The One-Page
Web Design Strategy.

ONE PAGE STRATEGY

Customer > Website < Business

www

Carefully Created & Designed for

- People who likes to plan ahead their success.
- Business that wants to redesign their website.
- People who wants to build a new website.
- Web designers who's losing their minds.

with 36 Pro Tips

Prepared by,
Edwin Masripan

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The One-Page Web Design Strategy

Company
URL

Date:

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Audience

Demographics Name, Sex, Age, Status, Location etc

Psychographics Current Mindset, Motivation, Fan, Fave Movie, Language.

Pain   **Gain**

Awareness of Problem, Solution, Brand

Search Terms

Source of News

▢ Social Media
▢ Authority Blog
▢ Influencers
▢ News & Press
▢ Newsjacking

▢ WOM
▢ Sponsorship
▢ Guest Blog
▢ Videos
▢ Quora

Website
SMART Goal(s)

Like & Why?   **Example Design**   Hate & Why?

Visual Elements: Shapes, Colors, Images

User Journey

Lead Magnet: Key Content, Downloads, Trials

Engagement: Quiz, Blog Post, Contact

Static Content: About, Terms, Products

Features   **Technical**   Infrastructure

3rd Party Services

Maintenance (who, how)

Key Metrics

▢ New Visitors:
▢ Time on Website:
▢ Bounce Rate:
▢ Click Thru Rate:

▢ Returning Visitors:
▢ Leads Generated:
▢ Sales Generated:
▢ Email Collected:

Brand

Brand Promise
(what to expect)

Brand Perception
(what you want people to see)

Brand Value
(decision making process)

Brand Voice
(how do you speak)

Market Positioning

Proof: Social Proof, Case Studies Portfolio, Awards, As Seen On

Channels

Marketing   Sales

Team

Decision Maker
Accountable
Responsible

Consult
Informed

Content.

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Congratulations

You are 50% ahead of Your Competitors.

**Forewords from the Author,
Edwin Masripan.**

I have worked with many clients in my short 15 years career as a web designer and web developer. The most common mistake was **not having a strategy** when building a website.

Building a website is fun (at least for me), but what's exhilarating is getting meaningful results from it. If you don't get expect anything from your website, why bother building it?

Let's not waste these opportunities and turn it into a solid investment.

This framework is designed for marketers, Salesman, CEO, Web Designers and Web Developers. The goal is to establish a clear communication between stakeholders and get everyone to work towards it.

By completing this task you are at 50% ahead of the people who got this framework & did nothing. Knowing without action is as good as ignorance.

Print the 2nd page, and read the guide as you fill in.

And remember, **Always be Refining.**

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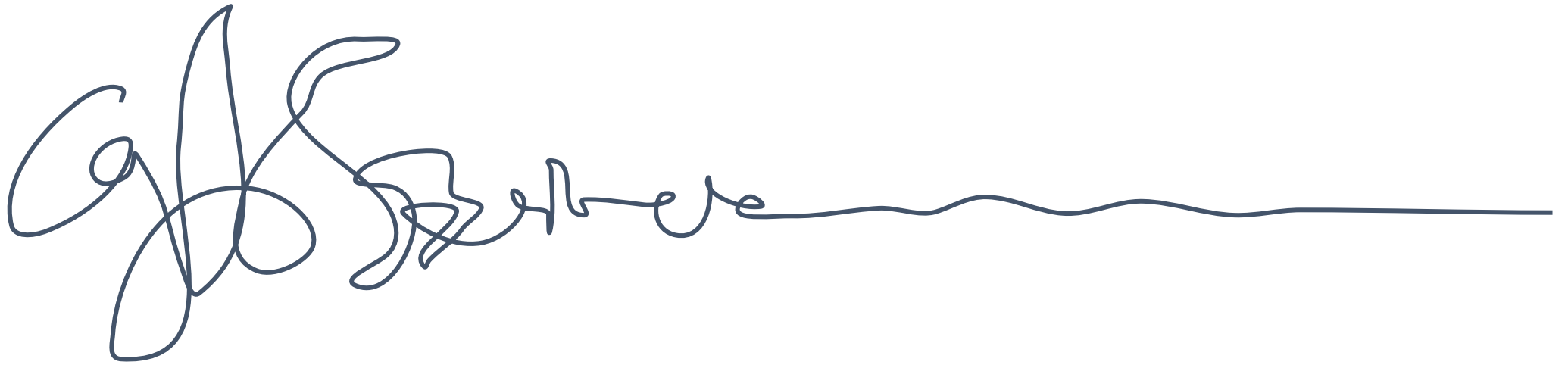
Storm Before Calm.

