

Cheat Sheet:

How To Increase Your Website Conversions.

[with conversion-centered design].

www.videogameavatar.com



Let's Convert!

Design is not just about making a website look aesthetically pleasing (although there is that too!).

This cheat sheet was created to give you some insight into how design can be used to increase website conversions.

Let's jump in!





Control Focus:

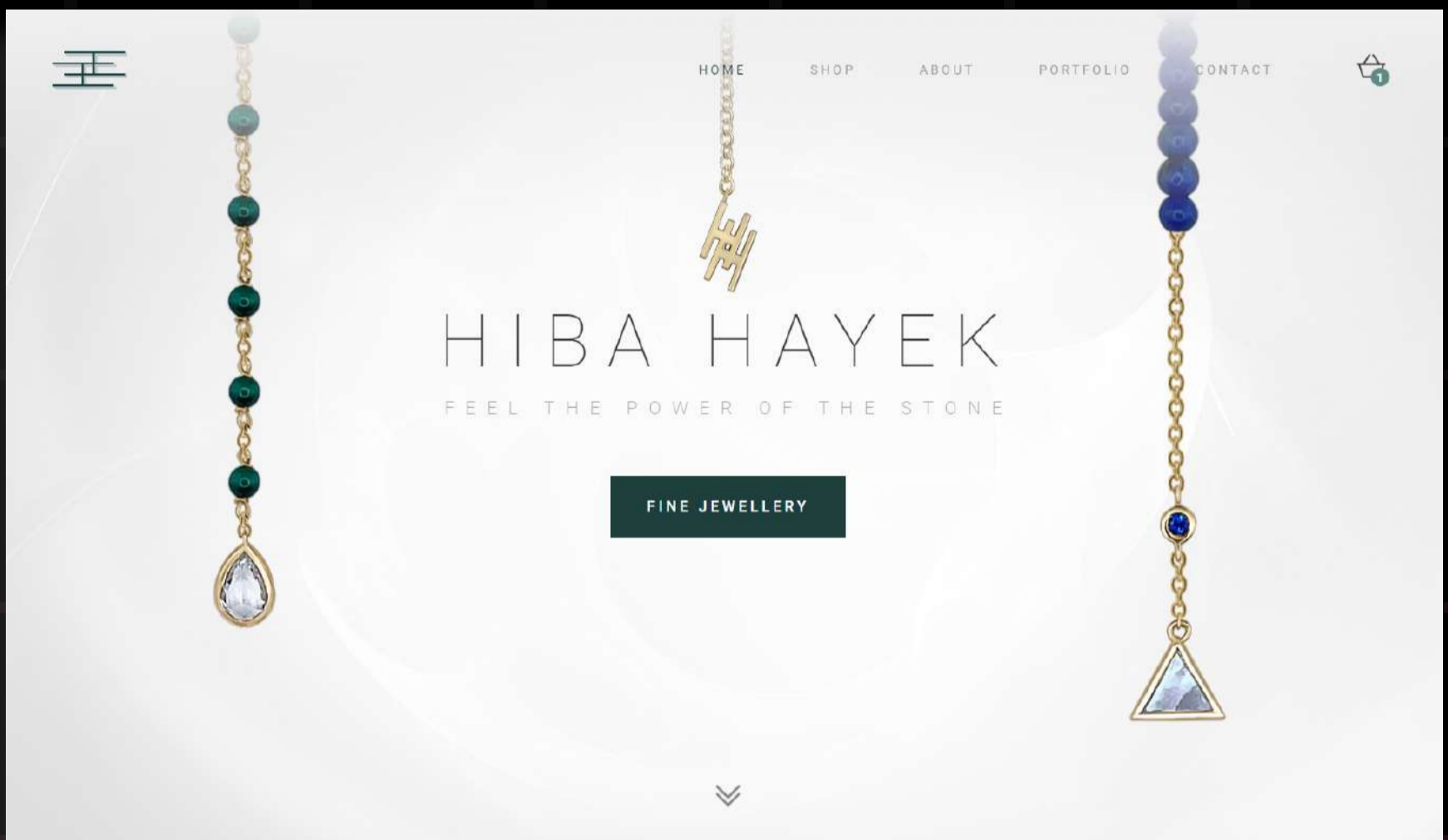
First, establish the goal of the site.

