WHICH EMOTIONS DID YOU EXPERIENCE DURING THOSE REDESIGNS?
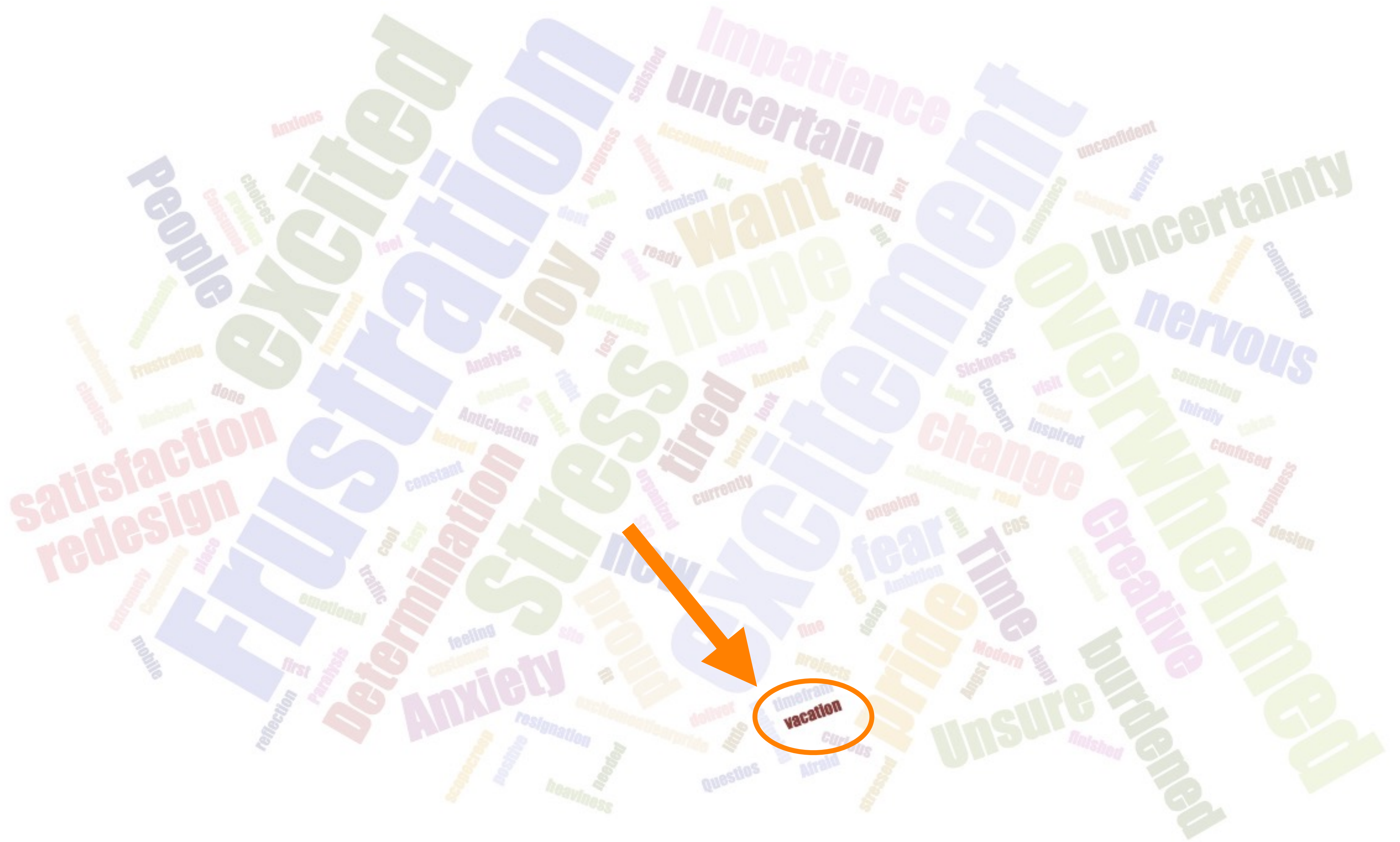
BUILD A TEAM OF EXPERTS.

REQUEST A BUDGET.

Average SMB website costs $15,000 - $80,000 USD
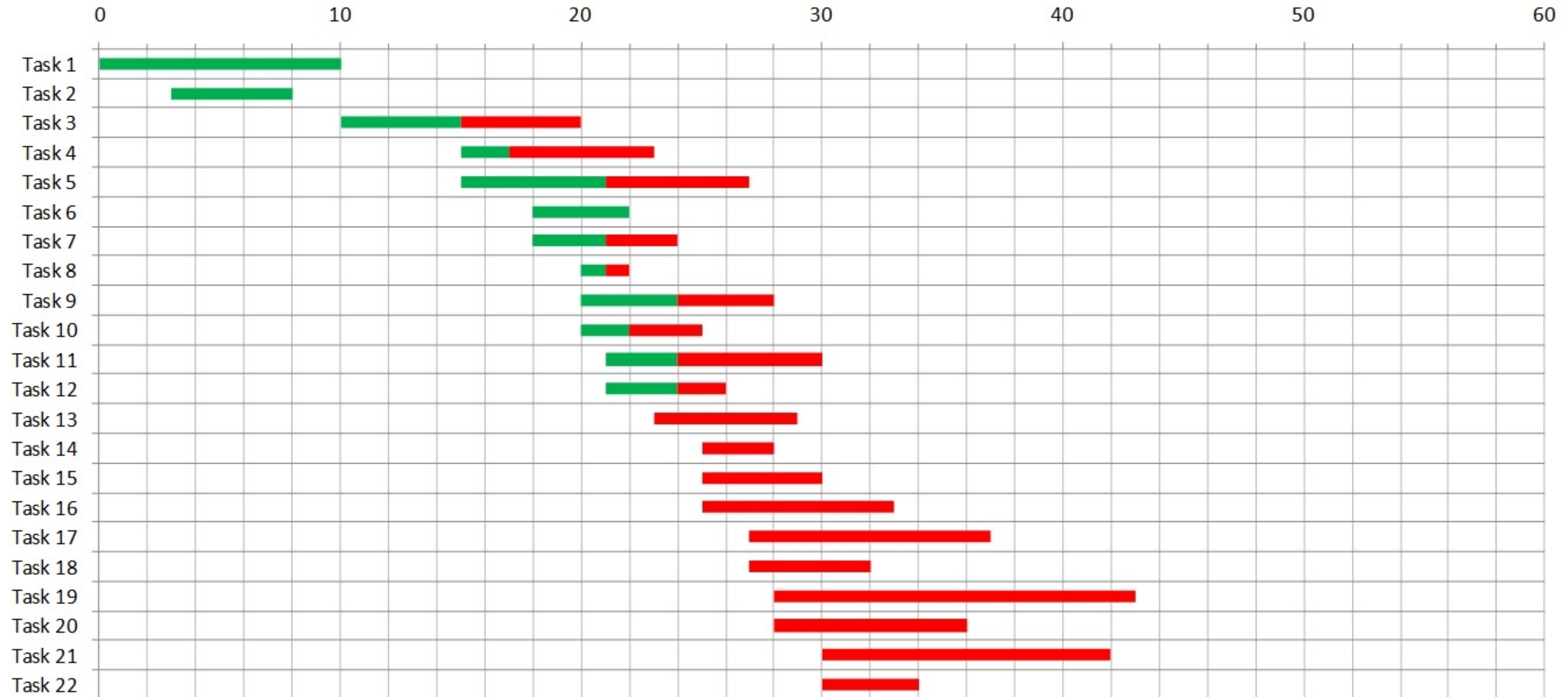
PLAN OUT SIX MONTHS OF WORK.

