



**building sharper brands**

# 10 RULES FOR INCISIVE WEB DESIGN

**GUIDE | DIGITAL**

# INCISIVE GUIDES

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Welcome to our series of real-world guides for B2B marketing professionals.

At CMDi we help clients think, communicate, and act incisively. Because today, only incisive communications work.

These practical tools and techniques have been proven through years of front-line use. They have been designed to create powerful and persuasive communications that will build valuable differentiation into your brand.

If you have any comments or suggestions, or would like more advice,

01483 230393



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Helping you  
improve cut through  
and response.

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# ONLY INCISIVE COMMUNICATIONS CUT THROUGH AND DRIVE RESPONSE.

CMDi builds brands on this simple truth:

The world is now so overcrowded with messages that only incisive communications get through.

Insightful and sharply focused, they are understood faster and remembered for longer. Clearly differentiated and ingeniously simple, they drive response.

Communicating incisively is how a brand achieves relevant differentiation, the key to market share and profitability.



## FOCUSED

addresses a relevant need



## DIFFERENT

achieves valuable differentiation



## STICKY

stays in people's minds



## MOTIVATING

prompts clear action

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## WHY 10 RULES?

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They are **needed.**

There are around **one billion** websites.

These carry **countless** marketing messages.

**You need to stand out** from all the rest.

Only incisive website design allows your brand to **cut through** and **motivate action.**



# WHAT ARE THE RULES FOR?

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More than  
**optimisation**  
and **visibility**

CMDi has developed ten rules of incisive website design that will allow your site to **out-perform the competition.**

It is not just a matter of **being seen.**

This is about **motivating the right response** from the right customers.

# 10 RULES

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## **UNDERSTAND THE CONTEXT**

The goal of any website is to get site visitors to respond, preferably immediately. Every aspect of the site should focus on encouraging and prompting clear action.



## **DESIGN AROUND THE MESSAGE**

Your on-brand, on-strategy content is of supreme importance. Only create the visual and functional elements once the content is confirmed.



## **BE ORIGINAL**

Competitors use the same channels, targeting the same audiences, with the same objectives. To stand out, you must have a distinctive 'experience', impossible to mistake for anyone else's. Researching competitor websites to set benchmarks is vital.

# 10 RULES

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## CONSIDER YOUR CANVAS

Many visitors will first see you on their mobile. Some will only visit via handheld devices. Your design, able to be scaled up, must begin by working on the smallest screen.



## KEEP IT CLEAN

Clutter kills and space is not to be feared. With less for the eye to take in, each item becomes more memorable.



## DROP FONT COMPLACENCY

Typography is hugely important online, with font, size, weight, colours and spacing all needing consideration. Bigger means easier to read is not always the case.

# 10 RULES

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## **GUIDE THE VISITOR**

Any arrival may be a newcomer, needing simple navigation. Get them to where they need to be, quickly and easily, then make it obvious what to do next. Fewer pages mean less confusion, easier navigation and faster visitor response.



## **HIDE THE DISTRACTIONS**

Now that you have them where you need them, give visitors no excuse to leave. Social media icons, for example, should be in the footer, not distracting from the main reason to visit.

# 10 RULES

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## **REALISTIC BEATS COMPLETE**

Launch early, with the essentials to deliver the right response, rather than waiting for luxury features. Nice-to-have functionality and content can be added in a phased approach.



## **ANTICIPATE INSTANT CHANGE**

Nobody ever launched a perfect website, so expect to need modifications. Visitor behaviour may surprise you, so be ready to respond.



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Email

Or call 01483 230393

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FOR THE EDGE YOUR  
MARKETING NEEDS.