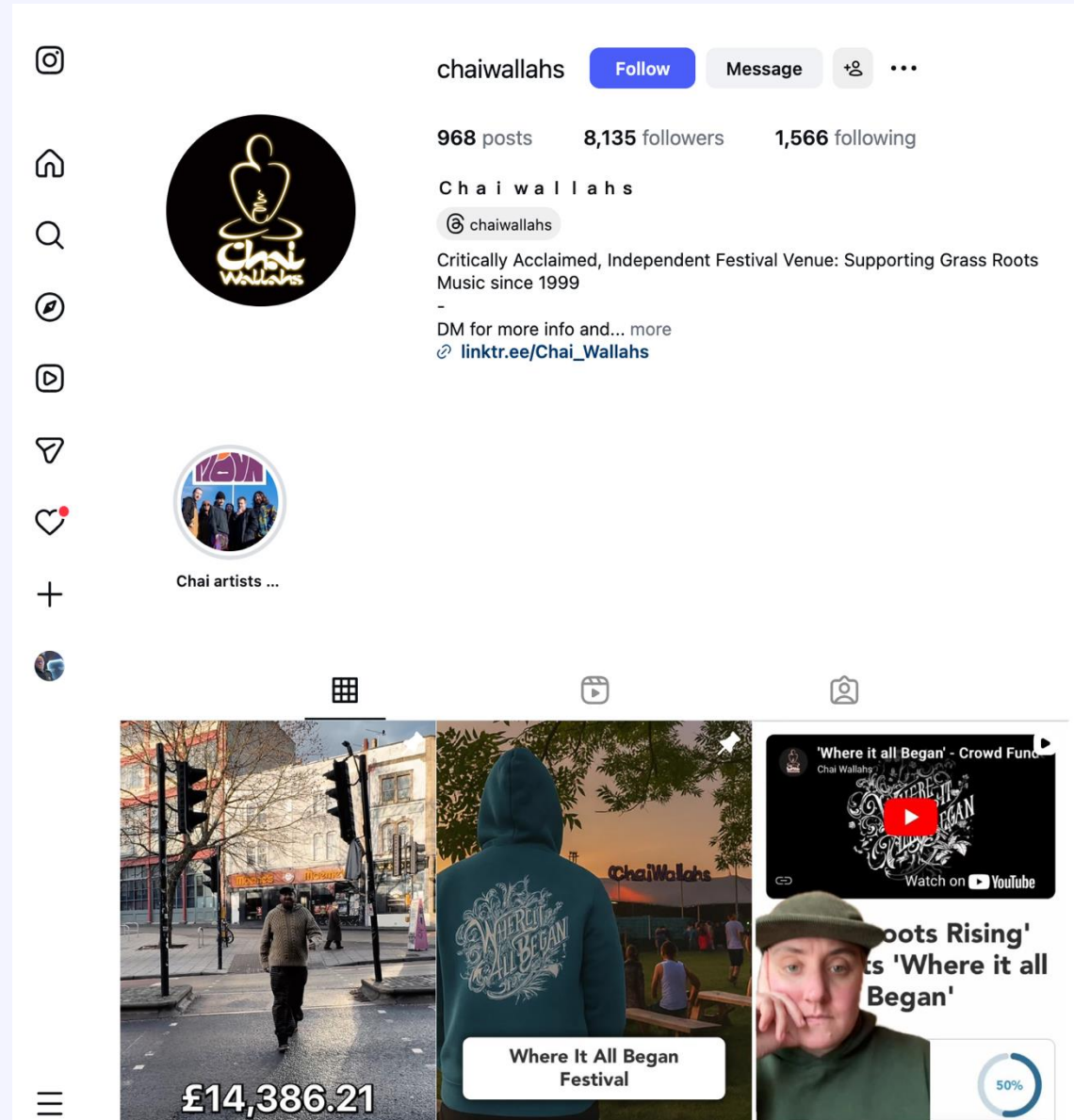
PR

Signage

Artists for Humanity (Boston) – Visual disconnect between website and Instagram



Chai Wallahs (Bristol) – Consistent brand applied across channels



QUICK TIP

No.2

Include some simple text
explaining who you are and
what you do

(Written for your audience. No jargon)