TIME CONSUMING. OVER-BUDGET. LATE.

TRADITIONAL WEB DESIGN IS RISKY.
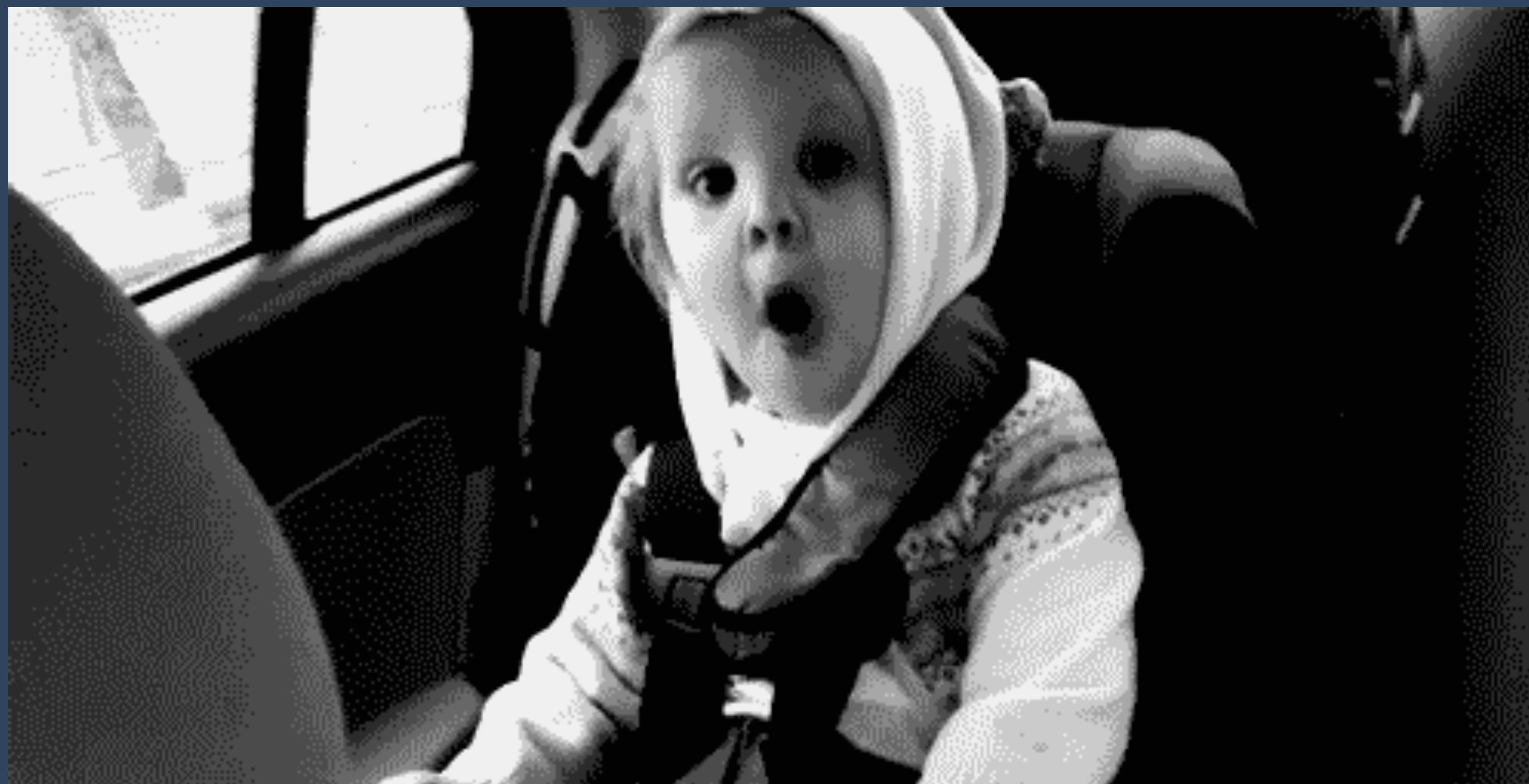
THE WEBSITE IS LIVE!

HOW IMPORTANT IS YOUR WEBSITE TO YOUR BUSINESS?

HOW IMPORTANT IS YOUR WEBSITE TO YOUR BUSINESS?

