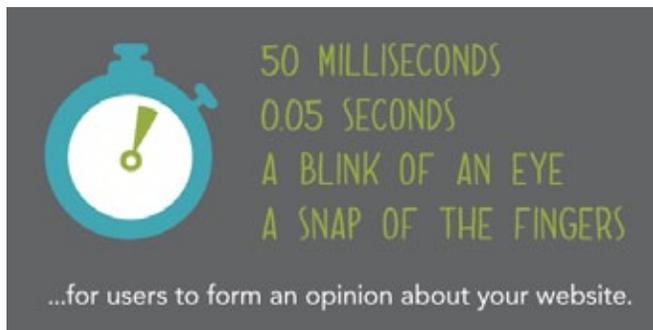


The Truth About Web Design and Why You Should Invest in It

How much time does a prospect spend on your website?

You know the saying: “Never judge a book by its cover”? It may be a strong life philosophy, but it’s not an accurate description of online user behavior.

The truth is that snap judgments are a fact of life. And they have huge implications in the digital world. Did you know that it takes no more than 50 milliseconds (that’s 0.05 seconds) for users to form an opinion about your website? .05 seconds – that’s all a user needs to determine whether they like your site or not, whether they’ll stay or leave.



Why B2B companies should invest in good web design

Great web design instills trust in your business. According to web credibility research from Stanford, 75% of users admit to making judgments about a company’s credibility based on their website’s design.

In a day and age where 85% of customers search the web before making a purchase decision, your website has the best chance of being a prospect’s “first impression” of your company and offerings. And it turns out, the look and feel of your website are the primary drivers of those first impressions.

- **First impressions are 94% design-related.** Don’t get me wrong, quality content matters. A lot. But even the best content is rendered powerless when it’s embedded in poor design. Studies of user behavior have found that visual appeal and website navigation have the biggest influence on people’s first impressions of your brand.

- **Positive first impressions lead to higher satisfaction.** The initial impression that a user gets from your site can have a priming effect on how they perceive future interactions with your business. Research shows that positive priming can boost user satisfaction and, as you might expect, negative first impressions put significant drag on user satisfaction.
- **First impressions can last for years.** And there’s an abundance of research to prove it. One study found that the NBA players’ careers are determined by their position in the draft, regardless of their on-court performance. Another study finds that subsequent impressions, no matter how contradictory, can never make up for the first impression – bringing a more than literal meaning to the saying that “you never get a second chance to make a first impression.”

The truth is, visual appeal matters. A lot. And nowhere is that more true than on the web. Today’s Internet user has infinite options about where to commit their attention. And, as the research shows, they form their opinion about your website in milliseconds.

The stakes are high

A good first impression is even more valuable in the professional services arena. First impressions don’t just paint a pretty picture; they generate real dollars and cents.

We find that time and time again, good design pays off. In a crowded, competitive landscape, it’s crucial to carve out a space where your brand and your offerings stand out, grab and hold the attention of your target users. You’ll never know how many leads are lost on a bad first impression. And those leads never call to tell you why they didn’t choose your business... they simply leave the phone on the hook.