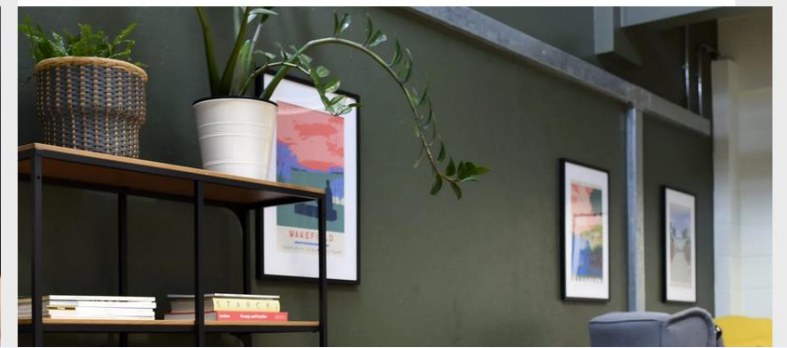
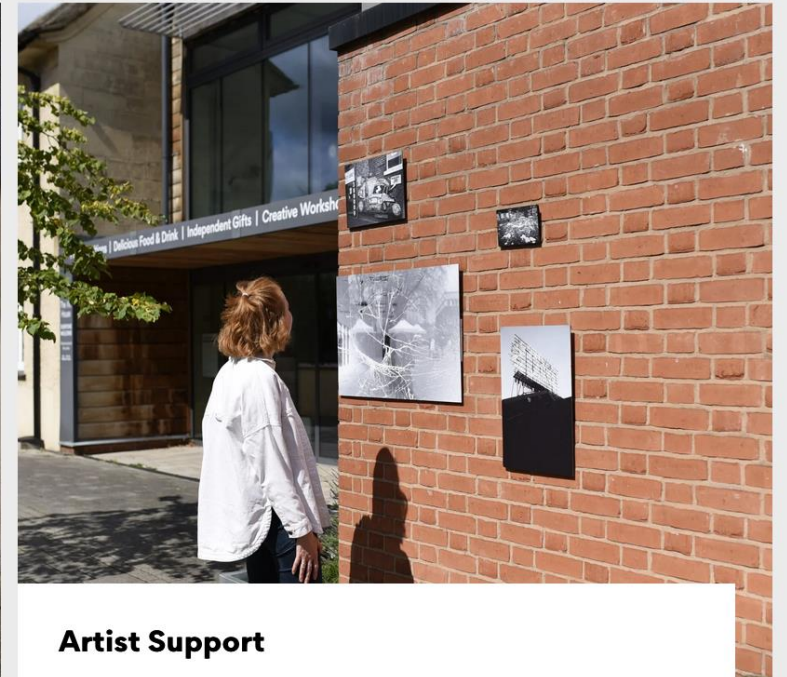
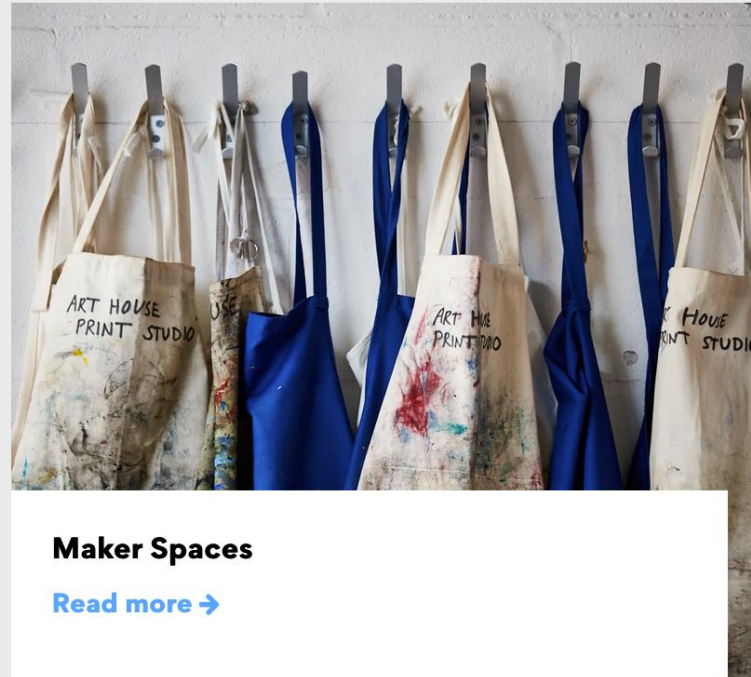
Who's it for?

Our house is your house.

The Art House provides time, space and support for artists, makers and creative businesses to develop their practice. It is a place where artists and audiences of all kinds are welcome to come together and engage with the creative process through a year-round programme of exhibitions and events.

Follow us on social media and join our mailing list to stay up to date.

[See what's on](#)





We improve the lives of young people in a range of very challenging circumstances through music and arts based opportunities



2


Fonts & Colours

Choose fonts and colours with care

(Brand. Legibility. Accessibility)


Standard website text should be a minimum of 16pt

16px Proxima Nova




Frequently the messages have meaning; that is they refer to or are correlated according to some system with certain physical or conceptual entities. These semantic aspects of communication are irrelevant to the engineering problem.

16px Caslon Pro



Frequently the messages have meaning; that is they refer to or are correlated according to some system with certain physical or conceptual entities. These semantic aspects of communication are irrelevant to the engineering problem.

16px Futura



Frequently the messages have meaning; that is they refer to or are correlated according to some system with certain physical or conceptual entities. These semantic aspects of communication are irrelevant to the engineering problem.

San-serif fonts

(e.g. Arial, Helvetica)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis iaculis velit at luctus sodales. Curabitur euismod ligula sed leo semper, sed maximus ipsum placerat.

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Modern and contemporary (broadly)

Serif fonts

(e.g. Times New Roman, Bodoni)

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Traditional and formal (broadly)

SAVE

EXIT



Home
Page - Published



CLOSE

Your Site Title

Font styles included
within CMS themes



Interior
Painting,
Specializing in
Eco-Friendly
Textured
Design



Themes

PROFESSIONAL

Aa



Button

Aa



Button

PLAYFUL

Aa



Button

Aa



Button

SOPHISTICATED

Aa



Button

Site Styles

Themes

Aa



Button

Fonts

Heading

This is your paragraph.



Colors



Buttons

Button



Forms

Text



Ensure text is legible / accessible

A

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Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker



Foreground

Hex Value
#

Color Picker Alpha

Lightness

Background

Hex Value
#

Color Picker

Lightness

Contrast Ratio
5.81:1

Give generous space to the text on your website

(adjust your line height and line length)

Line length (No. of characters)

Too short

50 – 75 (perfect!)

To long

A

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Be generous with

The vertical distance between your copy

Line height

A

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A bit too squeezed (1.0 line height)

B

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Aaaah... that's better (1.4 line height)

We are proof that talent knows no boundaries

The artists we work with aren't just excellent musicians; they're change-makers with an artistic bravery that's infectious.

We want artists to thrive, not just as professional musicians, but as confident, independent creators. That's why we created **Modulate** – a wide-ranging programme of career development and skill-building opportunities led by our dedicated team of producers, musicians and collaborators.

Conceived in partnership with our musicians to directly address what they see as the most critical blocks to developing as artists, Modulate is as ambitious and innovative as our live work.

At the moment, most Modulate resources are available only to Paraorchestra members who identify as disabled, D/deaf or neurodivergent – [find out more about how we recruit musicians to our ensemble here](#).