54%

13%

10%

6%

4%

8%

2%

2%

0 Not Important

5

Extremely Important 10
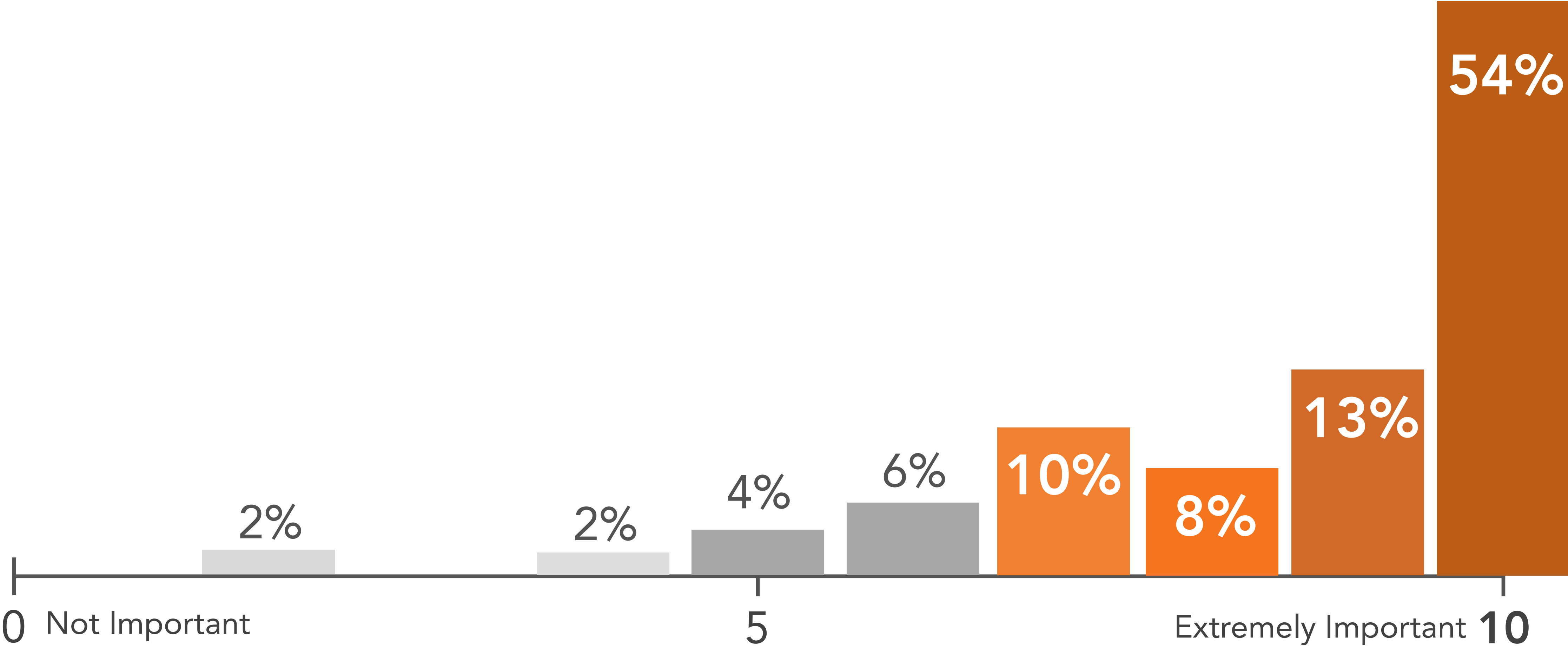
HOW OFTEN DO YOU MAKE IMPACTFUL IMPROVEMENTS TO YOUR WEBSITE?

42%

of marketers only make impactful improvements to their website **once or less a year.**

YOUR WEBSITE IS YOUR #1 MARKETING ASSET AND #1 SALES PERSON.

TRADITIONAL WEB DESIGN PRODUCES POOR RESULTS.

THE TRADITIONAL WEB DESIGN PROCESS IS BROKEN.

"

The traditional web design model is totally broken.

Weather you're an agency or business, it leaves you **extremely vulnerable** to project failure and often does **not produce optimal results.**

Gabe Wahhab
Director Interactive Services @ Square 2 Marketing

2
SQUARE 2
MARKETING

HOW DOES GROWTH-DRIVEN DESIGN WORK?

GROWTH-DRIVEN DESIGN

1 STRATEGY

2 LAUNCH PAD

3 CONTINUOUS IMPROVEMENT

1

STRATEGY

Develop an empathetic understanding of your audience's world and how the website can solve problems along their journey.

- Business and website goals
- User experience (UX) research
- Jobs to be done
- Fundamental assumptions
- Buyer Personas
- Journey mapping
- Global strategy
- Brainstorm wishlist

EXAMPLE: WISHLIST

SITE ELEMENTS

Use prebuilt template 6

Self-Hosted platform 7

Custom Mega Menu 4

I.E. 8 Compatible 3

…

SECTIONS/PAGES

Advocate program area 5

Support forum 8

About us page 4

Careers page 10

Consultation 9

Blog 8

Competitor Comparisons

…

FEATURES

Mobile click-to-call 3

Quoting Calculator 9

Personalized Home 8

Mobile Text Updates 4

Sales Chat 7

"Follow" other users 2

Re-Order Reminders 8

…

OTHER

CRM integration 9

Password Sync 4

Ability for team to easily edit 8

Impact #

GROWTH-DRIVEN DESIGN

1 STRATEGY

2 LAUNCH PAD

Quickly build a website that looks and performs better than what you have today, but is not a final product. Rather, your Launch Pad is the foundation on which to build and optimize from.

3 CONTINUOUS IMPROVEMENT

2

LAUNCH PAD

Quickly build a website that looks and performs better than what you have today, but is not a final product. Rather, your Launch Pad is the foundation on which to build and optimize from.

- Customizing an acceleration approach
- Running sprint workshops
- Effective content development
- Investing in internal efficiencies

YOUR LAUNCH PAD IS LIVE!

GROWTH-DRIVEN DESIGN

1

STRATEGY

2

LAUNCH PAD

3

CONTINUOUS IMPROVEMENT

With a launch pad site live and collecting user data, you can start identifying the high-impact actions you can take to grow your business.

GROWTH-DRIVEN DESIGN

1

STRATEGY

2

LAUNCH PAD

3

CONTINUOUS IMPROVEMENT

With a launch pad site live and collecting user data, you can start identifying the high-impact actions you can take to grow your business.

PLAN > BUILD > LEARN > TRANSFER >

3

CONTINUOUS IMPROVEMENT

PLAN

PLAN

Determine what are the most impactful items to build or optimize at this point in time to drive us towards our goals.

- Determine an area of focus

WEBSITE PERFORMANCE ROADMAP

A framework to help create a roadmap for building a peak performing website.

