

A smarter way to think about web design

# The Martrain Guide to Growth Driven Design



# Introduction

Growth Driven Design is the new gold standard for delivering results and bringing measurable business value through web design. It is a smarter, agile and data-driven approach that minimizes the pitfalls of traditional web design and produces high-performing websites.

This is a must read for anyone who's struggled through a web redesign or who's not happy with the results they are getting from their current website. We break down exactly what's fundamentally wrong with the traditional web design process and set the stage for a better process to follow, Growth Driven Design.

## Contents

1. **Why traditional web design is broken**
2. **A smarter way to think about web design**
3. **The growth driven design process**
  - A. Phase 1: Strategy & Launchpad Website
  - B. Phase 2: Monthly Review Cycle
4. **Next steps**

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# Traditional web design is broken

Your website is your biggest marketing asset and is the centre-piece of all your marketing activities. It is often the first place people go when looking for more information on your products or services. It is the place where we drive all of our marketing efforts and is often the first place prospects come looking for information.

Additionally, your website is also your “best salesperson”. It’s been said that a prospect has already moved through 60% of the B2B sales process before even reaching out to your sales team. Where are they finding the information before talking to someone? – Your website.

As critically important as our websites are, the way we approach building and improving our websites is fundamentally broken.

## The Traditional Website Design Process

Think back to your last website redesign project you did with your company and ask yourself:

- How would you describe the overall experience?
- What went right and wrong in the process?
- How much time/energy/resources did it take to finally get live?
- Did it get launched on time or on budget?
- After the launch, how much continuous improvement has happened to it?
- How excited are you to do another website redesign?

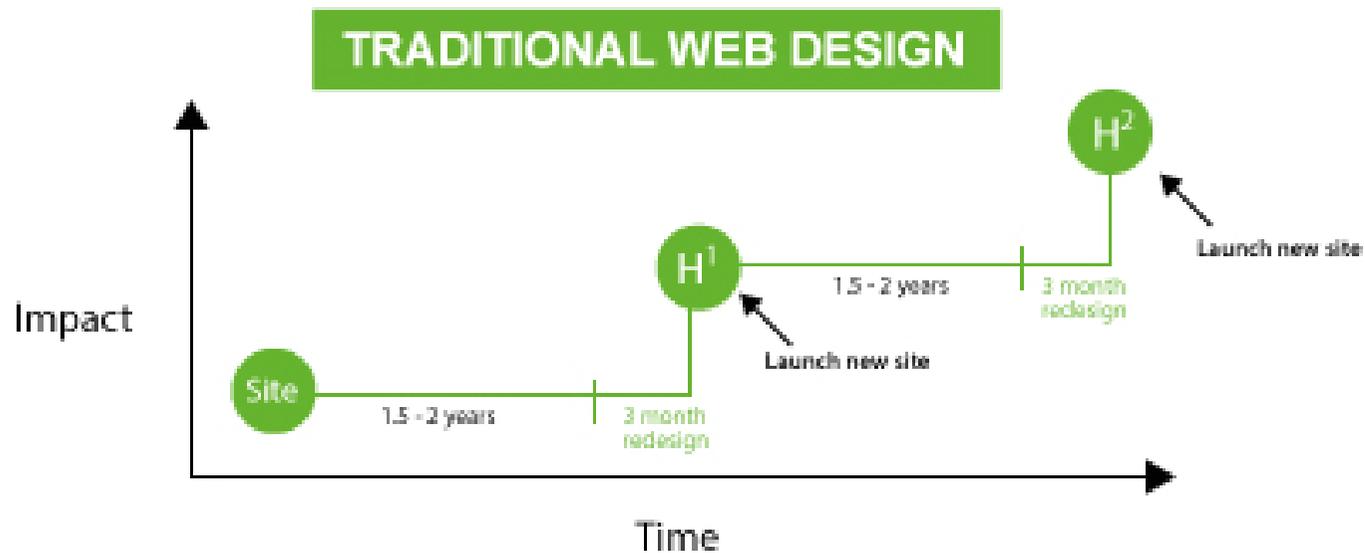
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If you've ever been involved in a website redesign project, it's likely that you did not fully enjoy the process.