Our ambition is to extend our offering to a wider audience and scale up our efforts to create a more equitable industry for all musicians. Be the first to hear about new opportunities by [signing up to our newsletter](#).

Additional funding for Modulate has been provided by the [PRS Foundation Music Talent Development Network](#) supported by [PPL](#).

the
DESIGN
MUSEUM

EXHIBITION BOOK NOW

Blitz: the club that shaped the 80s

20 SEPTEMBER 2025 – 29 MARCH 2026

A major exhibition on the legendary Blitz club night that transformed 1980s London style, and generated a creative scene that had an enormous impact on popular culture in the decade that followed – from fashion and music, to film, art and design.

→ BECOME A MEMBER

→ BOOK YOUR TICKET

3

Content and layout

Website consumption rates have dropped 6.5% in 2025

(measured by change in session depth, time on site, and scroll rate)*

* *Content Square 2025 Digital Experience Benchmarks*

QUICK TIP

No.5

**Reduce the effort needed to
understand your content**





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Raw text content



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Step 1
Add paragraphs for each point



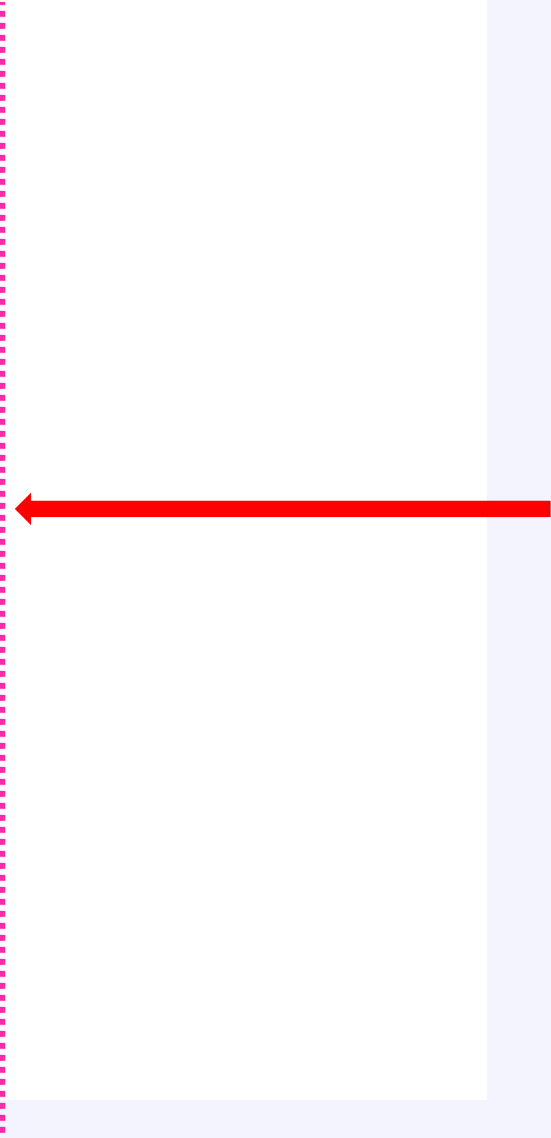
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Step 2
Reduce the line width to 55-70 characters



This is the title of my article (H1)

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This is a subheading (H2)

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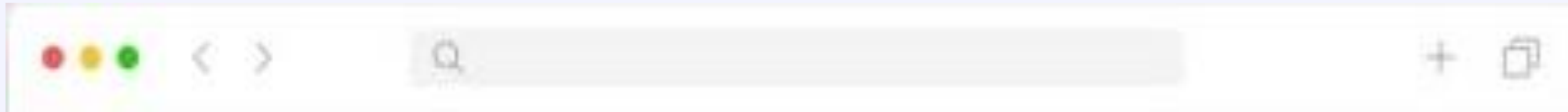
This is a subheading (H2)

Ullamcorper erat ac, vulputate mauris. Duis eu risus volutpat, volutpat enim non. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis iaculis velit at luctus sodales. Curabitur euismod ligula sed leo semper, sed maximus ipsum placerat. Pellentesque a viverra massa. Curabitur vel arcu vel ipsum facilisis faucibus. Nam risus nisi, dictum in ex vitae, dignissim posuere velit.

This is a subheading (H2)

Step 3

Break up text with headings



This is the title of my article (H1)

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This is a subheading (H2)

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- Key point within this paragraph
- Key point within this paragraph
- Key point within this paragraph

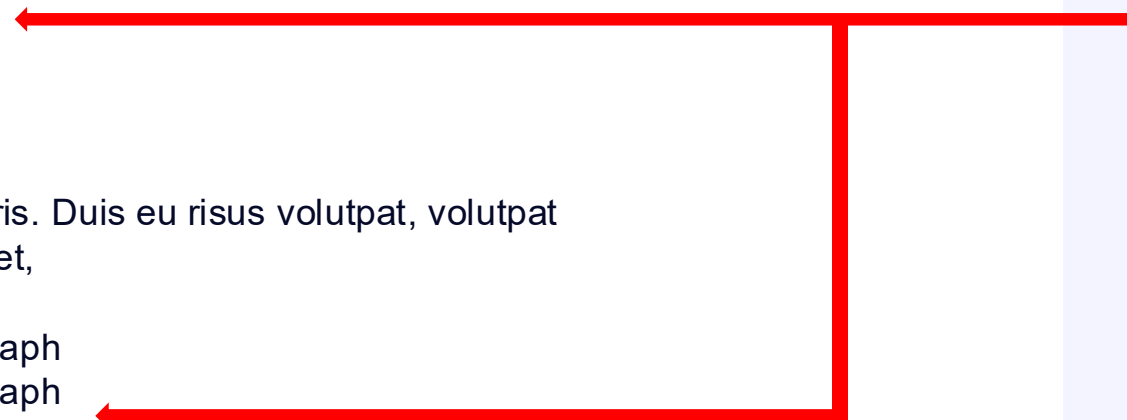
This is a subheading (H2)