- Provide focus
- Set clear expectations
- Measure progress to goals

3

CONTINUOUS IMPROVEMENT

PLAN

ESTABLISH

HARVEST | AUDIENCE | VALUE

OPTIMIZE

USABILITY | CRO | PERSONALIZE

EXPAND

PRODUCTS | JOURNEY | TEAMS

PLAN

Determine what are the most impactful items to build or optimize at this point in time to drive us towards our goals.

- Determine current focus
- User experience (UX) research
- Brainstorm action items

③

CONTINUOUS IMPROVEMENT

PLAN

ESTABLISH

HARVEST | AUDIENCE | VALUE

OPTIMIZE

USABILITY | CRO | PERSONALIZE

EXPAND

PRODUCTS | JOURNEY | TEAMS

PLAN

Determine what are the most impactful items to build or optimize at this point in time to drive us towards our goals.

- Determine current focus

- User experience (UX) research

- Brainstorm action items

- Prioritize wishlist

- Pull top action items into build sprint

- Write action item card

HIGH IMPACT - ACTION ITEM 1

JOB STORY

As [**PERSONA**], when [**SITUATION**], I want to [**MOTIVATION**] so I can [**OUTCOME**].

HYPOTHESIS STATEMENT

For [**PERSONA**] visiting the [**PAGE**], we believe changing [**CURRENT ITEM**]

into a [**PROPOSED SOLUTION**] will [**OUTCOME AND METRICS**].

Why Do You Believe This? | Expected Impact | Effort Required | Experiment Design

3

CONTINUOUS IMPROVEMENT

PLAN > BUILD

ESTABLISH

HARVEST | AUDIENCE | VALUE

OPTIMIZE

USABILITY | CRO | PERSONALIZE

EXPAND

PRODUCTS | JOURNEY | TEAMS

BUILD

Working in sprint with a cross-functional team to complete the high impact action items.

- All-team sprint to build
- Set up experiments

3

CONTINUOUS IMPROVEMENT

PLAN > BUILD > LEARN

ESTABLISH

HARVEST | AUDIENCE | VALUE

OPTIMIZE

USABILITY | CRO | PERSONALIZE

EXPAND

PRODUCTS | JOURNEY | TEAMS

LEARN

Review the experiments you've run to extract learnings about your audience.

- Review results

- What did you learn?

- Publish findings

③

CONTINUOUS IMPROVEMENT

PLAN > BUILD > LEARN > **TRANSFER**

ESTABLISH
HARVEST | AUDIENCE | VALUE

OPTIMIZE
USABILITY | CRO | PERSONALIZE

EXPAND
PRODUCTS | JOURNEY | TEAMS

TRANSFER

Share your learnings and exchange ideas throughout the company to improve the entire system, not just one of the parts.

- Share user learnings

- Ask questions

- Consistent user experience

- Collaboration opportunities

③

CONTINUOUS IMPROVEMENT

PLAN > BUILD > LEARN > TRANSFER >

ESTABLISH

HARVEST | AUDIENCE | VALUE

OPTIMIZE

USABILITY | CRO | PERSONALIZE

EXPAND

PRODUCTS | JOURNEY | TEAMS

REPEAT THE CYCLE

Continuously move through the cycle, building momentum each time.

- Repeat cycle every two weeks
- Continue to build action items
- Hit "focus metric" goal
- Move to the next primary focus

GROWTH-DRIVEN DESIGN

1

STRATEGY

Develop an empathetic understanding of your audience's world and how the website can solve problems along their journey.

2

LAUNCH PAD

Quickly build a website that looks and performs better than what you have today, but is not a final product. Rather, your Launch Pad is the foundation on which to build and optimize from.
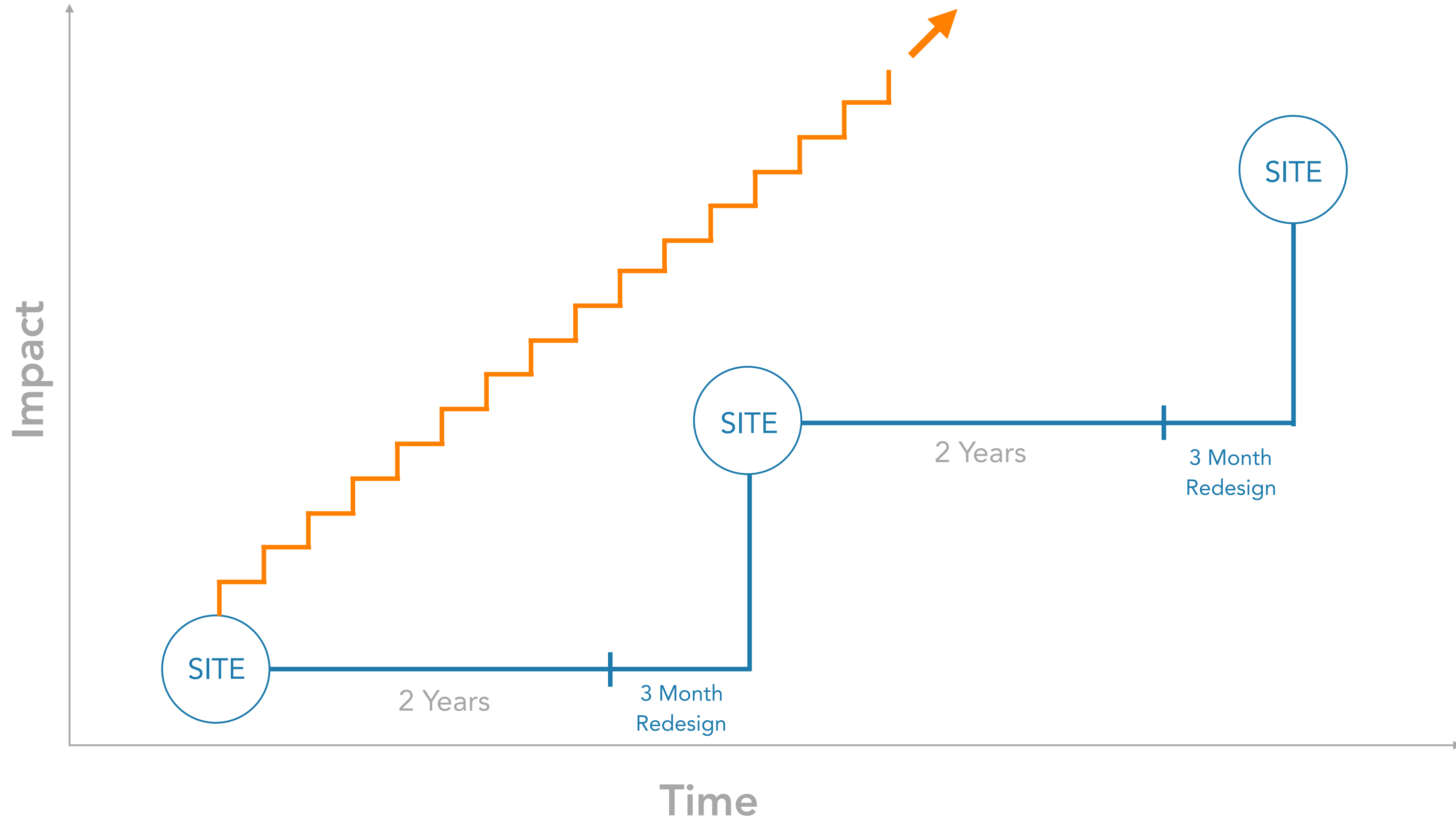
3

