

Joe: [00:00](#) It is February 5th, 12:30pm on the East coast. It's sunny here. Katie is in some bunker somewhere. You're onsite with a client today, right? So, one of the things we wanted to start to do in a pretty good informal way is walk our Facebook visitors and our friends through some of the design decisions that go into some of the small business website projects that we take on for clients. And so we're calling this Website Recharge Behind the Scenes. I think it was going to be a regular thing when we wrap up a project when the client is amenable to sharing it and peeling back the curtain a little bit. It's fun to go into what actually goes into all of the decisions that happen when we're pulling together a project for one of our small business clients. So my name is Joe Taylor Jr. I'm the co-founder and CEO of 2820 Press. Katie Cohen Zahniser is here, she's our Director of Operations. Katie leads up all of our Website Recharge projects. And so this is an opportunity for you to walk me and our audience through a project that you just launched last last week. So this is one of our freshest designs yet.

Katie: [01:27](#) So let me go ahead and share my screen. Let's see. All right, can you see that?

Joe: [01:46](#) I see it.

Katie: [01:47](#) Okay. Excellent. So yeah, we're really excited about this. This project that we just launched, this is for a female owned consulting firm called time to flourish. They're located in New Jersey, which is just over the bridge from us as you can see by the hero image that they chose for their website. With all of these projects we kick it off by having a kick-off call with the client to sort of get a sense of what the client wants in the web feel and also the functionality. Now through the Website Recharge program, we can launch a site from scratch. So even if you don't have your own website, we can build one for you. Which was the case for our clients at time to flourish or we can, you know, hence the name of the program, recharge your site if your site has is on an older platform or maybe you just haven't refreshed it or maybe it's not responsive.

Joe: [02:58](#) Yeah, I think this is a really interesting case study because these are two entrepreneurs who were C level executives in a large company and the company closed down and they were at a really interesting point in their careers where they could have gone and found gigs anywhere, because they're fantastic. But they wanted to continue to work together and they weren't sure if they would go somewhere that would take them as a pair. They have a long track record working together. They wanted to continue to do so and they have a really great

chemistry, these two founders. So they came to us because they had already started to work out what their concept and what their brand was going to be. One of the interesting things, I think going back to one of those early intake sessions, was talking about how to convert that initial, basics of their branding together. They knew what colors they wanted to project, they knew the energy that they wanted to show, and they have a very strong sense of the audience that they're trying to attract. So I remember Katie, you and I having the conversations about how to leverage these rich purples and this gold color, so it wasn't just kind of purple and yellow. It's this really great gold embossing kind of color. And I recall my limited contribution to the project suggesting the type face and I think that was the last meeting I was in because you took everything else from here.

Joe: [04:42](#) Walk me through even the goals that they set for you or telling you how we want this homepage to act. What are the goals? What's the job that this website has to do for this client?

Katie: [04:57](#) Yeah. I mean they really emphasized they are doing positive things for their clients, their customers, and they wanted users to walk away from the site having a positive experience. So thinking a lot about UX, user experience, how the client or the user of the site gets through each section of the site and walking away with a really clear understanding of what services this client offers. So that was really the main goal. The other part that they wanted to emphasize, you know, you were talking about the colors is they are a female owned business and they really wanted to portray that through the colors and their logo, which is this owl. That had a lot of significant meaning for them as did the purple. However, and here we get into the typeface, they did not want to exclude any demographic. So they still want to have male owned businesses be interested in their services. They didn't want to exclude anyone. They came to us with their logo in this sort of specialized font, but they didn't have a supporting font for their body copy. And that's where I leaned on you, Joe, a little bit to help me with picking out a complimentary font to sort of make this a specialized font shine a little bit. But it's really important when picking typography that you want it to be clear for accessibility purposes. We chose the san serif font, which I think looks really nice. And we use the font that they had already sourced for us in these headings, but wanted to use that other font for the supporting copy. It's funny because the client came to us just wanting a splash page and we ended up building out a full site.

Joe: [07:08](#) Often that conversation is, well if you're going to go that far, you may as well go all the way. What I like about when, when we built these things out on Wordpress is you don't have to light up every feature all at once. So right now this company is in very early stage startup mode and they don't have a huge library of content. So what this gives them the ability to do is over time they can start to add more pages, more features, more functions to the site without having to redesign the site each time. And I think that's something that we often hear from clients that have built out a very bare bones site somewhere and now they have to add one more feature and realize they have to blow up everything that they built and start over to make that future happen. And then when you get into things like search engine optimization, if you've already built on one platform and you move to another platform, there's a lot of risks there.

Joe: [08:08](#) You could lose a lot of the benefits that you've already gained. So this solution is really nice because there's a lot of additional power under the hood here that they can just turn on when they're ready. But this gives them that ability. I know that the core ask at the time was they had pulled together this concept, they were starting to go on the road and promoted in front of prospects and at speaking engagements and we really had to be able to support them and get something up relatively quickly that was going to have a high professional gloss and sheen that wasn't just the under construction, the logo with a phone number underneath. We really had to help them present, and have a fully functioning business even though they had only been in business I think about two weeks.