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1. Numbered list within the paragraph
2. Numbered list within the paragraph
3. Numbered list within the paragraph
4. Numbered list within the paragraph

Step 4

Use lists to pull out key points





This is the title of my article (H1)

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- Key point within this paragraph
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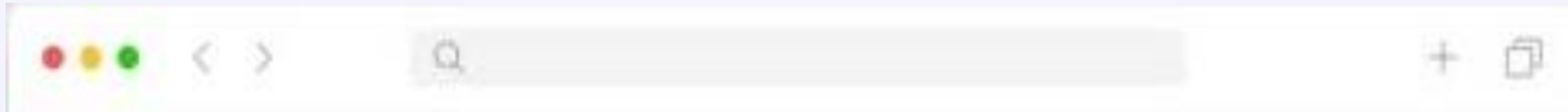
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2. Numbered list within the paragraph
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Step 5

Add emphasis and make text links obvious



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1. Numbered list within the paragraph
2. Numbered list within the paragraph
3. Numbered list within the paragraph
4. Numbered list within the paragraph

Step 6

Add images, quotes, statistics, panels and embedded video



Adél Bálint

Joined Rambert:

2018

Training:

Hungarian Dance Academy

Previous Companies:

Győr Ballet Company, Ballet Pécs Company, Szeged Contemporary Dance Company

Career highlights:

Adél worked with Hofesh Shechter Company on Orphee and performed at the Teatro Alla Scala in Milano. Performing with the Budapest Festival Orchestra directed by Ivan Fisher. Adél also worked with many different choreographers including Wim Vandekeybus, Sidi Larbi Cherkaoui, Jo Strømgren.

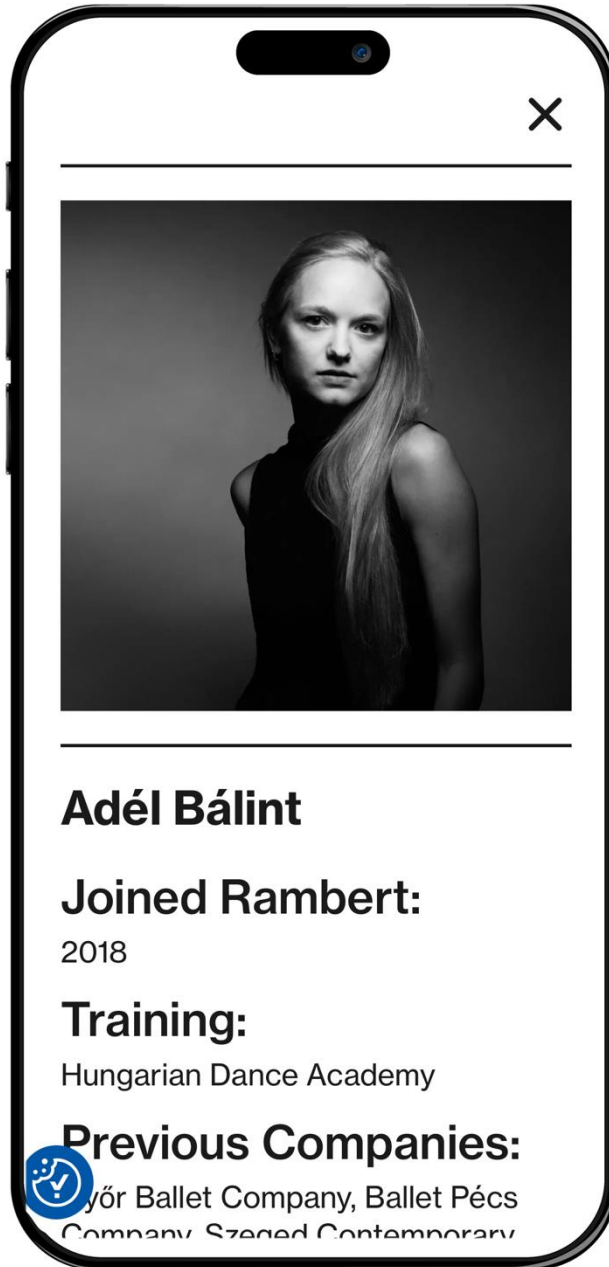
More on Adél:

Adél enjoys creating her own choreography and regularly attends the annual dance and choreographer competitions at the Hungarian Dance Academy. Adél choreographed her first piece last November for the *Blueprints* event at Rambert.

Instagram handle:

[@adelbalint](#)

[View website](#)



QUICK TIP
No.6

Getting your content noticed in AI overviews



Who are the digital culture network?



AI Mode All Images News Videos Shopping Short videos More Tools

AI Overview

The [Digital Culture Network](#) is an Arts Council England initiative launched in 2019 to increase the digital skills, capability, and maturity of the creative and cultural sector. Comprising a team of expert Tech Champions, they provide free, one-to-one support, webinars, and resources to help organisations improve digital strategy, technology use, and audience engagement.

Key details about the Digital Culture Network:

- **Support & Services:** Tech Champions offer guidance on various topics, including digital strategy, social media, data analytics, CRM, AI, and e-commerce.
- **Target Audience:** They support individuals, arts organisations, museums, and

Show more

Digital Culture Network: Digital Skills For Arts & Culture

We are here to develop and increase the digital skills and maturity of the creative and cultural...



Digital Culture Network

About the Network

You can even choose to have an...



Digital Cult... · Digital Culture Network

 Digital Culture Network
<https://digitalculturenetwork.org.uk>

Digital Culture Network: Digital Skills For Arts & Culture

The Network is led by a team of specialist Tech Champions supporting individuals and organisations from the creative and cultural sector including museums and ...



This is the title of my article (H1)

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Where is a good place to learn to dance in Leeds?