The reason that we've come to accept the fact that a website redesign is one giant headache is because of the approach we take to build them. The traditional website redesign process is filled with systemic risk and headaches.

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Traditional web design is broken



# Risks of traditional web design



## **Large Up-Front Cost:**

The average medium-sized business website typically costs anywhere between £20,000 - £60,000, a substantial up-front cost for most businesses. Not only is this cost hard to budget for all at once, but it is also paid in full before even knowing what impact the website will have on your business.



## **Large Time & Resource Commitment:**

In addition to the up-front expense, the average website typically takes three months to complete and requires a great deal of resources and energy from your team.

This amount of time to invest -- with no business results to show from it until after it launches -- is enough to make any boss get a bit uneasy.



## **Over Budget, Not on Time and Not Flexible:**

Even if the budget and time is approved, there are so many moving parts, people and steps involved in a large project, it's extremely difficult to accurately quote the cost and determine how long a project this large will take. This makes it extremely common for a website project to be delayed and/or run over budget. This not only stalls out the results from your website, but also reflects poorly on you in the eyes of your boss and other department heads.



## **Subjective Designs and No Guarantee It Will Improve Performance:**

At the end of the day, you are being held accountable by your boss for a measurable increase in results from your website redesign.

So the question becomes: after all of the time, money and resources you've put into your website redesign, how do you (or the agency you've hired) know that what you're finally launching is the best possible performing website?

**The answer is you can't, it's impossible.**

We've all heard of these horror stories of a website being launched and then the website's performance tanking for one reason or another.

**After launch, a website typically sits with no major updates for 1.5 to 2 years**

Whatever the excuse is; "No Time", "Spent all our budget", "Other Focuses", etc. We let our website, our #1 marketing asset and best salesperson, sit relatively unchanged for years. This is clearly not an ideal way to maximize website performance, yet we continue to do it.

Yes, there may be some small updates or improvements, along with adding blogs or landing pages to the site, but the core and vast majority of the site remains untouched.

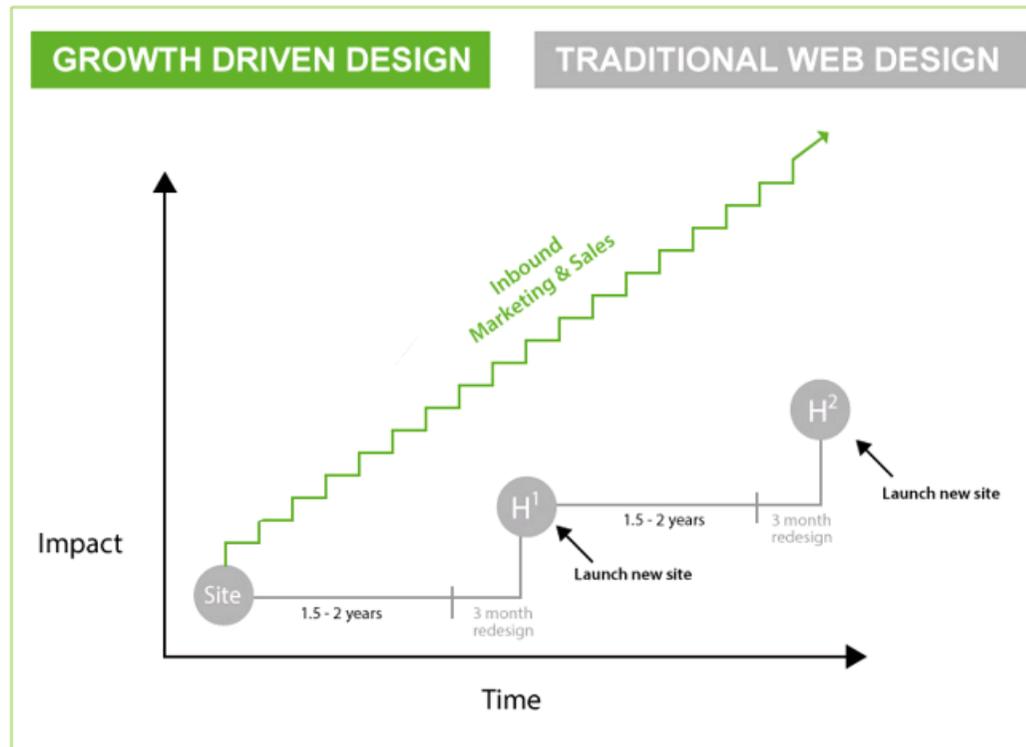
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Traditional web design is broken

# A Smarter Approach to Web Design

It's time we take a step back and look at how we can approach the website redesign process from a different angle.