You many have a few conversion goals in mind when creating your site. But too many conflicting CTA's can lead to confusion for the visitor. Pick the most important & build around that.

Then control focus using visual cues to show the goal as enticing.

Below, the CTA button is highlighted by using high-contrasting colors. It is surrounded by white space. It is also framed by examples of Hiba's work.

[Website.](#)



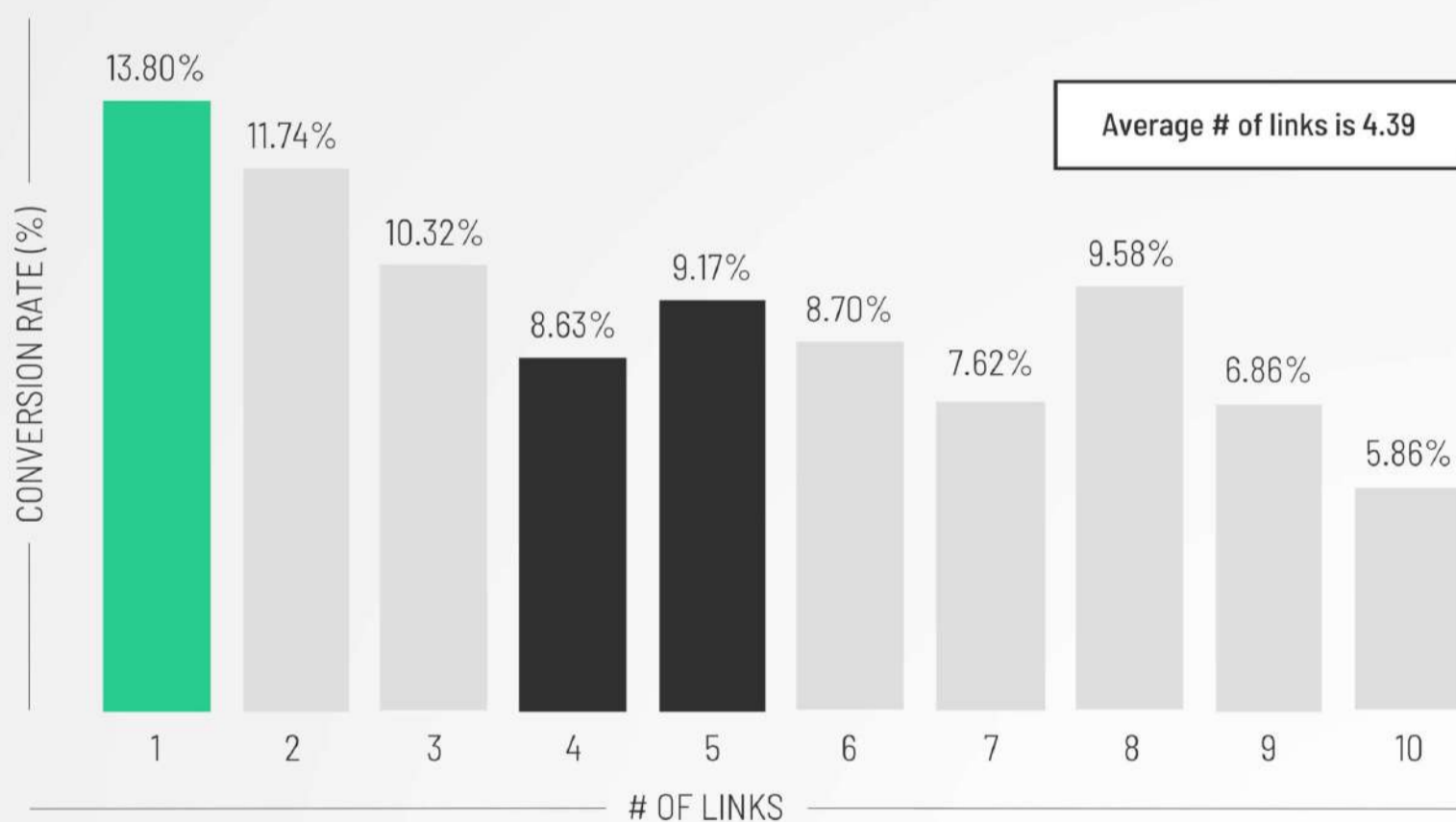
For Landing Pages: The less links you have, the more likely you will convert.