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1. Numbered list within the paragraph
2. Numbered list within the paragraph
3. Numbered list within the paragraph
4. Numbered list within the paragraph

Optimise for AI overviews

Use your content to answer questions people may be asking



◆ AI Overview

Top places to learn to dance in Leeds include [The Dance Studio](#) near the city centre for diverse styles, [Paula Clark School of Dance](#) for Ballroom/Latin, and [Yorkshire Dance](#) for community-focused classes. Other options include [Danceworks](#) in North Leeds and [Elevation Dance Academy](#) for varied skill levels.

Top Dance Schools & Studios in Leeds:

- **The Dance Studio (City Centre):** Ideal for beginners, offering a range of styles with experienced instructors.
- **Paula Clark School of Dance:** Known for fun, easy-to-follow Ballroom and Latin classes.

Show more ▾



Monica Thomas
Search Engine Optimisation

4

Navigation

Poll – what % of users stop engaging with a website because of **poor navigation**

15%

26%

41%

57%

**57% of users stop engaging
with a website because of
poor navigation**

**UX Industry Statistics Report, June 2025*

Reduce navigation to focus on what is really important

(Don't overwhelm with too many options)



Fantasy



lightning strikes inside a badge, silver-metallic

Generate

Compete for a VIP Premier League Experience.

Adobe Express

Ben Gardener's Boat

Andrew Leitch

Gameweek 26

46 Average

39 Points

119 Highest

Pick Team

Transfers

Gameweek 26 Status

League tables have been updated!

Day	Match Points	Bonus Points
Tuesday 10 Feb	CONFIRMED	ADDED
Wednesday 11 Feb	CONFIRMED	ADDED
Thursday 12 Feb	CONFIRMED	ADDED
Wednesday 18 Feb		

Transfers Made

10,933,870

Wildcards Played

170,257

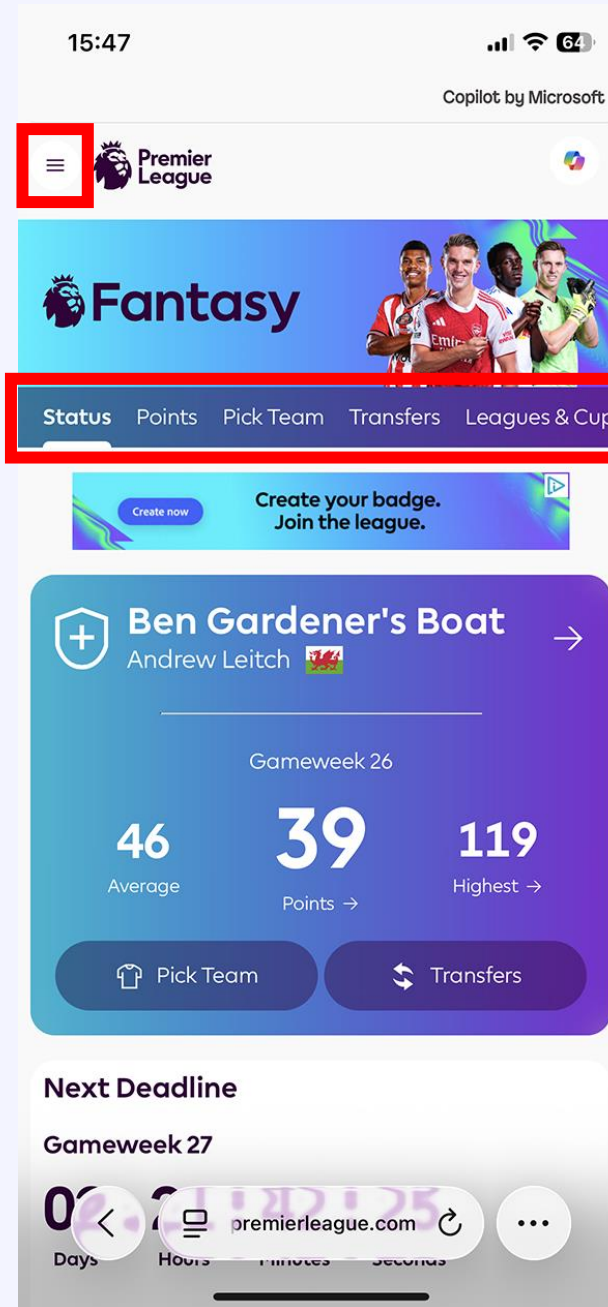
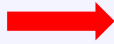
Most Transferred In