We need to find a superior process that avoids all of the risks we outlined in the traditional web design process and produces a peak performing website; A web design process that is quick, agile and produces better results and ROI.



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What is that process?

## Growth Driven Design.

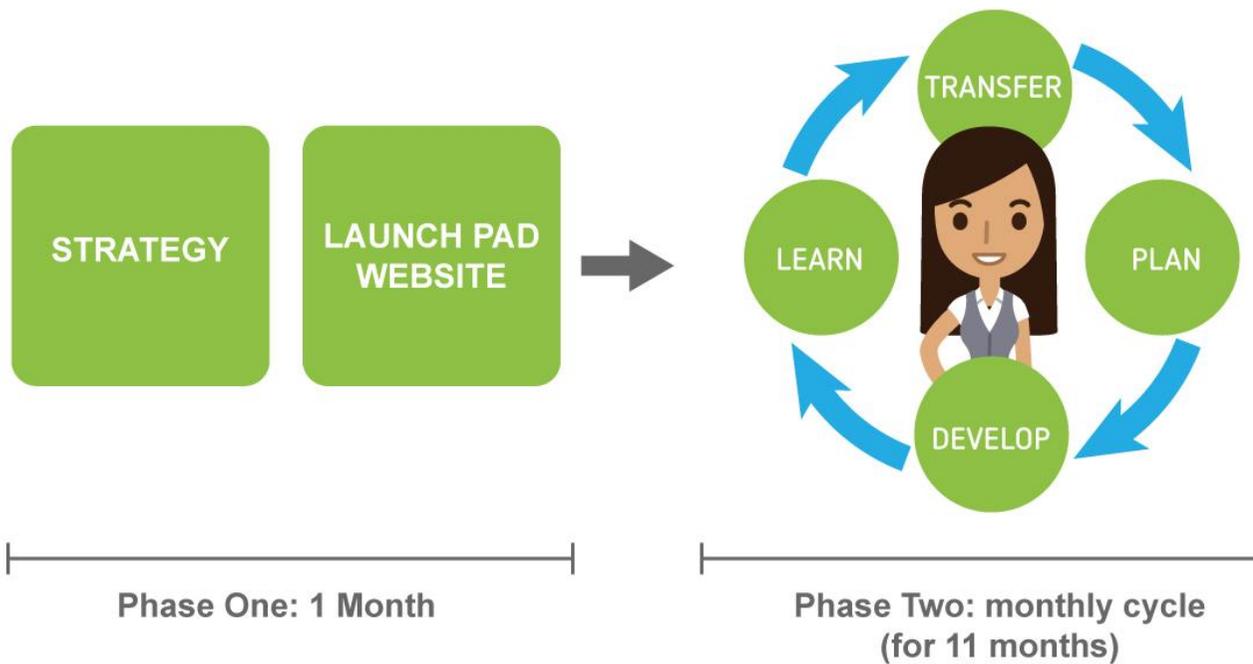
### A Smarter Way to Think About Web Design

Growth Driven Design is a completely new approach and way of thinking about building and growing your website.

# The Growth Driven Design process

The Growth Driven Design process is broken up into two major phases:

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## Phase 1a: Strategy

Much like the traditional website design process, the first stage of Growth Driven Design is the strategy stage. In this stage we'll develop a rock solid foundation that we can build our Growth Driven Design process upon using the following steps:

**Goals:** What are the performance goals that we are trying to achieve with our website? How have we historically performed, where would we like to improve and how will this impact the overall marketing department's goal?