This eliminates 'analysis paralysis.' Too many options can cause confusion and distraction.

Based on this graph, you can see that the less links, the higher the conversion rate. *(Not necessarily true in every circumstance, but strong evidence for it.)*

Source: [Unbounce](#)

Conversion Rate vs. Number of Links on the Page





Build Structure:

Tell a story with the page layout and subtly guide the visitors to keep scrolling (and take action).

What components support the goal? Then design an information hierarchy. This is the order in which you present the information. Use design principles to highlight key elements.

You can also structure the information using visual hierarchy, which uses visual elements to establish hierarchy. *[This also helps control focus.]*

Below is a great example of how visual hierarchy works.

[The color, size, and placement of the text all impacts how you read it.]

YOU

At some point you may come back to read this line or maybe not.

**WILL READ
THIS FIRST.**

And then you will read this line next.

You will go back to read this body copy if you want to know more. It takes the most effort to read because it has a lot of text in a small font in a light weight with tight line spacing. Many people will skip paragraphs like this unless if they aren't engaged right away. This is why it's important to draw attention to your message using visual hierarchy.

**You'll probably
read this before
the paragraph.**

"Notice how you read different areas of the text in a certain order? That's the power of visual hierarchy." [\[Source\]](#)



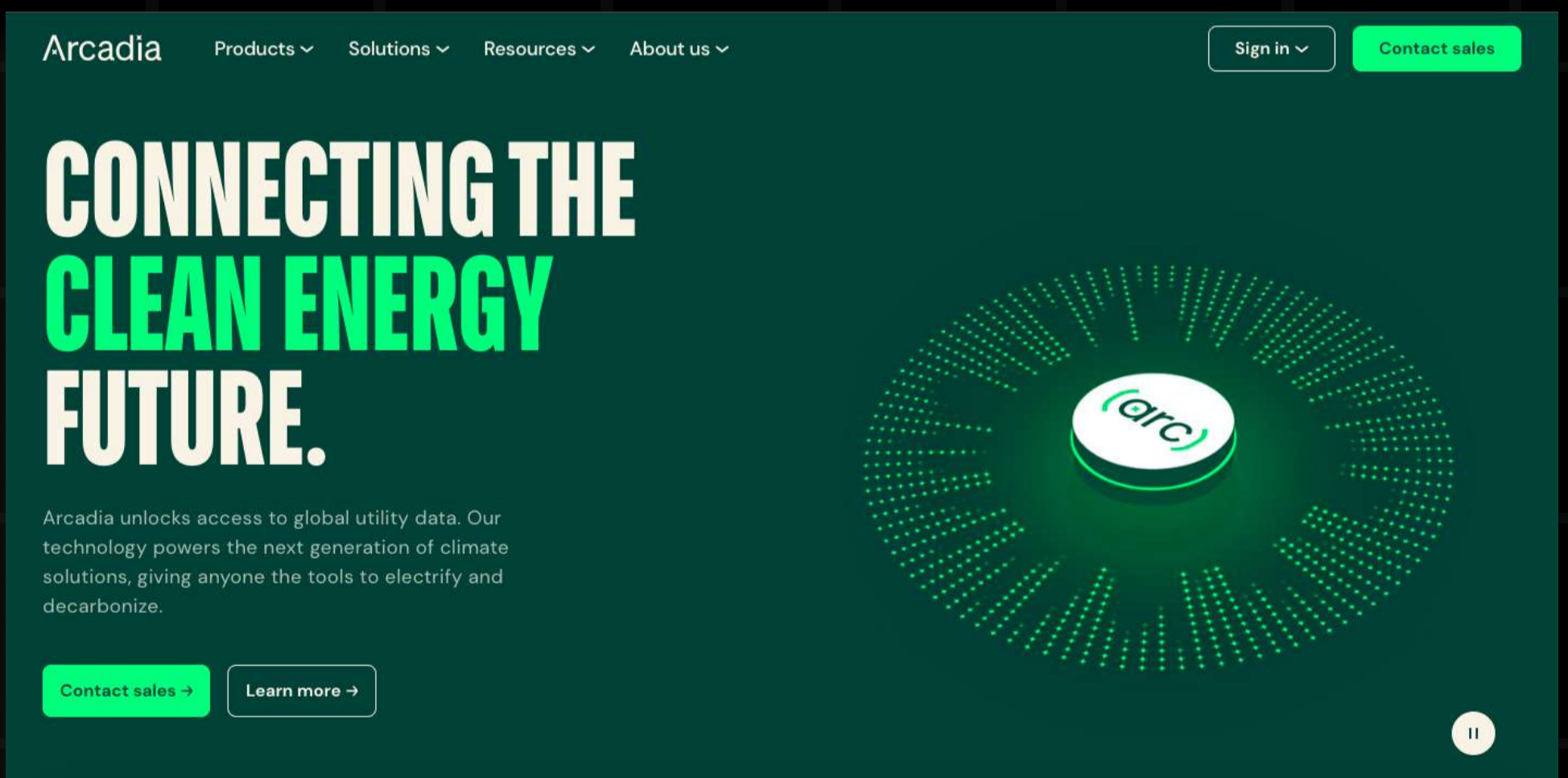
Consistent Branding:

Create a consistent brand experience. This helps create an emotional connection with the audience.

In design, this means repeating fonts, colors, and imagery throughout the page. A consistent user experience also build credibility.

To maintain consistency, create a clearly defined color, palette and style guidelines. *[Check out my piece on visual identity [here](#).]*

[Arcadia](#) is a great example.



Conversions rates can
increase by

200%

with a well-designed site.

Source: [Forrester Research](#).

88%

of online consumers are less likely to return to a site after a bad user experience.

Source: [The Gomez Report, Why Web Performance Matters](#)



Draw Attention:

There are many ways you can use design elements to draw attention to particular points of interests.

Colors, fonts, patterns, and shapes. These can all be used to catch the eye of your visitor.

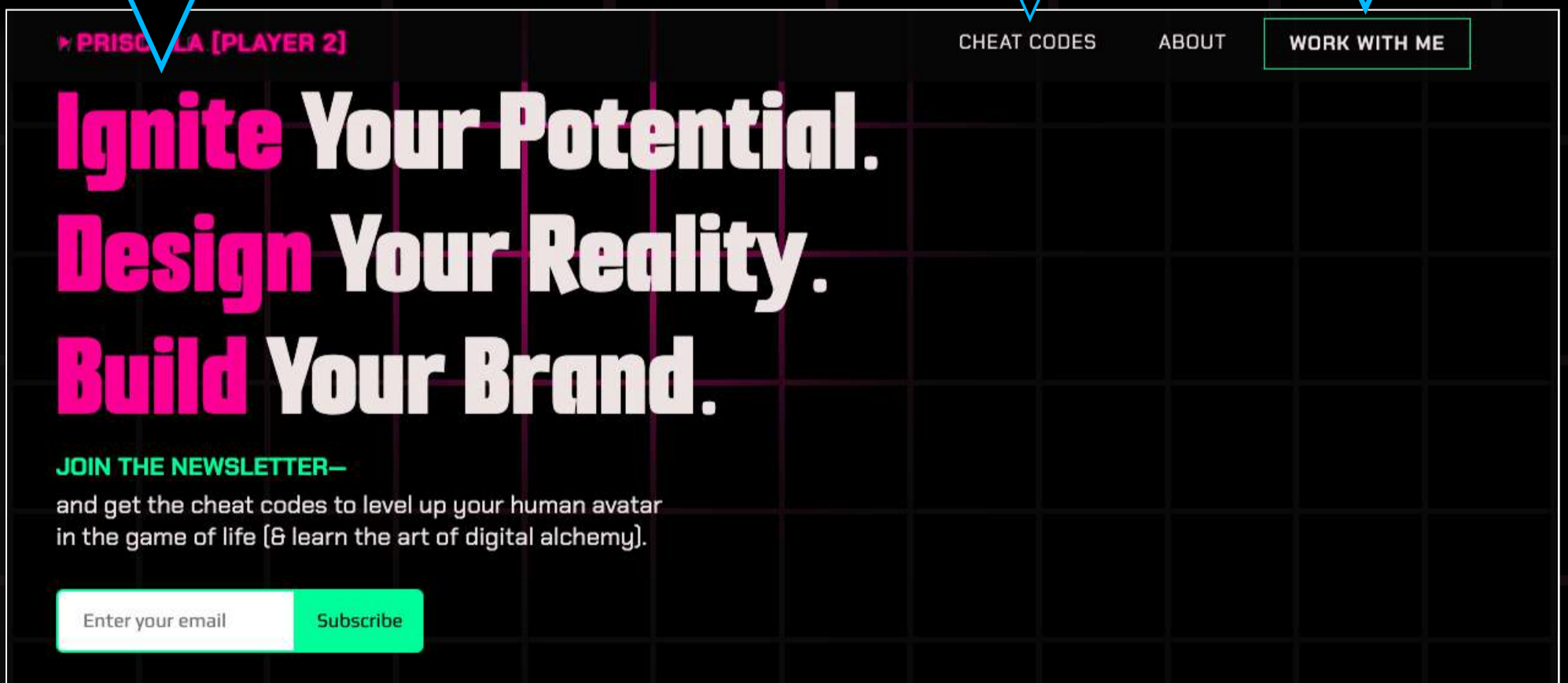
Typically, you want to draw attention to the **CTA button** by highlighting it in some way. Ideally, you only use this color for **CTAs**, that way it stands out against the other colors on your site.

Here, I'll use my website as an example.

Action verbs highlighted for emphasis.

Outline around CTA in nav bar to draw attention to it.

Other navigation links left normal.





Accessibility:

If people can't make out the information on your site, you are less likely to convert.

Make sure your website is accessible and easy to read by using high-contrasting colors.

This is one of the mistakes I find people make with design.

You can use this [website](#) to check if the colors you are using meet the WCAG (website content accessibility) guidelines.