In any project that I work, there's bound to be ideas. Ideas has no characteristics. It can be positive or negative. It can gravitate or destroy. It can come from gut instinct or data. Ideas inspire change.

No idea is dumb. However, there are lazy ideas.

Lazy ideas are shallow. Not well thought off, spoken without context nor without knowledge. It should be threaded carefully.

"Brilliant ideas are easily executable."

Before you start, get into groove. Dance, shake, drink x3 espresso, x50 push ups. Do what you gotta do. Get that creative juice flowing.

Block an hour of your time. First 45 mins is useless. The epiphany is in the last 15 mins.

Remember, no ideas are dumb, only lazy ones. The key is in the edit. Don't be stiff. Let's go.
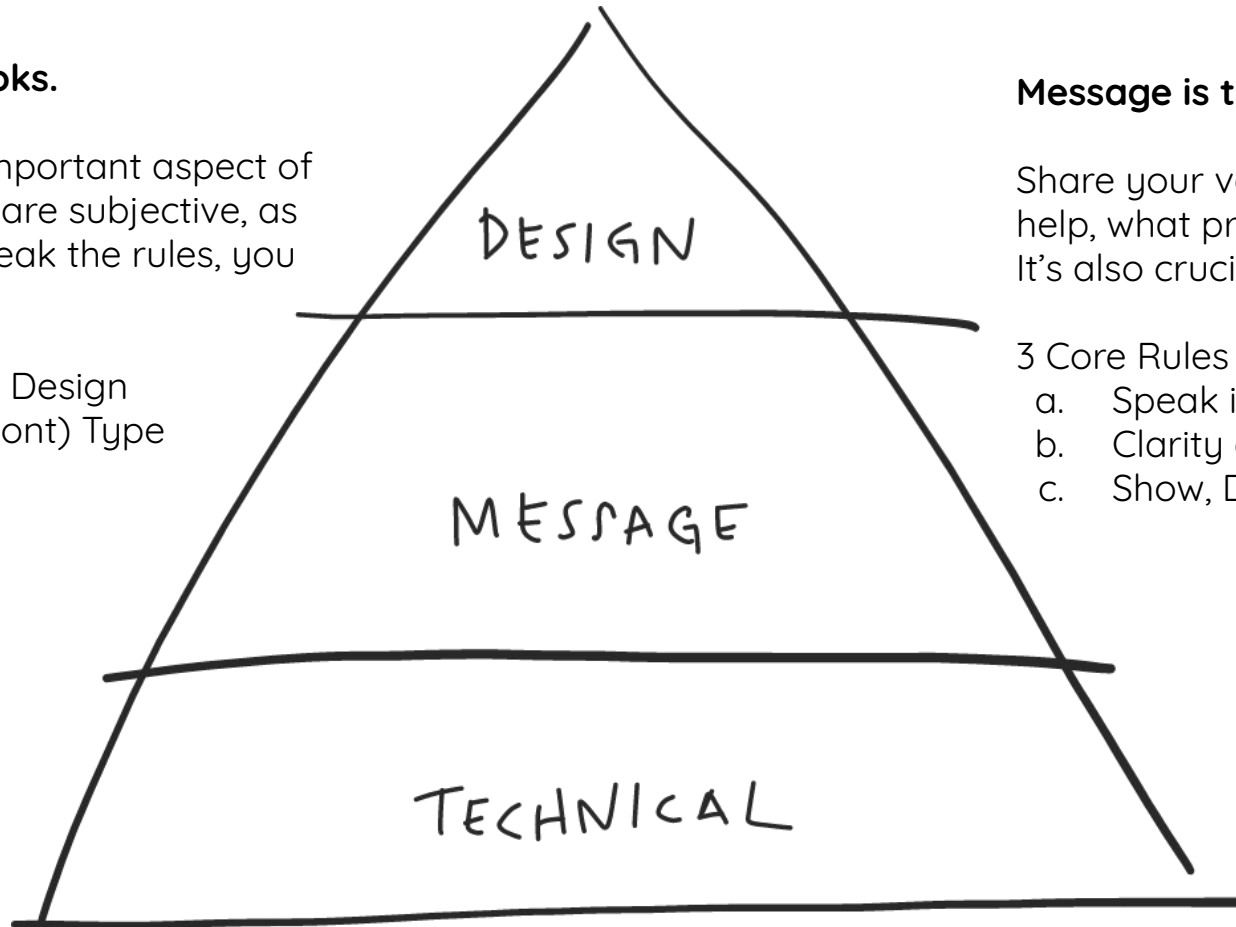
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Anatomy of Website.