**Personas:** Next you will develop detailed persona profiles for the different types of groups visiting the site. A persona is a fictional representation of your ideal customer. You can create different groups of personas based on common characteristics your audience shares. This could be a point of pain, industry, job title, etc.

As you'll learn later, Growth Driven Design centres around the user, so it is critically important to fully research and develop your persona profiles in the beginning, as they will set the stage for all future activities.

# 3

The Growth Driven  
Design process

**Quantitative Research - Website & Analytics Audit:** It's time to start digging into the data. Perform a quantitative audit of how the existing website is performing, reviewing what is, and is not, performing well, where users are dropping off etc.

As you are completing your website audit, you will start identifying where there is opportunity for improvements for your future web work.

**Global & Page Strategy:** The last step in the strategy phase is to develop both a global strategy for the website as a whole and a specific page-by-page strategy for each major page on the site.

Both the global and individual page strategies should incorporate all of the previous steps and lay out a detailed strategy of exactly how to best engage and influence the user to best attain your goals.



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## The Growth Driven Design process

## Phase 1b: Launch Pad Website

In the traditional web design process we think of the launching of the website as the finish. In Growth Driven Design it is the complete opposite.

In this stage we will be building and launching what we call a “Launch Pad website”.

This Launch Pad website is the starting point on which all of your other Growth Driven Design activities and improvements start from.

The Launch Pad website should be launched quickly and will not be perfect. We want to avoid getting stuck on analysis, features or content while building our launch pad website. It may not be perfect on launch, but no website is. It will likely be a big improvement to your current website and give a starting point for which you can continuously improve from.

The size and complexity of the Launch Pad website will vary depending on what you have on your wishlist and what type of website you have. However, it's extremely important that you're able to boil it down to the essential 20% that will make an impact and launch quickly so you can continue to learn about your users and improve the site.

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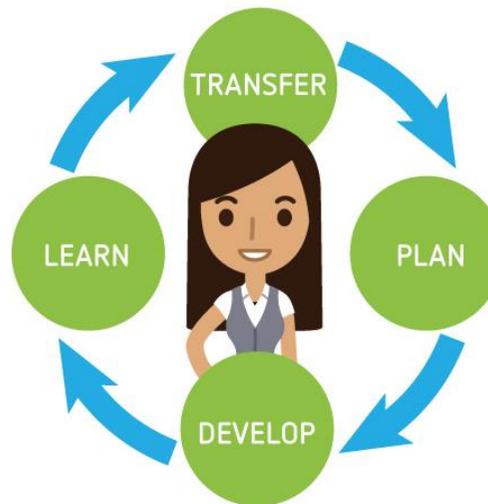


## Phase 2: Monthly Review Cycle

### Continuous Improvement

Once you have launched your Launch Pad website, it will be time to start your on-going cycles to continuously experiment, learn and improve your website.

Coming out of your Launch Pad website you will still have a long wishlist of impactful items that you'd like to implement on the site. This list is agile and should be updated on a regular basis.



### This Revolves Around the Persona

This entire cycle starts with and revolves around the personas who are coming to your website. At each stage of the cycle, we must continuously ask ourselves how this relates and provides value to the personas visiting your website.

At any point if it ever becomes unclear how an action item provides value to, or relates to the persona, you must take a step back and re-evaluate what you're working on.

# 3

The Growth Driven  
Design process

# Next Actions

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If you've read this far, you likely experienced some of the risks and pitfalls with the traditional web design process and likely have just come to expect it as part of the redesign process.

The reality is that these types of nightmares are completely avoidable if you simply take a step back and re-evaluate both the way you're approaching your existing website and how you approach future redesigns. The companies who are adopting the Growth Driven Design methodology are getting huge growth in the leads their websites produce.

It's time for you to grow as a marketer and adopt a smarter approach to your website. It's time for you to start implementing Growth Driven Design.

Even if you don't want a web redesign Martrain will use the principles of Growth Driven Design as part of our inbound marketing services.

So [contact us](#) to discuss the goals for your site and inbound marketing.

Or check out our [pinterest](#) and [vimeo](#) pages here:

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