FAIL. ✖

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PASS. ✔

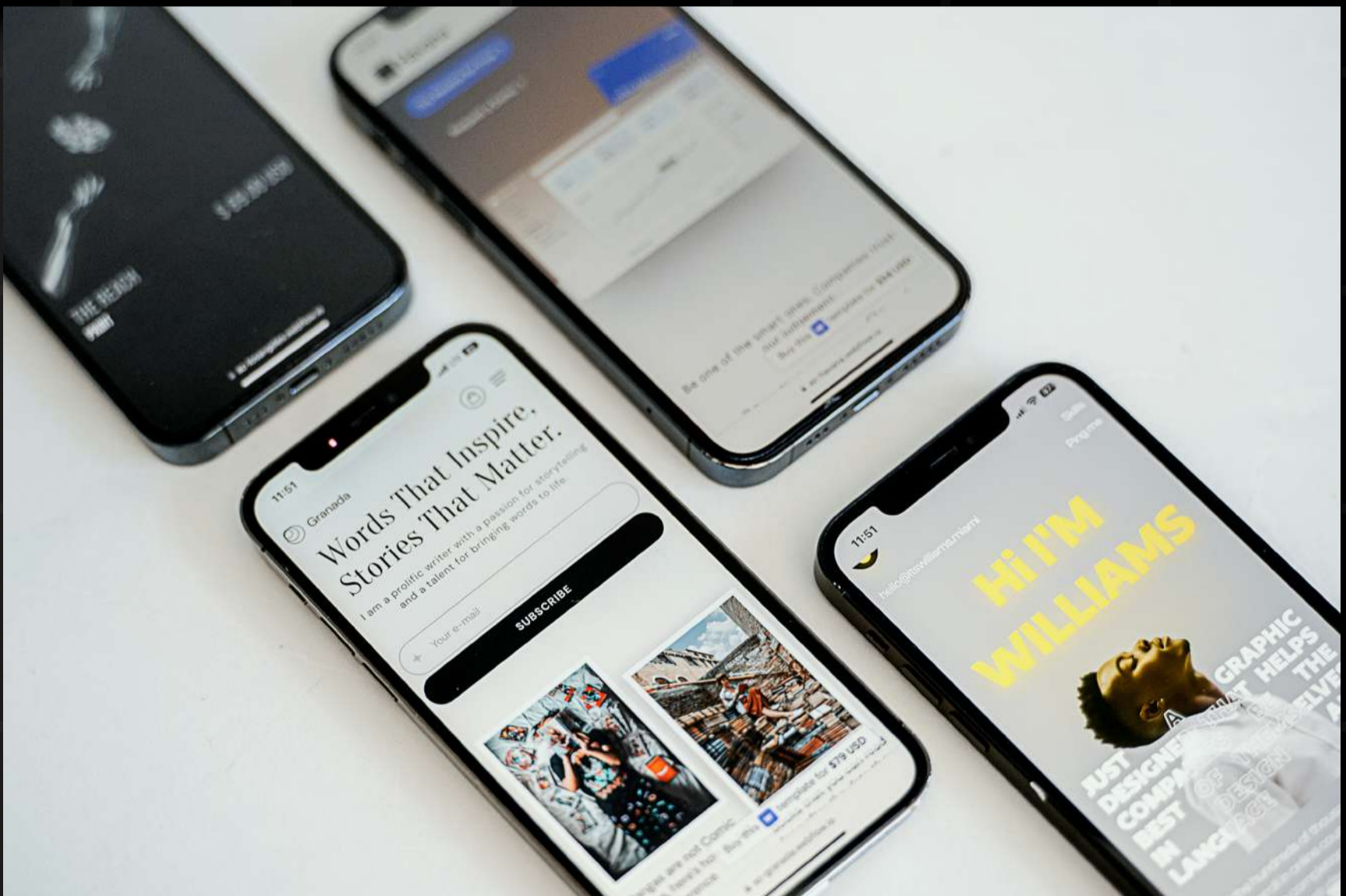
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Mobile Responsive:

Over 60% of website traffic comes from mobile devices. Having responsive design makes it easier for visitors to navigate your site on any device, increasing user experience.

If your website is not mobile responsive, you are leaving conversions on the table.





Credibility & Trust:

Make sure to add social proof in your design (if possible).

Social proof builds credibility and trust with visitors which helps increase conversions.

Social proof can be customer reviews, testimonials, client logos, and certifications. (*I showcase my Webflow certifications [on my site](#).*)

The screenshot shows the Ahrefs website homepage. The header includes the Ahrefs logo and navigation links: Tools, Our data, Resources, Pricing, and Enterprise. On the right, there are links for Sign in and Sign up. The main content area features the headline "Everything you need to 🌟 rank higher & get more traffic 🏔️" with a yellow star icon and a mountain icon. Below the headline is a large orange button that says "Sign up for Ahrefs". To the right of the button, there is text that says "Or get a free 🌟 Ahrefs Webmaster Tools account →" and a heart icon with the text "16,194 users joined Ahrefs in the last 7 days". At the bottom, there is a section titled "Ahrefs is used by marketers from the world's leading companies." which displays logos for PlayStation, Uber, adidas, Alibaba, and WUNDERMAN THOMPSON. A blue arrow points to this section with the text "Showcase client logos." next to it.

That's It!

These are just a few short examples on how you can use design to increase conversions.

I hope you found this useful!

If you're looking for a brand & web designer to help you a step further, reach out on [Twitter \(X\)](#) or contact me [here](#).

Peace! 🕊️

—Priscilla [Player2]

