

Note: The website that featured this blog post is no longer in operation, however you can read the post below.

Web Design: Who Do You Work For?

Ever watched one of those interrogation scenes in a spy film? You know the kind of thing: usually there's a good cop and usually there's a bad one too. The nasty crim is sat chained to a desk, refusing to speak. The tension mounts until the bad cop freaks out, slams the criminal's head against the tabletop and yells in his ear "WHO DO YOU WORK FOR?! WHO THE HELL ARE YOU WORKING FOR??!!"

Now, we're not about to get nearly so explosive but when it comes to web design you really do need to ask yourself the same question.

Just who *are* you working for?

Is your website aimed at you, or your clients? If it's the former, then you're much less likely to have a website that delivers the kind of results you want. Sure, it'll make for a nice ego-boost but you'll simply have a website that you keep looking at narcissistically. You may have as well just have paid your web developer a shed-load of cash and told them to work for a couple of months on finding and buying you an ornate mirror.

However, if you think that web design should be tailored to suit your audience - and we're talking about both current and future clients here - then it's our considered opinion that you're onto a bit of a winner. Take the BBC mission slogan '**inform, educate and entertain**' as a good rule of thumb. Website design should really focus on content and user experience that satisfies all three elements in one way or another.

Customers and clients need your website to inform them of what you do and how you do it. Your content should be written, designed and positioned in a way that educates them as to why you are the best at what you do, and why they should buy from or work with you. What makes you stand out from the crowd?

And as far as entertainment goes, you need to make the whole user experience as enjoyable and pleasant as possible: good to look at, great to use and easy for your clients to navigate to where they want to get to.

A great landing page is the cornerstone of great web design. Get that right and your clients will want to stick around, explore the rest of your site and - crucially - get in touch. Make it easy for them to do so. Make them *want* to.

Your landing page could include a data capture source, such as a form. Somewhere for visitors to leave their details so that you can get in touch. Again, make this enticing. Offer them something in return for their precious email address and contact details. Maybe a free consultation, or a free PDF document filled with all kinds of useful wisdom, advice and info from your bulging brainbox.

Current customers will feel they're getting better value, while future customers will be suitably dazzled by your brilliance and much more likely to engage further with you and your business.

And yes - you get something out of it too (it can't *all* be about the customers after all, just most of it...). Your future client database swells up nicely and you get to start a useful and hopefully very fruitful dialogue with the people who shared their data with you.

Get your web design right from the outset, have a good data capture source in there and show your clients just who you really *do* work for.

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