Gyökeres

Most Captained

Haaland

Too many options to consider



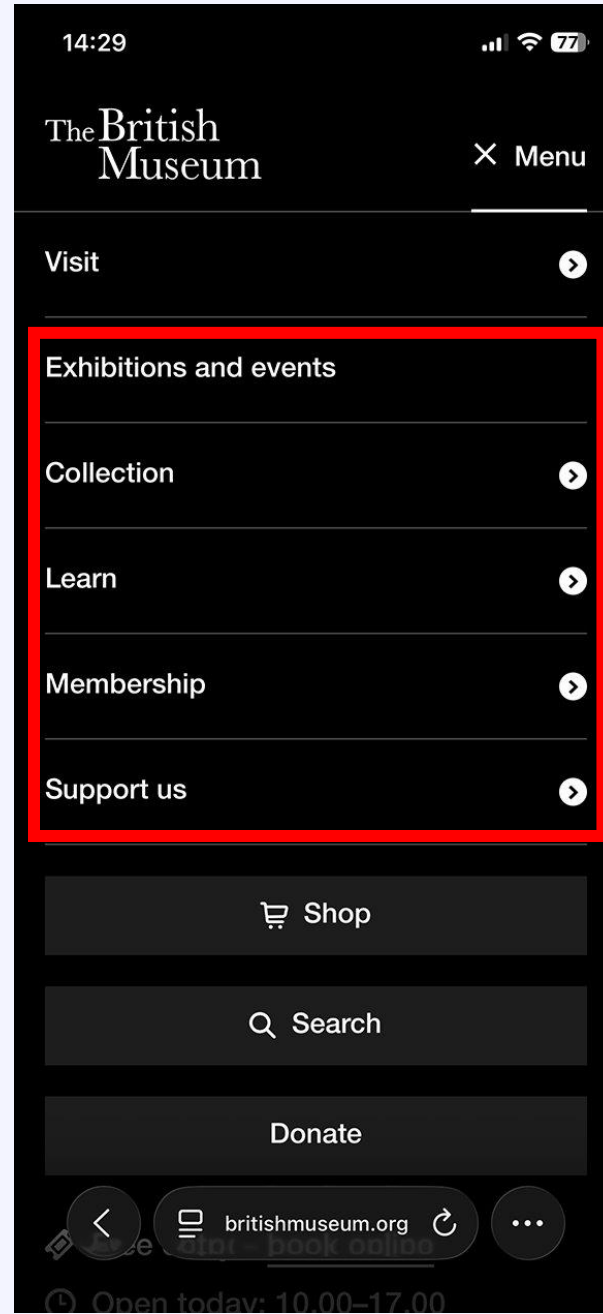
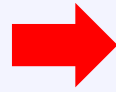
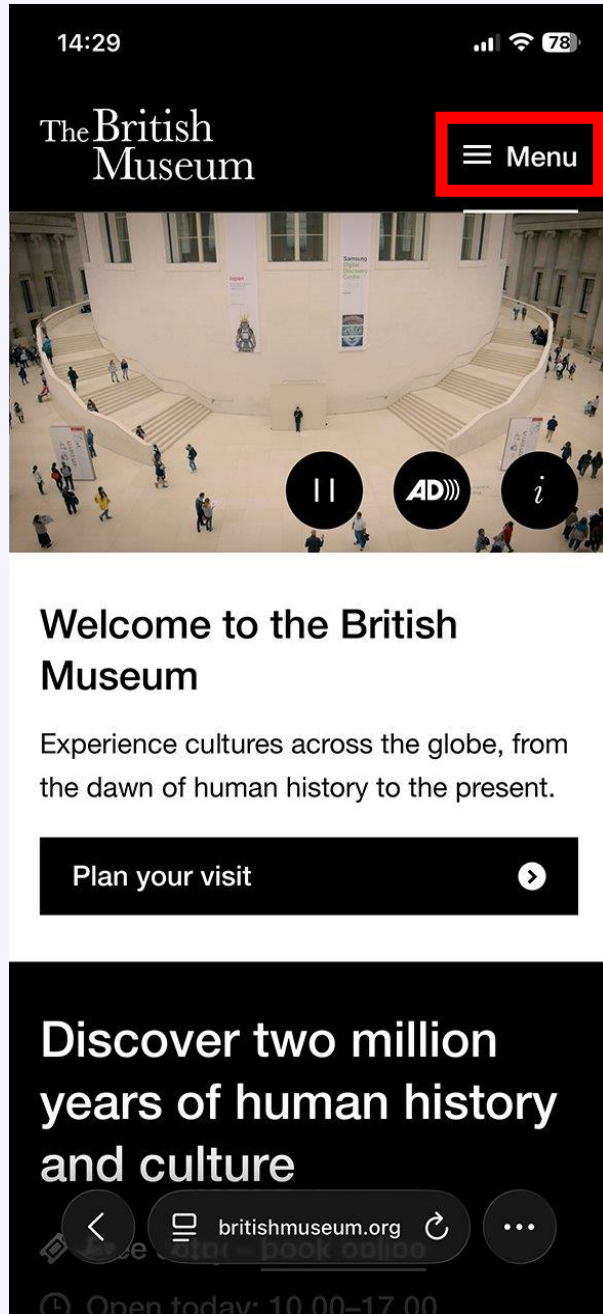
User must swipe to see the navigation

Welcome to the British Museum

Experience cultures across the globe, from the dawn of human history to the present.

Plan your visit

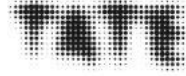




Clear, simple and well designed

Navigation labels should be clear, familiar and concise

(Use words your audience will understand)

[WHAT'S ON](#)[VISIT](#)[ART](#) ▾[LEARN](#) ▾[SHOP](#)[BECOME A MEMBER](#)