CONTINUOUS IMPROVEMENT

With a launch pad site live and collecting user data, you can start identifying the high-impact actions you can take to grow your business.

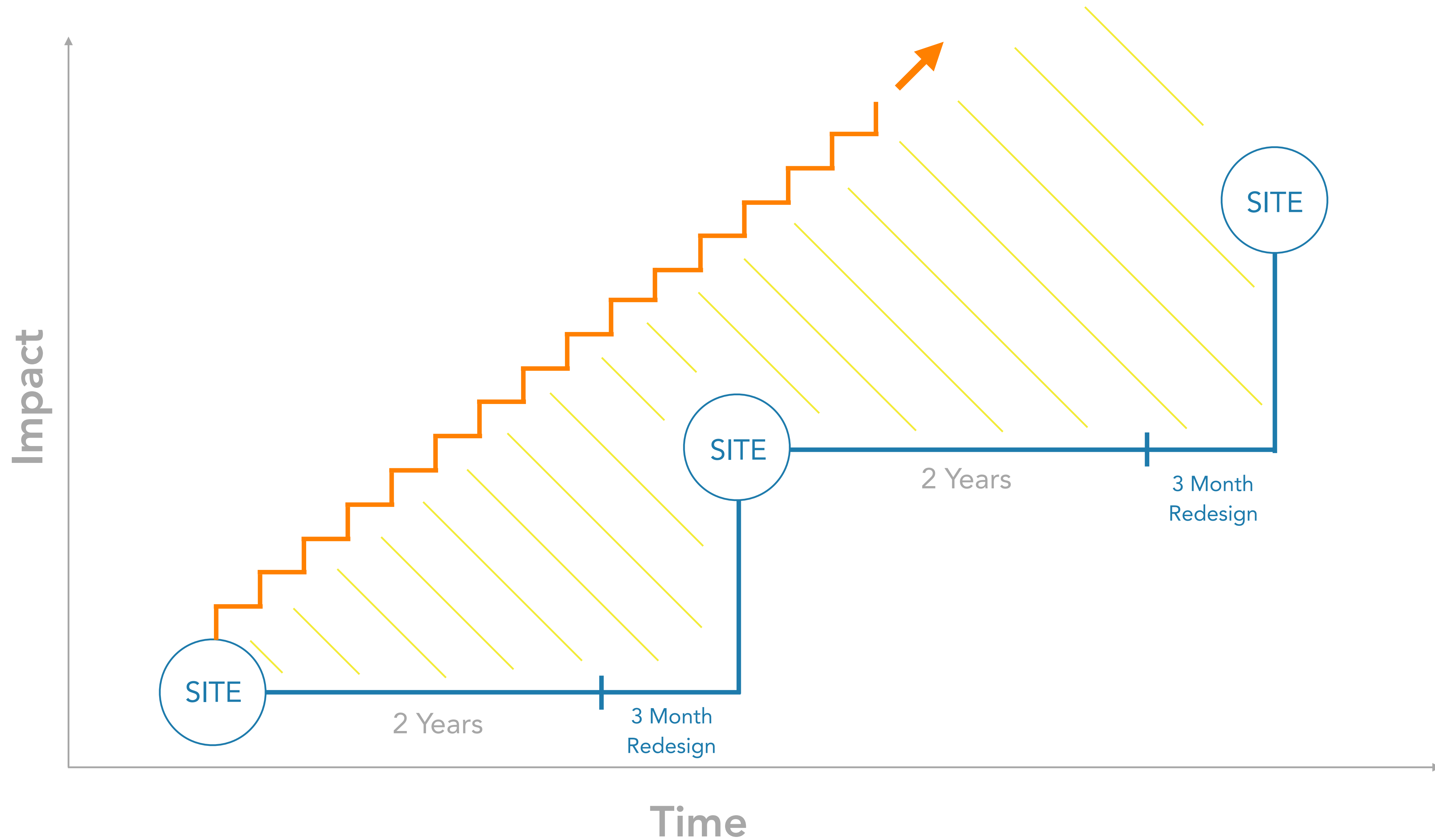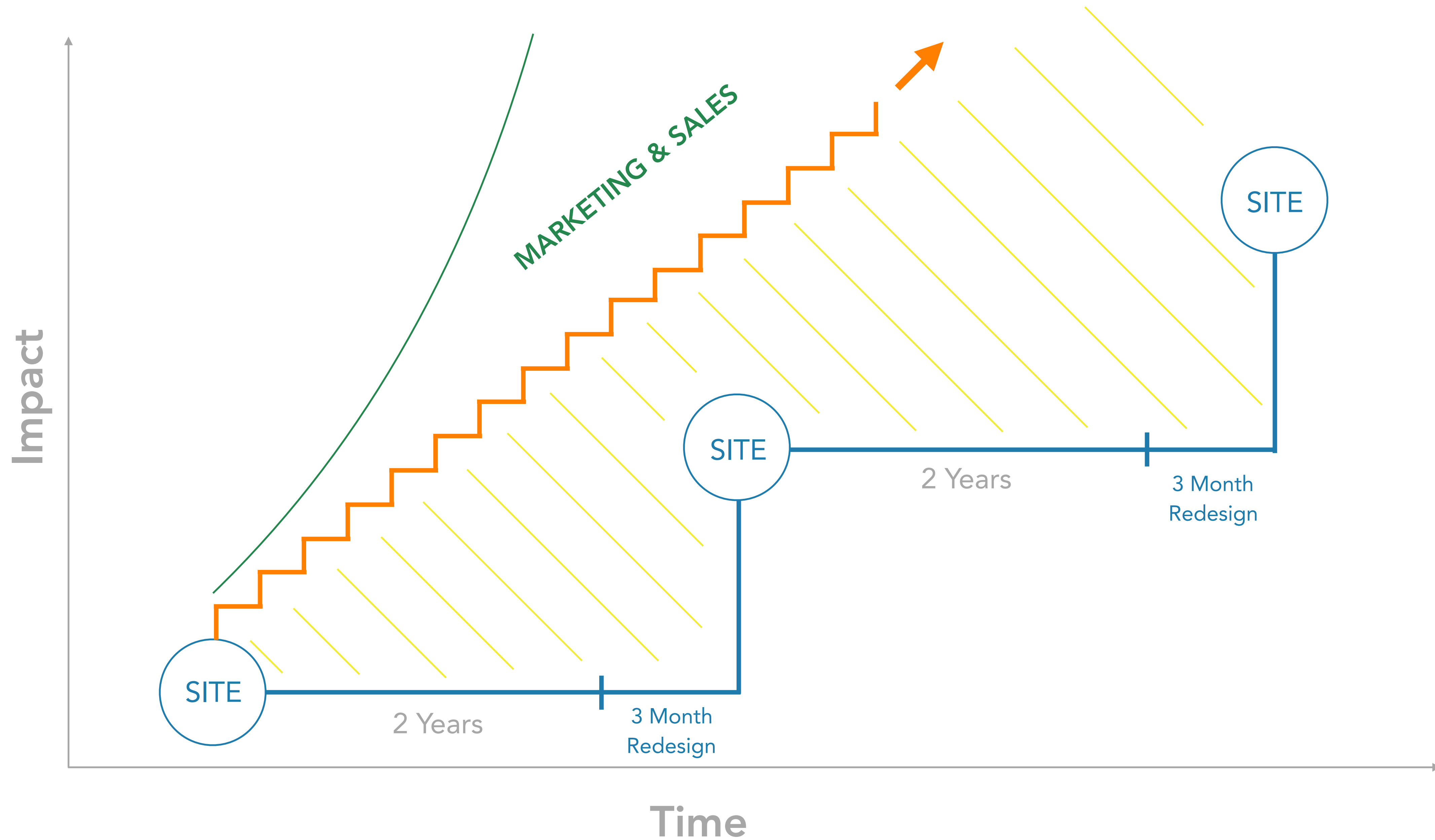# Traditional Web Design
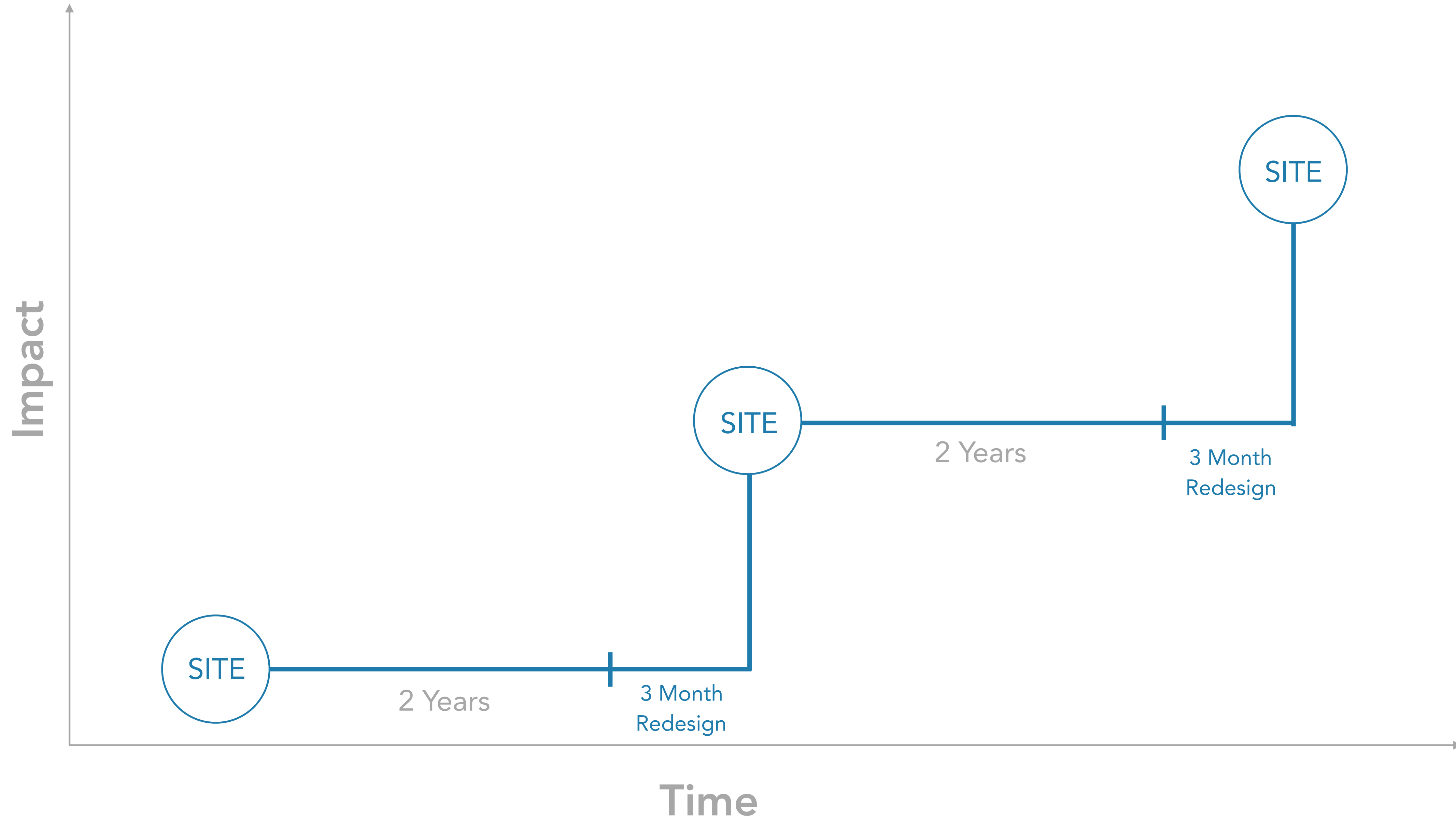
Traditional Web Design vs. GROWTH-DRIVEN DESIGN