Design is How it Looks.

Design is the least important aspect of website. Look & feel are subjective, as long as you don't break the rules, you are safe.

4 Core Rules of Web Design
  a. Typography (Font) Type
  b. White Space
  c. Consistency
  d. Colors

DESIGN

MESSAGE

TECHNICAL

Message is the Communication.

Share your values, best work, how you can help, what problem you solve.
It's also crucial for SEO.

3 Core Rules of Messaging
  a. Speak in the audience language
  b. Clarity over Cleverness
  c. Show, Dont Tell.

Technical is what makes the website a Website.

Good technical is expected. Poor technical are noticeable, like slowness, lagginess, features that doesn't work, easily hacked.
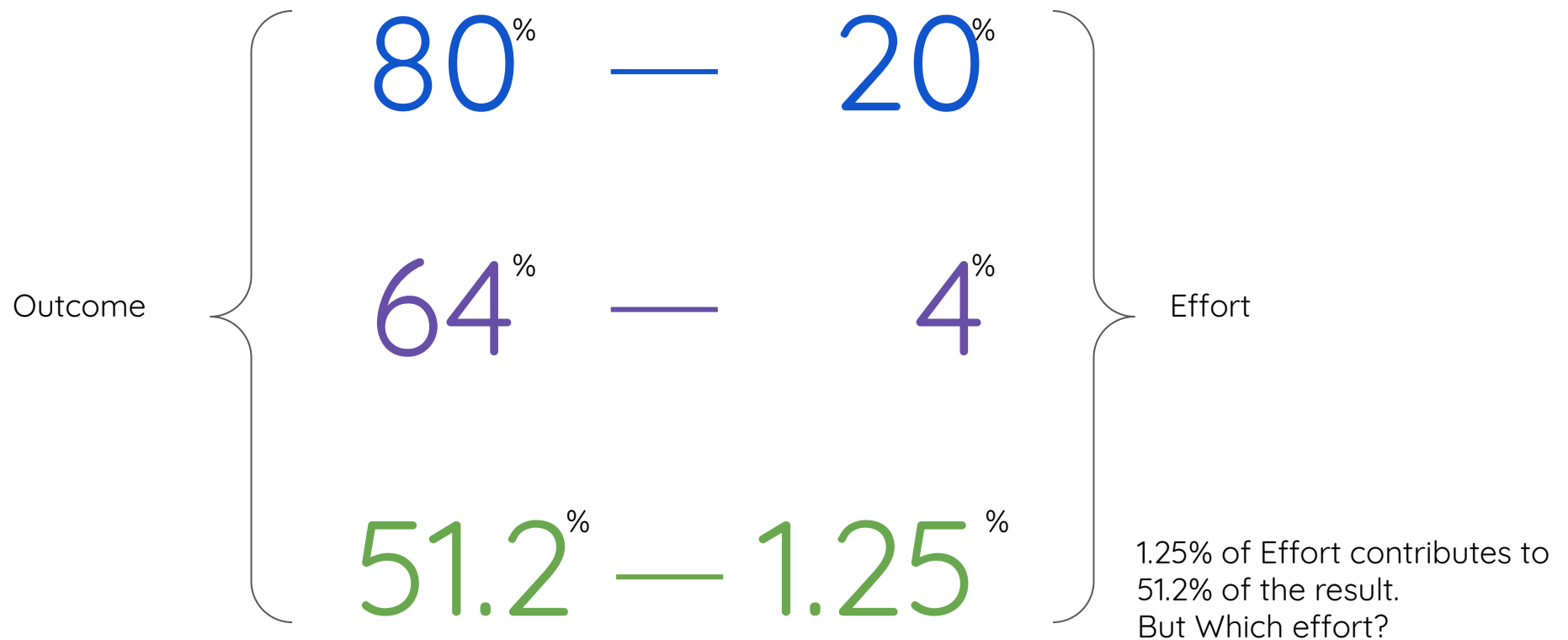
Technical is the Most Critical aspect of website. Your website can be pretty, but if it doesn't work, the way it should, customer move on to competitors.