TATE BRITAIN

TURNER & CONSTABLE

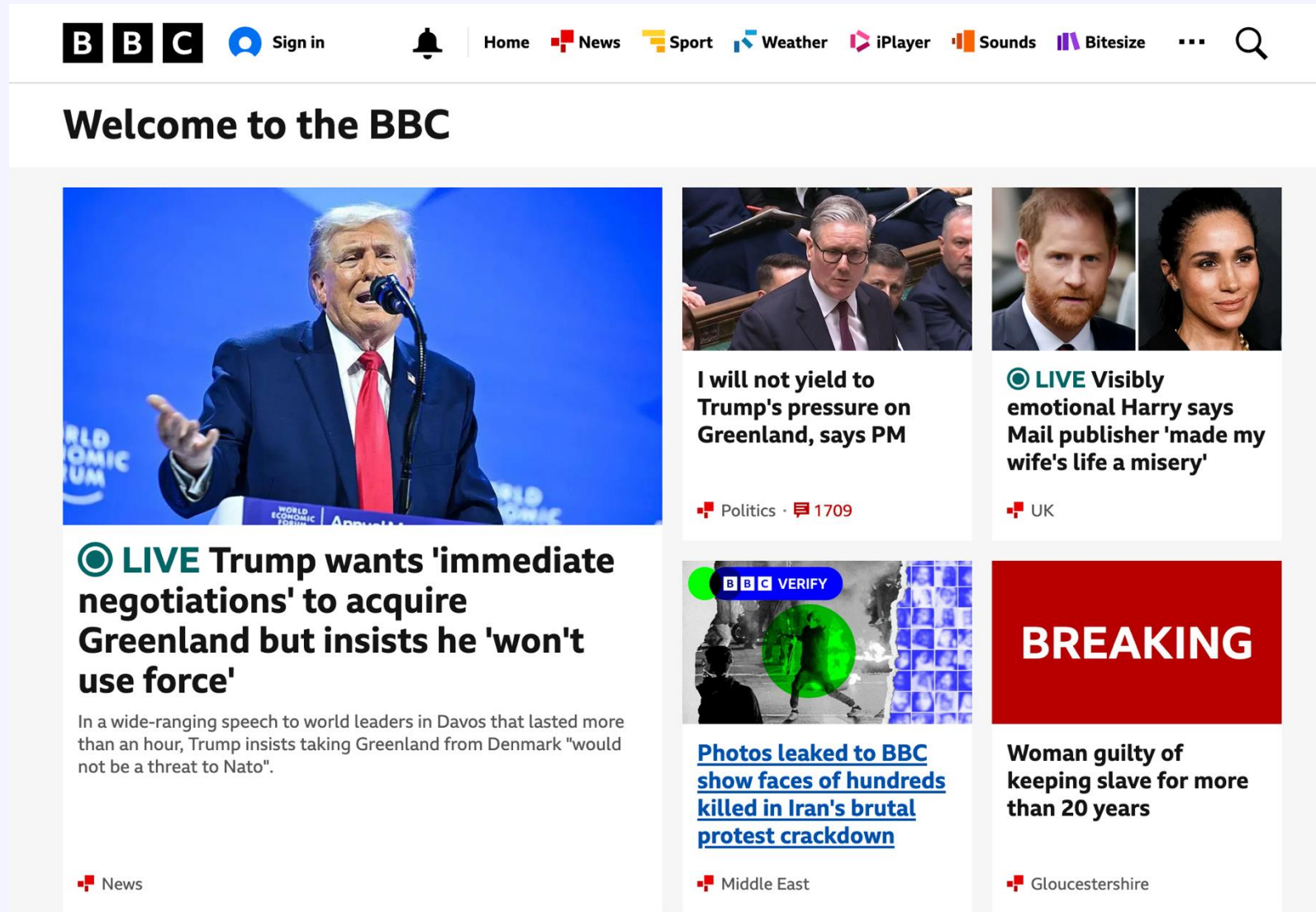
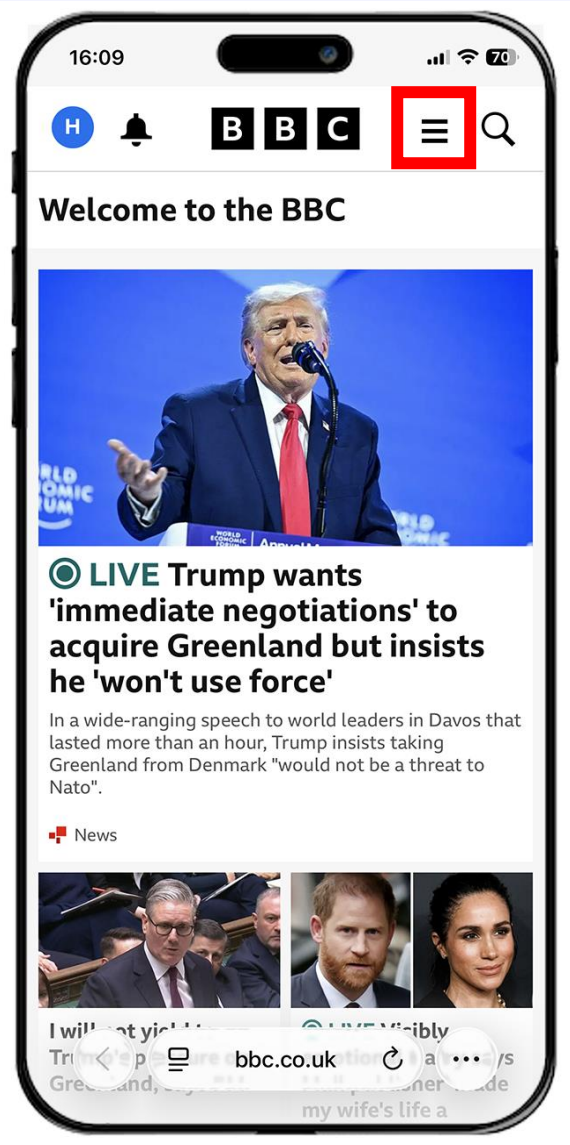
The definitive exhibition of two pivotal British artists in the 250th year of their births

[Book now →](#)[Free for Members →](#)

EXHIBITIONS

What about 'burger' menus?





IMPACT DANCE ACADEMY

Impact Dance Academy is a safe space for young people (11-19yrs) offering Hip-Hop Theatre and Street Dance training at the highest professional standard. We train every Saturday during term time.

Spring term: 10 January – 28 March 2026

Contact nia@impactdance.co.uk for more information.

[JOIN OUR WAITLIST](#)



Upcoming

NEW CONTEMPORARIES
30 JAN - 12 APR 2026
FREE EXHIBITION



PLAN YOUR VISIT TO THE SLG

We are free to visit and open Wed, 12pm-9pm and Thu - Sun, 12-6pm. Find us at 65-67 and 82 Peckham Road SE5 8UH.



WHAT'S ON

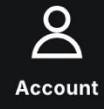
We host a wide range of events from artist talks, film screenings and performances to supper clubs, zine fairs and family friendly workshops.



The navigation 'hybrid'

NEW WOLSEY THEATRE

[What's on](#) | [Plan your visit](#) | [Support Us](#) | [Take Part](#)



[Book your next Spring show!](#)

[See what's on](#)



What's on

There's something for everyone here at the New Wolsey Theatre.



