

## Website design essentials to boost engagement and conversion

### Q&A Transcript

- 1. Do we start with creating a website when it comes to marketing and then follow with social media presence or vice versa? What is the first step you should take to establish yourself online?**

Great question. You need to start with two things; a clear strategy and a solid understanding of your target audiences (and what they want from you). [Ollie](#) and [Jack](#) on our team can help you with. You can then start to plan your website as the hub of all your digital marketing. Social channels are quicker to set up, so that could be your starting point – presuming your ‘brand’ is defined? [Feel free to book a call with me](#) to discuss in a bit more detail.

- 2. Could using an organisations Mission Statement be a good starting point for crafting your website homepage hero copy?**

Definitely – though you will need to adapt your copy to resonate with your audiences (mission statements can often be rather internal looking).

- 3. How has the F pattern eye tracking changed for mobile devices?**

How users read content on mobile differs to desktop because of the difference in size of the device. Here are to links that answer your question in detail;

[The original article on F-pattern from Nielsen/Norman Group](#)

On mobile, the main pattern is called ‘layer cake’ but it can also apply to desktop viewing;

<https://www.nngroup.com/articles/layer-cake-pattern-scanning/>

**4. What would be good website conversion rate? and to do a website audit, which analytics should we look at?**

Google Analytics is a good place to start and it depends what you mean by conversion rate. A good ecommerce conversion rate typically falls between 1% and 4%, with the global average often hovering around 2.5%–3%. A rate over 3% is generally considered good, while 5% or higher is considered excellent, but this is specific to online sales. [To discuss further, speak to my colleague James Akers.](#)

**5. Using video - particularly in the 'above the line' content - is it seen as bad practice because it requires a lot of data to load and struggles with framing for different devices? I'd love to have a sweeping video of the museum as the first thing you see.**

That is true – but you can offer an option for the user to press play rather than setting the video to auto-play by default (which causes the overhead in data). Or promote the video using a graphic and link to it perhaps.

**6. Are sliding banners on a homepage good or bad, where you are trying to highlight 3 or 4 key areas of your organisation? Or better to have one key message and the others lower down visually?**

This was covered in the Q&A at the end of the webinar – go take a look!