Katie: [09:04](#) And another thing that was really important to them was that connect with us feature. They came to us saying, well we can just embed a form on the site and users can connect with us that way. And then when we started talking about it a little bit more and me asking, okay, well who wants to receive the emails or what email addresses the forum go to? And, understandably they have a lot of other content in their inbox and didn't want all of these forms submissions going through. So what we recommended was sort of a scheduling tool where ,we use this for ourselves- a similar type of tool- where if a client wants to connect with us, they go to our website and they can find open slots on our team's calendar in order to schedule a call or connect with us. Um, so we embedded that feature, this schedule appointment which was added as a widget and then it's just a real nice pop up that the user can find the time, they can schedule an instructory call or an onsite consultation and then they can just x out and get right back to the site doesn't

veer off. That's another really important feature that we wanted to implement. So there weren't taking users off of the site when they were scheduling an appointment.

Joe: [10:34](#) That's a thing, too, where our approach to solving problems for customers often comes from we're not just designing something that looks nice. We're really trying to solve for the customer experience as well as for our client experience, so I love that you call out a more efficient solution on both sides than just an email form and this is a tool called cozy cow. Again, we're not trying to invent every wheel on our own. This is a tool that exists that plugs in very nicely to this Wordpress platform, but what I saw that you did is that you did go through and customize every element of that third party platform so that it matches the colors. The typography is very close so it doesn't feel like you're being punted out of this site to some completely alien experience. It's integrated very tightly.

Katie: [11:33](#) The other thing that was really important to them that that wasn't in the first iteration of the site where these definitions of flourish. They wanted to incorporate what flourish means that was a really important. It's in their brand name. How can we portray that to our users? So coming up with this sort of scrolling feature that highlighted the different definitions was something that we had to work through and come up with a solution for, because we wanted it to be front and center. We didn't want it to be lost on the page. But we also for accessibility purposes wanted it to be visible, and not lost in, on top of imagery or anything like that. So we tried a couple of different placements and this is ultimately where we wound up and I think the result is really nice. So that was another piece that we sort of added within the engagement. And that's the other thing, you know, as we're iterating on these different versions, we can sort of look at other ideas or solutions that are really going to make your website stand out among your competitors.

Joe: [12:57](#) Yeah. You and I have worked together for four years now-- you have a college degree in working with me. I think that our bias when we work together with client is always about what's the next action, what's the thing that you want that site visitor to do? And so I think that comes out in this design because you've done something that's very direct, but then you've also something that's like very clever. So what the client told us they wanted was the prospect here should get a very strong sense of who these folks are, what it's like to work with them, even beyond the messaging points. So if you click on who we are,

right, you've got this next action, this button that's right here, that pulls that viewer down the page.

Joe: [13:57](#) And what's really nice in this particular instance is we're not trying to send the viewer to a lot of different pages. We did not set page views or click throughs as a metric here. We're using the appointments as the metric. We're trying to see how many visitors to the site we can convert into actual prospects for them. And again, this is the very early phase one. There's lots of other stuff to come with this project with some content marketing and some other things that you would want to be able to do. But each one of these little call to action buttons right here draws somebody further down. One of the challenges with a lot of current design is that we see single serve sites with a lot of stuff just on one and after the third or fourth swipe or scroll, I think folks tune out quite a bit.

Joe: [14:59](#) So by injecting these little buttons here, you're actually giving the audience something to do to keep them engaged. But we're really just moving them further down the site so that they're having this very immersive experience. So each one of these gold buttons here draw somebody further down until you get to the bio's. And I remember this being the one, kind of, challenging technology ask that you were hammering through, which was surfacing many versions of these bios, they're not too overwhelming. But then you actually hit a little accordion button here to surface the big bio. Right. And this was important to the clients because they're professional speakers and these are the bios that they use for speaking engagements that have a lot of detail in them that have to be surfaced in a very obvious way for a speaking bureaus and hosts. So you were able to still get these into this big page without having the design get overwhelmed by a wall of text.

Katie: [16:08](#) Yeah, exactly. And it was important for them not to pull the user away from the homepage by having an additional page with just their bio on it. So coming up with the accordion solution that the user has control over it was really important to them and I think we achieved what they were looking for. So that was successful for both parties, I think.

Joe: [16:36](#) So the second part, the part that I said was a little sneaky, is that you still have this persistent navigation that runs across the top and that's just moving the visitor through that section of the page so that they're going, there is a values section, there is a services section, but this speaks to the under the hood piece. When they build this site out, they've already got templates underneath that they'll be able to build out additional landing

pages and additional entity pages that they can just plug into this menu so that visitors to the site will still experience this menu. But over time as this content gets built out, that same menu will start to lead you into different, deeper places. So it's functioning right now as a phase one and mvp, but it has that ability to grow with them over, what I think will be, a long period of time.