Technical are objective, Yes or No. Very straight.

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Pareto Law 1.25%.

80/20

We're pretty familiar with 80/20 Rule introduced by Pareto.
Pareto states that, 80% of the outcome is a result of 20% effort.
What you didn't know is how it can be broken down further.

Outcome $\left\{\begin{array}{l} 80^\% — 20^\% \\ 64^\% — 4^\% \\ 51.2^\% — 1.25^\% \end{array}\right.$ Effort

1.25% of Effort contributes to
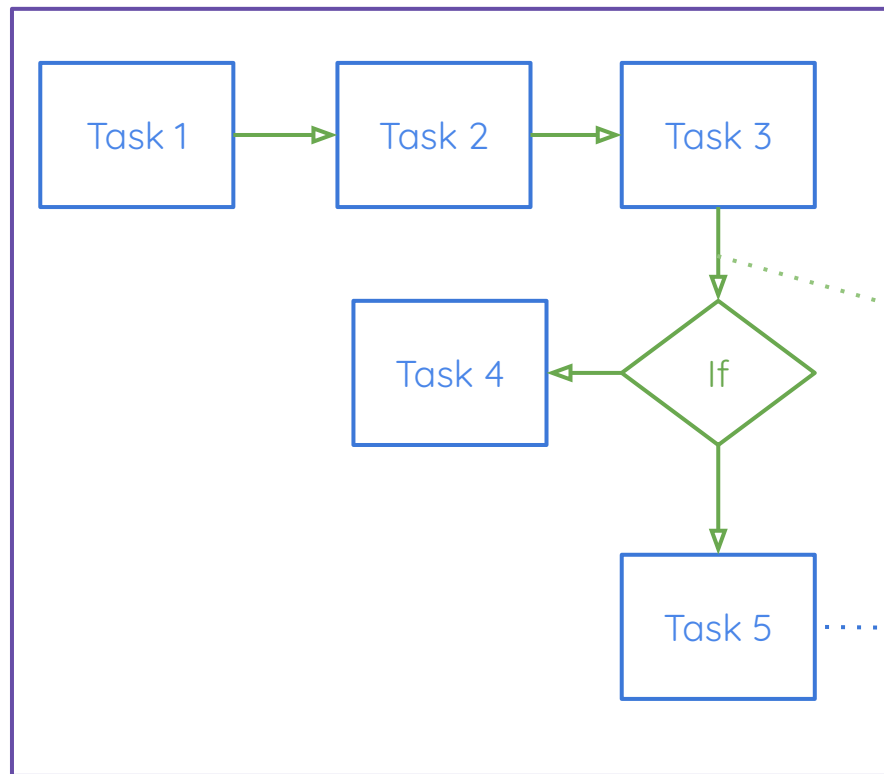51.2% of the result.
But Which effort?

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Strategy vs Everything

Strategy without tactics is the slowest path to victory.
Tactics without strategy is noise before defeat.

- Sun Tzu, Art of War.

Strategy — The bigger picture. The synthesis after analysis. The objectives, the goal, the target. The combination of plans & tactics.

