

Equip yourself with the tools & strategy to create a website that works for you & your business

Create a website that supports your sales pipeline & helps your business to grow.

Web strategy & user experience design
for entrepreneurs, startups, & small businesses

The
Digital
Brand
Studio

About James



Hello, I'm James, a digital strategist & user experience consultant with over 15 years of experience helping businesses grow by working with them to join their strategy & user experience dots.

I started in graphic design before progressing to website design & then UX design.

Wherever I worked as a UX designer, in-house, agency, for clients large or small, it was clear that the causes of a poor user experience, or underperformance, were often the result of decisions made earlier in the project.

This is why I work with businesses deliver the results that they had hoped for, preferably from the outset, by holistically to connecting business strategy to digital strategy, to app, SaaS product, website, or social media campaigns.

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Steps



01. Arriving at the site you need is a step-by-step process

When working with clients to develop a web presence that meets their needs, we cover the following steps:

- Their target markets and audiences
- Sales/customer/user journeys
- The content needed for the journeys
- Navigation and site structure
- Prioritisation & delivery strategy

02. Markets & audiences

Profiling who you are marketing to, and the problem you can solve for them, will help to unlock opportunities and shape your offering.

- Profile your markets
- Identify & profile your target audiences
- Uncover the needs, motivations, and behaviours of your audiences
- Identify & unlock the potential of the opportunities that the audiences present

03. User journeys

Planning the whole customer/user journey increases the likelihood that your customers will complete it.

- Design journeys tailored to your target audiences
- Plan your journeys from end to end
- Create engaging journeys that users will complete

04. Content

Develop your content strategy based on your business goals and the needs of your customers.

- Create content from the point of view of your audience & their needs
- Create content that resonates with & engages your users
- Offer solutions that solve their problems & meet their needs.
- Map what content you need where, & why
- Create a content delivery plan

05. Site structure & navigation

If your customers can't find what they are looking for on your website they will go elsewhere

- Structure your website so that it aligns with users' mental models
- Structure pages so that they contain the information users need
- Prioritise in the navigation the things that users are looking for so they can easily find their way around

06. Prioritisation & delivery strategy

Prioritise the features needed to launch a successful product that meets your business goals.

- Rank features & functionality based on effort/cost vs. benefit
- Prioritise the features needed to achieve your business goals
- Identify the quick wins
- Create a road map for your MVP and beyond

Tips

07. Strategy & goals

The number one reason I do what I do now, rather than plain UX design, is that pretty much every time I help a business with problems with their website or other aspect of their online presence, the problems relate back in some way to their business goals, strategy, and market and audience.

- Developing business goals and strategy can be tricky.
- If you are struggling then a workshop to help develop these may be the way forward.
- Setting these out will guide the development of your online presence.
- It's perfectly normal to have to revisit and adjust these as your business evolves.

Once you have your business goals and strategy in place it's time to look at your market and audience.

08. Market and audience

Many of the UX problems I help businesses with can be traced back to an incomplete picture of their market & audience.

Having an effective model of your market & audience will enable you to create products or services, promotional material, & website that focus on the needs of your customers.

This will enable to to connect with your audience and differentiate yourself from your competitors.

- Identify & research your target markets - what uniquely distinguishes each?
- Identify your key audience within each market.
- Create archetypes of your key audiences.
- What are their needs, motivations, & behaviours?
- Focus on facets that will assist with creating an engaging web experience.

09. Customer journeys

Having customer/user established the needs of your customers/users will allow you to map your user journeys.

- Refer back to your market and audience research.
- Sales, social media, & web journeys should tell a story.
- Map out your journeys using a digital or physical whiteboard.
- Connect the points of the journey with a narrative
- Keep your journeys short.
- Evolve the maps into user flows, with lo-fidelity sketches of the journey's pages.
- Minimise friction.
- Keep your customers/users engaged as they complete the journey.

10. Content strategy

Referencing your journey maps & audience research should give an insight into where & why content is needed. This combined with what you know about your audience and their needs will help you create content that serves the purpose.

- Refer back to your research & write for your audience & their needs
- Create content with your audience in mind
- Use a writing style that reflects the words & phrases they use
- Be relevant to their needs
- Show you empathise with them

11. Structure

If you have been following along with the tips, you should have a good idea of the functionality, pages, & content required to create a website that your target audience will find engaging & easy to use.

- Refer back to your journey maps
- They should show how to structure of your website
- Navigation
- Categories
- Pages
- Page templates required
- Page layouts

12. Planning

If you have followed along with the tips, you should be in a good position to create an implementation plan that prioritises what is needed to build a web presence that aligns with your business goals.

- Carry out cost/benefit analysis to identify which features will deliver the biggest benefits
- Use a prioritisation matrix to rank the importance of the deliverables
- Create a roadmap/timeline

Having a strategy to guide development will increase the likelihood of delivering the results you are hoping for the first time around.



For tips or advice

Follow @thedigitalbrandstudio on instagram.
Contact me for a free one-on-one.

thedigitalbrand.studio/one-on-one

Equip yourself with the skills, tools, & strategies to plan & deliver an engaging & effective website