Katie:

[17:37](#)

Yeah. And we did end up building out, you know, when we talked about their services and their results, that was really something they wanted to showcase. But you know, there wasn't enough room on the homepage, so we up building out in some separate pages here and again using this accordion feature which they really liked to highlight all of these different services that they offer so that the user can take a closer look at any of these services that that are offered.

Joe:

[18:10](#)

The accordion can be a touchy subject for folks a lot. I know a lot of designers have a lot of strong opinions about it and I think one of the reasons we advocate for it in this kind of situation is the default state of this page is to surface all of those key areas that it was important for the client to be able to show a lot of diversity in what they offer. And so instead of just having all of these, again, take up a big wall of text on the page. The accordion is there. So somebody is glancing at this page sees all those headers, can get a strong sense of what's on offer here. But you do have the ability to go deeper without now moving. Somebody through lots of different pages. I'll also say this, this kind of page is where I think a lot of small business owners get themselves into a kind of content debt because if you were to build out each of these little sections as its own page, now you're maintaining lots and lots of different pages that have to be updated, that have to be kept current. Depending on the business you're in. You may have some compliance issues to make sure that you're surfacing the right information, the right facts. So this is a very elegant way to get a lot of information in front of, what we would assume, is a very busy site visitor because the target audience here are very busy, probably frustrated professionals who want some help with growing their business or succeeding within a large organization. So the accordion piece is, I think, a very elegant way to get that out. But what I also like here is that you've reserved that lower left hand quadrant on the desktop version for that persistent schedule appointment button. So that you can make it really clear what we want you to do. When you get on this page, we want you to make an appointment to talk more with a team member. And that's, I think, something that's very important for

the client. And I think that it's something that's already we're seeing that it's converting really well for them.

Katie:

[20:25](#)

Yeah. And their business is to get clients, lead generation. So having that schedule for them was really important. And we did something similar with the results page. We didn't do the accordion feature here, but you know, the results and, you know, I know in a future iteration they want to build out some testimonials, also a blogging feature. So, as you said earlier Joe, this is sort of like the v1 and we'll continue to build the site out as they have more content to surface. But again, results- that was a really important feature to end copy to surface on their site. So we built out another page here. But there's a lot of content on here and it's only a three page site. So it's kind of cool in that way because we've got all the, the jump down navigation on the homepage.

Joe:

[21:23](#)

Scroll back up a little bit to one of those headers. There is perfect example. This comes back to our conversation about typography, right? And so one of the things that I think makes the site work really well-- and we've really only been looking at the desktop version. It works exceptionally well on mobile because if a client on their own were trying to mix and match type faces without any direction, it's entirely possible that you could end up with something like that script piece. Which is good as a display headline, but you wouldn't want to use that as your body copy, you probably have a lot of eye strain. You'd probably have a lot of issues with accessibility or readability. And so not just the mix of the type faces here, but what I love about this particular design is the balance between the different header sizes.

Joe:

[22:22](#)

And so in this case, as you mentioned, where you have a lot of data that you have to express on one page, there's a lot of breathing room on this page as well. And there's nothing else trying to crowd in and get in the way of getting this message out. And I think the temptation with a lot of out of the box solutions is you're attempted to throw in a sidebar, you're attempting to throw in all kinds of other little stuff that's interrupting the flow and this is, for this audience, a really elegant way to get this data in front of them. Even to the point of being able to hit print and print out to bring this in to justify it to your boss and say, here's why I want to use some of our budget to hire Time to Flourish because they're going to get us these results. And here's the page that shows us that. So I think that's another really great way to showcase this kind of resource on an entity page, but uncluttered, clean, crisp, really fitting with the brand that this company is building.

Katie: [23:29](#) Yeah. And having the information being digestible for the user, we spare no detail when it comes to talking about even line height and letter spacing and all of that. Like Joe was just saying all the breathing room. That's something that our production team takes into consideration when we're building these sites out.

Joe: [23:53](#) Yeah. So I think this is a great example of what clients can accomplish in our Website Recharge program within just a few weeks. The goal of each of these projects that we take on is to really assess in a compressed timeline, what are the biggest things that you want to express about your brand and then how can we polish that so that you're leveraging new technology. Your site is going to be available on any device and look great, but most importantly, I've really been trying to call out the attention to detail on the flow of the experience so that a website visitor is almost never going to click your navigation from left to right. They're going to hunt and peck and look for the things that they want to look for. But the landing page experience on the home page is a perfect example of, if I've landed on the site because I've been to one other speaking engagements and I am now putting this into my phone.

Joe: [24:58](#) The next step is really clear. And the context is great because if that user then goes back to their home and their office and opens this up on desktop, they're going to have all the same information but in even more of a rich experience, which really underscores the attention to detail that we put into all of these projects. So with all that said, we're running out of time because it's coming up on the top of the hour and it's time for us to go build more of these. But if you want more information look in the comments below on our Facebook page or just hit us up at 2820press.com. And I'm Joe. That's katie. Thanks for spending part of your lunch break with us today.

Katie: [25:41](#) Thanks everyone.