Plan — Plan is the sequence of tactics that is being carried out. What to change if it doesn't work.
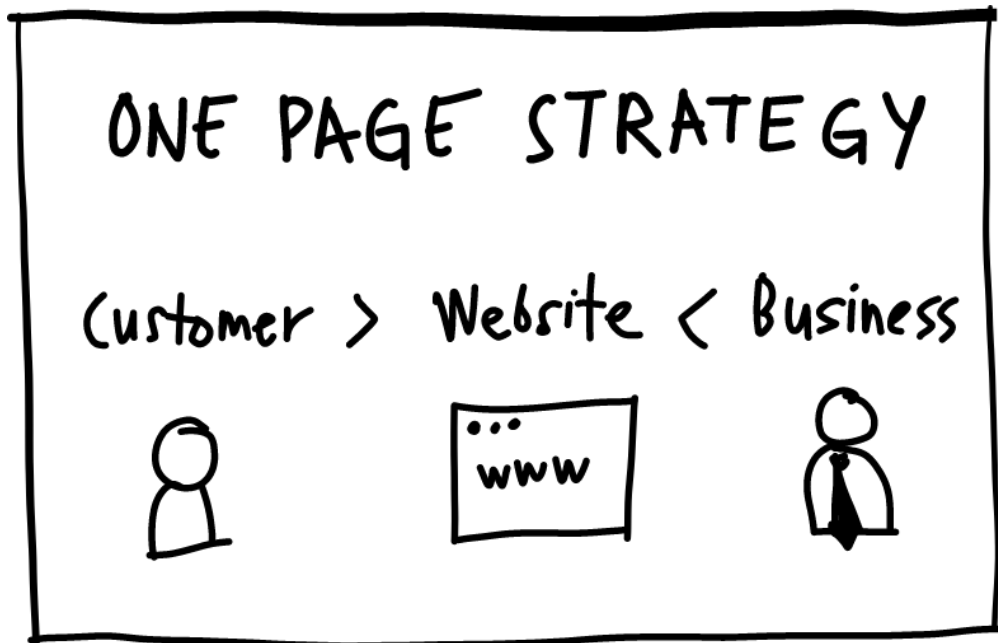
Tactics — Tactics are tasks. Which are specific act executed at that particular point of time.

Strategy is your 1.25% effort that contributes to 50% of the outcome.

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the Three Column

ONE PAGE STRATEGY

Customer > Website < Business

There are 3 major columns, Customer, Website & Business.

1. Customer - All there is to know about the target audience.

2. Business - All about your brand and business

3. Website - Anything about the website goes here.

Write in this order so you don't miss out important details.

"Website bridges the gap between you and your customer"

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the Customer/Audience 1

The most common mistake in marketing is not knowing your customer.

If you don't know your customer, you will not be able to connect to them.

If you can't connect, you can't tell a good & delightful story.

If you can't tell your story, you won't be making any sale. No sale = no business

Spend more time on Customer & Audience and keep refining it.

ProTip 1: Stop Selling, Start Connecting.

Demographic

In this section, fill in everything you need to know about your target audience. This will help you with understand their mindset.

ProTip 2: Find the top 4% of customers, use them as your demographic.

Psychographic - Mindset

Fill in what they like, dislikes, what motivates them, who they follow, favorite movies, books or anything related to their current thinking.

ProTip 3: Stalk the 4% in Social Media. Know what they like and dislike.

ProTip 4: Sell to people who are going through big change in their life. E.g. Just bought a house.

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the Customer/Audience 2

Pain/Gain

Try to understand their pain and what they want to gain. What's stopping them from moving forward, what is required to realise their dreams.

ProTip 5: Interview your audience or send out surveys and record the most common one.

Awareness of Problem, Solution, Brand

Know which stage are they in the buying decision. Are they aware of their problems? Are they considering solutions? Do they know the brands?

ProTip 6: Make the audience aware of the problem. Show how you solve the problem.

Search Term

Everyone has different way of thinking and connecting the keywords. What term do they use to search for the problem or solution?

ProTip 7: Use SEO keyword search like Google Keyword Planner, Google Trend, Buzzsumo.

Source of News

Where do they hang out in the internet? Which social media are they active? Which blog are they following? Who do they talk to (friends)?

ProTip 8: Focus on channels that is closer to the target audience.

ProTip 9: Limit your channels. Extend channel only when you're scaling.

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Your Business & Brand 1

Know who you are and what's your purpose in this world.

If you don't know who you are, how are you different and why you, you'll be saying meaningless words.

If you say meaningless words, it'll be an empty story, bits and piece everywhere.

No story, no sale, no business.

Ask the hard question, what's your true purpose in the market? Because no one else will.

ProTip 10: Be true to yourself. Don't be something you are not. Be honest with yourself.

Brand Promise

What do customers get when buying your product/service? What's your tagline?

ProTip 11: Top brands use promise as their tagline.

Brand Perception

What do you want the customer to think when they heard your name? What emotion do you want to evoke when seeing you the first time?

ProTip 12: Ask your customers what they think about your brand. Are they aligned to the desired perception?

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Your Business & Brand 2

Brand Value

What value do you stand for? What is the belief of all your employees? What is the important value when making a business decision.