Plan your visit

Welcome to Ipswich's award-winning theatre.



Support Us

We need your support to ensure we can continue on our path of ever-growing work with the communities of Suffolk.



Take Part

We strive to provide communities from every part of Ipswich with opportunities to participate in, make and enjoy culture.



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Artist Talk & Photography Networking Event

Join us on Thursday 5 February for our annual Photography Networking Event.





What's On

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5

Conversion



Ref: www.semrush.com/blog/above-the-fold/

Poll – what % of people’s attention is spent ‘above the fold’?

22%

36%

40%

57%

57% of user attention stays above the fold*

(* on desktop – CTAs here a **91%** chance of being seen).

** NN Group research*

Place important content at the top of your pages

(Ideally 'above the fold' if possible)

Theatre Live

/ NT Live

NT Live: Hamlet 12A

Sat 24 Jan, 7pm | Sun 25 Jan, 3pm |
Sat 31 Jan, 5pm (captions)

See show times & tickets →

Hamlet

by William Shakespeare

Call-to-action



The 'fold'



← → || Up next: The History of Sound

Now Showing

See what's on →

TODAY	SUN 25 JAN	MON 26 JAN	TUE 27 JAN	WED 28 JAN	THU 29 JAN	FRI 30 JAN	SELECT DATE
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- Everything
- Cinema
- Autism Friendly
- Descriptive Subtitled
- Art
- Festival
- Stage On Screen
- Courses and Learning
- Audio Described
- Captions
- Relaxed Environment





TATE BRITAIN

TURNER & CONSTABLE

The definitive exhibition of two pivotal British artists in the 250th year of their births

Book now →

Free for Members →

EXHIBITIONS





Buy Admission

Open today 10am - 4.30pm



WELCOME *to* COMPTON VERNEY

Art Fund Museum of the Year 2025 Finalist

Plan your visit

Use clear buttons that are consistent

We call them Calls-to-action (CTA)

A

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B

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Menu

The beloved adaptation of *Ballet Shoes* is back

See what's on

Search the NT



In theatres

[What's on](#) →



Ballet Shoes

Noel Streatfeild's best-selling book, spectacularly reinvented for the stage in this new adaptation by Kendall Feaver, returns later this year. Directed by Katy Rudd.

Until 21 February 2026

[Dates & tickets](#)

[Olivier Theatre -](#)



The Playboy of the Western World

Caitríona McLaughlin directs Nicola Coughlan (Bridgerton) in John Millington Synge's story of youth and self-discovery.

Until 28 February 2026

[Dates & tickets](#)

[Lyttelton Theatre -](#)



Man and Boy

Ben Daniels and Laurie Kynaston play father and son in director Anthony Lau's production of Terence Rattigan's tale of corruption.

30 January — 14 March 2026

[Dates & tickets](#)

[Dorfman Theatre -](#)



Summer of '68

A summer of class, privilege, and...

6 March — 14 March 2026

[Dates & tickets](#)



Assisted performances

Captioned

[What is this?](#)

Saturday 28 March – 2pm

[Book Tickets](#)

Wednesday 8 April – 7.30pm

[Book Tickets](#)

Wednesday 22 April – 7.30pm

[Book Tickets](#)

Integrated BSL

[What is this?](#)

Thursday 16 April – 7.30pm

[Book Tickets](#)

Tuesday 28 April – 7.30pm

[Book Tickets](#)

Audio described

[What is this?](#)

Saturday 4 April – 2pm

[Book Tickets](#)

Monday 20 April – 7.30pm

[Book Tickets](#)

No [Chilled performance](#) available.

No [Dementia-friendly performances](#) available.

Relaxed performance

[What is this?](#)

Tuesday 31 March – 7.30pm

[Book Tickets](#)

The interpreter for the Integrated BSL performances will be Clare Edwards.

Audio-described performances are preceded by a Touch Tour, 90 minutes before the performance start time. Call the Access line on 020 7452 3961 to book Touch Tours.

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Registered Office: Upper Ground, London SE1 9PX

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ENGLAND**

Site by **substrakt**

A recap...

Brand and messaging

QUICK TIP

No.1

Make sure your 'brand' is visually consistent across all your marketing

QUICK TIP

No.2

Include a simple homepage statement explaining who you are and what you do

Fonts and colours

QUICK TIP

No.3

Choose fonts and colours with care

QUICK TIP

No.4

Give generous space to the text on your website

Content and layout

QUICK TIP

No.5

Reduce the effort needed to
understand your content

QUICK TIP

No.6

Book in with **Monica** to get content
noticed in **AI overviews**



Navigation

QUICK TIP

No.7

Reduce navigation to focus on what is **really important**

QUICK TIP

No.8

Navigation labels should be **clear**, **familiar** and **concise**

Conversion

QUICK TIP

No.9

Place important content at the top of your pages

QUICK TIP

No.10

Use clear buttons that are styled consistently

Latest podcasts

Digital Culture Podcast Episode #20: The impact of AI on website visibility and search with Monica Thomas



Digital Culture Podcast Episode #21: Streamlining your cultural data with James Akers



Upcoming webinars

Social media content without the cringe: Storytelling for Arts & Culture – Dean Shaw

12 March 2026



**Once upon a pixel: The magic behind digital tracking
– James Akers**

28 April 2026



Get in touch



digitalnetwork@artscouncil.org.uk



digitalculturenetwork.org.uk



[Showcase/Digital-Culture-Network](https://www.linkedin.com/showcase/digital-culture-network)



[DigitalCultureNetwork](https://www.youtube.com/channel/UC...)



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[Digital Culture Podcast](https://open.spotify.com/show/...)



Digital Culture
Network



Q&A



Photo credit Robin Gissing / Ben Wagenarr