Traditional Web Design vs. ⟳ GROWTH-DRIVEN DESIGN

Impact

SITE

SITE

SITE

2 Years

3 Month Redesign

2 Years

3 Month Redesign

Time

Traditional Web Design vs. GROWTH-DRIVEN DESIGN

Impact

MARKETING & SALES

SITE

SITE

SITE

2 Years

3 Month Redesign

2 Years

3 Month Redesign

Time

	RISKS		**RESULTS**	
TRADITIONAL WEB DESIGN	Upfront Costs	Resources & Time	Based on Assumptions	Set and Forget
	(out of scope, over budget, late)			
GROWTH-DRIVEN DESIGN	Spread Over Time	Launch Quick & Improve	Data-Based Decisions	Continuous Improvement
	(agile, on time & on budget)			

WHAT DOES GDD LOOK LIKE IN ACTION?

"

The traditional web design model is totally broken. **Growth-Driven Design is the new gold standard** for delivering results and bringing measurable business value through web design.

Gabe Wahhab
Director Interactive Services @ Square 2 Marketing

SQUARE 2
MARKETING

SEE A QUICKER TIME TO VALUE WITH GDD.

How long does the site take to launch from the initial kickoff meeting?

GROWTH-DRIVEN DESIGN

60 DAYS

ON-TIME, IMPROVE WITH REAL DATA

Based on the "2017 state of GDD" survey responses

SEE A QUICKER TIME TO VALUE WITH GDD.

How long does the site take to launch from the initial kickoff meeting?

GROWTH-DRIVEN DESIGN

60 DAYS

ON-TIME, IMPROVE WITH REAL DATA

TRADITIONAL WEB DESIGN

108 DAYS

2-WEEKS LATE,
SET AND FORGET
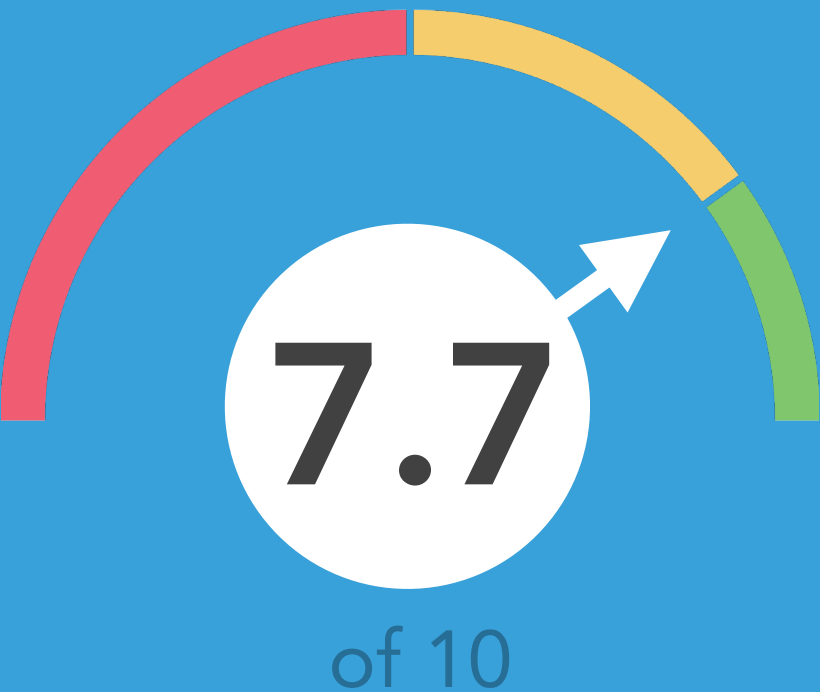
Based on the "2017 state of GDD" survey responses

How would you rate your client's overall happiness while working on a new website?

TRADITIONAL WEB DESIGN

6.3
of 10

GROWTH-DRIVEN DESIGN

7.7
of 10

Based on the "2017 state of GDD" survey responses
https://unsplash.com/search/happy?photo=1AhGNGKuhR0

In the survey, agencies that used Growth-Driven Design reported seeing:

➡ **16.9% more leads**

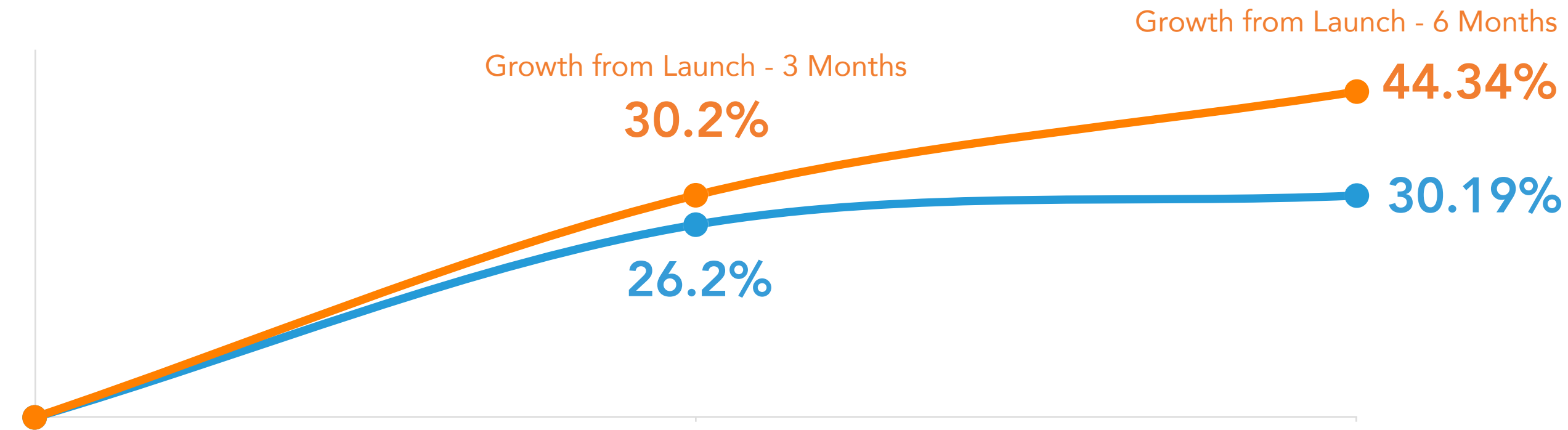➡ **11.2% more revenue**

after 6-months with clients!

Based on the "2017 state of GDD" survey responses

Growth-Driven Design | **Traditional Web Design**

LAUNCH | 3 MONTHS | 6 MONTHS

VISITORS

Growth from Launch - 3 Months
30.2%
Growth from Launch - 6 Months
44.34%
30.19%
26.2%

LEADS

Growth from Launch - 3 Months
34.5%
Growth from Launch - 6 Months
44.47%
27.96%
23.4%

REVENUE

Growth from Launch - 3 Months
23.5%
Growth from Launch - 6 Months
29.23%
17.78%
17.6%
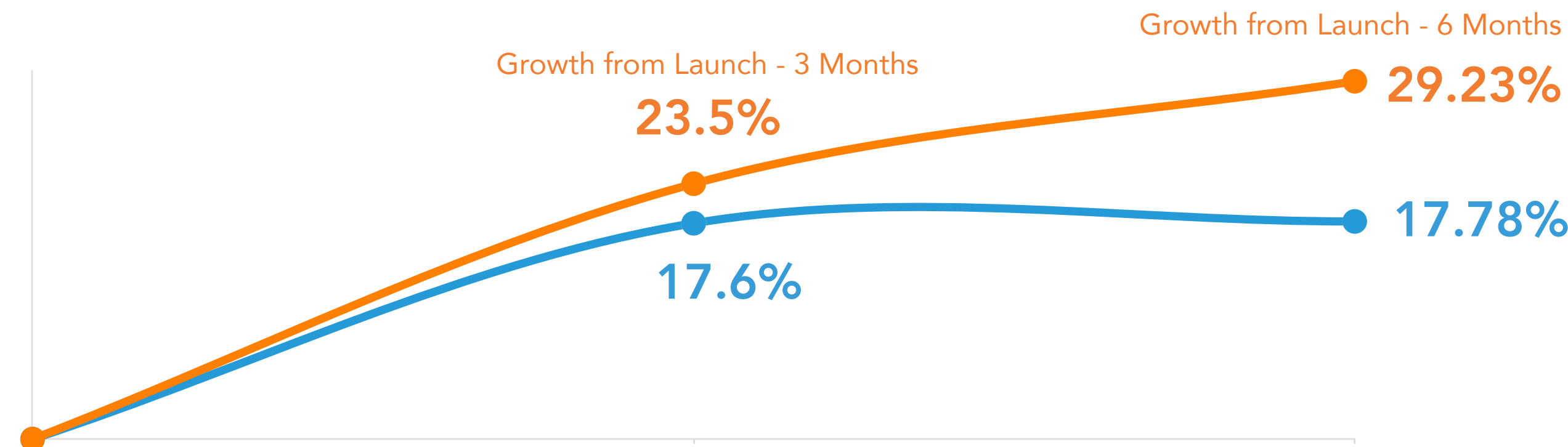
"
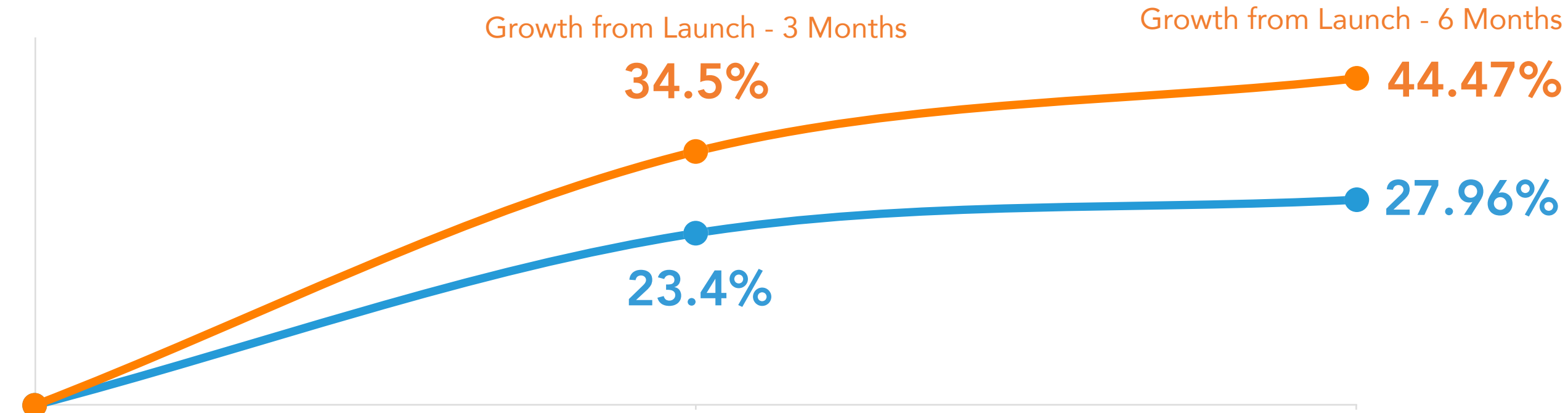
Growth-Driven Design is the foundation of our agency. It has transformed how we work and has helped us 10X leads and opportunities for our clients.

Kevin Barber
Head Entrepreneur @ Lean Labs

LEAN LABS

THANK YOU.

HubSpot Academy