ProTip 13: Look inwards and assess how you make judgement, whether it's being speedy, efficient, cost reduction, best value for money.

Brand Voice

What tone and pace to use when speaking to your customers? What do you sound like in your ads?

ProTip 14: Brand voice gives personality to your brand. It makes it easier to be uniform when creating ads and content.

Market Positioning

Choose 2 variable in your market space. E.g. Quality vs Price. Plot your 2-3 top competitors and where you are in the market.

ProTip 15: Knowing where you are in the market can help your customer to make right decision.

Social Proof

Do you have any testimonials from past customers? Are you featured in magazines or newspaper? Appeared on TV? Win awards. Write down.

ProTip 16: Video testimonial is currently the best social proof you can have. It's Visual, Auditory and Kinesthetic (moving postures), perfect for any type of learners.

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Your Business & Brand 3

Marketing Channel

Identify your current marketing channel. How your current customers find you. Door-to-door, brochure, networking events, word of mouth etc.

ProTip 17: Start measuring how you collect leads.

Sales Channel

Identify your current sales channel. How do you make the sale? Face to face, phone call, ecommerce website, text message etc.

ProTip 18: Measure which method brings most sales and find ways to reduce the sales cycle.

Team DARCI

Identify who does what when it comes to building the website.

Decision Maker - Makes the ultimate decision

Accountable - Answerable for the actions chosen (usually the manager). Usually delegates the tasks.

Responsible - Executes the tasks, prepare content, images, etc.

Consult - the person who gives advice if required and sometimes is the subject matter expert.

Inform - Receives notification for any changes, progress or tasks involved. Usually the top management.

ProTip 19: Limit the number of people working on the website to make decisions quickly.

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Your Website 1

A Website is the bridge between your business and your customers.

You know your customer and your brand, it's time to represent with relevance.

If your website is all about your audience, you'll be a media, blog or content company. You won't be making much sales.

If your website is all about your business, then you will bore your customers to death.

Build a bridge. Reduce the communication gap. Don't build a wall.

ProTip 20: Don't follow your gut instinct. Use data to build your website and business.

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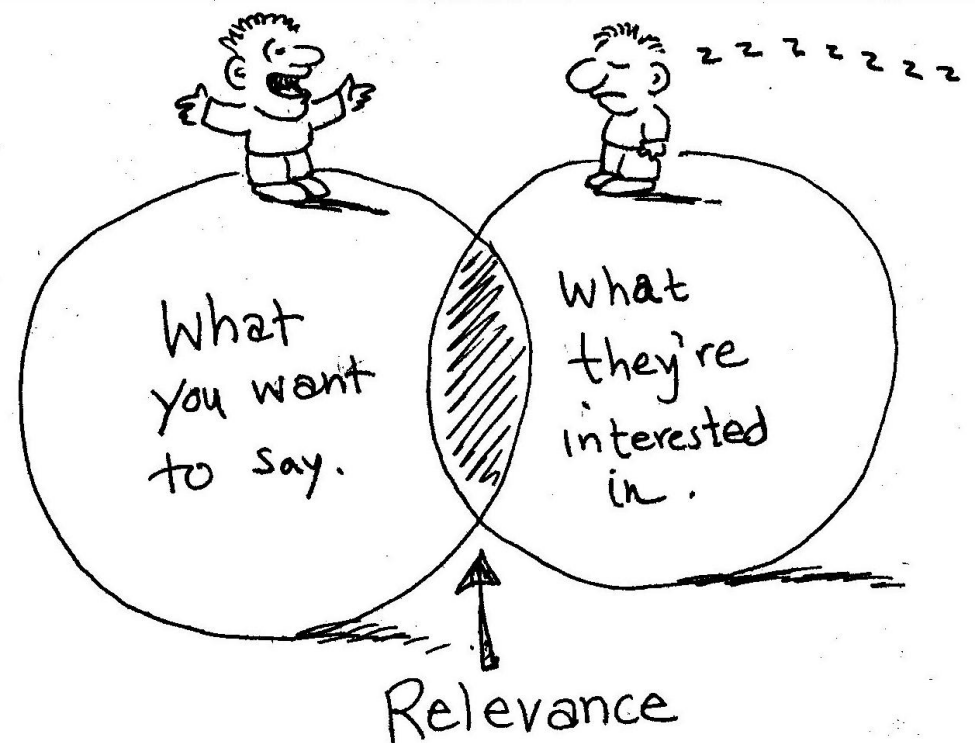
Your Website 2

Website SMART Goal

Using SMART, Specific, Measurable, Attainable, Relevance, Time-Based. What is the primary goal of the website. What are the secondary goals.

ProTip 21: Define the current problem and solve it. The solution is often the best goal.

ProTip 22: Narrow down the goal. Avoid big goals like 'to make more sales', 'to get more traffic'.

Example Design

Identify the website designs you like/hate and justify/explain why you like it.

ProTip 23: Total of sample website should not be more than 10. It will be too confusing for web designers.

Visual Elements

What shapes would you like to appear on website? What color of should designers follow? What type of images to be used for the website?

ProTip 24: Follow the shapes and color of your logo. This makes the design harmonious.

Protip 25: Never ever copy or benchmark design against your competitors. It will drown your voice.

User Journey: Lead Magnet

What would be the killer content of your website? Something that is exciting enough for people to share their contact details? Or provide Fremium products.

ProTip 26: Give the most value you can provide for free. Valuable industry tips, free trials etc.

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Your Website 3

Engagement

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Your Website 4

User Journey: Engagement

Create a feature that would allow your users to engage and interact with.

ProTip 27: Provide online quote if you're in a service industry.

ProTip 28: Make a personality quiz for consumer products. This can go viral quickly.

User Journey: Static Content

List down all the static content that is required in order to show that you are a legit business. Static content don't change often.

ProTip 29: When a user reach these pages, they are finding ways to trust you. So pay careful attention to how you present your business.

Technical: Features

What feature would you like to have?

ProTip 30: Plan each feature carefully. Adding feature during the development stage would cost you more.

ProTip 31: For every feature, ask why do you need this? If your answer does not reflect the goal, then don't do it. It'll be a waste of time (and money)

Technical: Infrastructure

Where is the server hosted? Where did you buy domain from? Where is the DNS? Do you have CDN?

ProTip 32: Buy the best hosting you can afford. They are slightly expensive but a lot faster than any shared hosting.

ProTip 33: Set your domain to be auto-renewed yearly so you won't lose your domain to an illegal gambling site.

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Your Website 5

Technical: 3rd Party Services

List down the required 3rd party services. These services are separated from the web design/development service.

ProTip 34: Use a new business email for all the 3rd party services. If your employees resign, you have complete access to the account.

Technical: Maintenance

Who will be accountable when the website is down? If you're doing it yourself, do you have a checklist?

ProTip 35: Get your web designers/ developers to maintain the website. They know what they built.

Key Metrics

What should you measure or keep a close tap on? Key metric will determine whether you have made a worthy investment or a total waste.

ProTip 36: Measure all, but focus on optimizing one metric at a time.

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The Ball is in Your Court.

"First Draft on Anything is Sh*t."
- Ernest Hemingway

Your Homework

1. This framework is not meant to do it once and get it over with. The gold is in the edits.

2. Get the first draft out. Review it yourself.

3. Get the second draft out. Review it with someone knowledgeable.

4. If all else fail, review it with me. The last thing I want is for this to be meaningless to you.

5. Finally, do the work. Trust the process. Believe that you can because I believe in you.

Having Problem? Stuck?

Shoot me an email at content@laman7.com

My team would be happy to help you out.

I can also arrange a personal consultation if that's what you're into. Shoot an email to my General Manager aisyah@laman7.com

Share Your Result.

Sure. I'd be happy if this works out for you, if it doesn't help you, tell me how to improve it.

If you bought this, let me know too. This is free.

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Thank You.

Special Tribute to my Teachers.

Marty Neumeier (Writer, US)
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Seth Godin (Writer, US)
Sabri Suby (Marketer, Aus)
Dale Carnegie (Coach, US)
Chris Do (Blind, US)
Bukhari Ramli (BRC, Malaysia)
Willy Wattle (Writer, US)
Austin Kleon (Writer, US)
Vilfredo Pareto
Doug Kessler (Velocity Partners UK)
And the holy Quran (motivation).

with lots of Tesco freeze dried coffee.

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Laman7 is a B2B Marketing Agency.
We help businesses attract & delight people and earn their trust (which turns more revenue).

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