



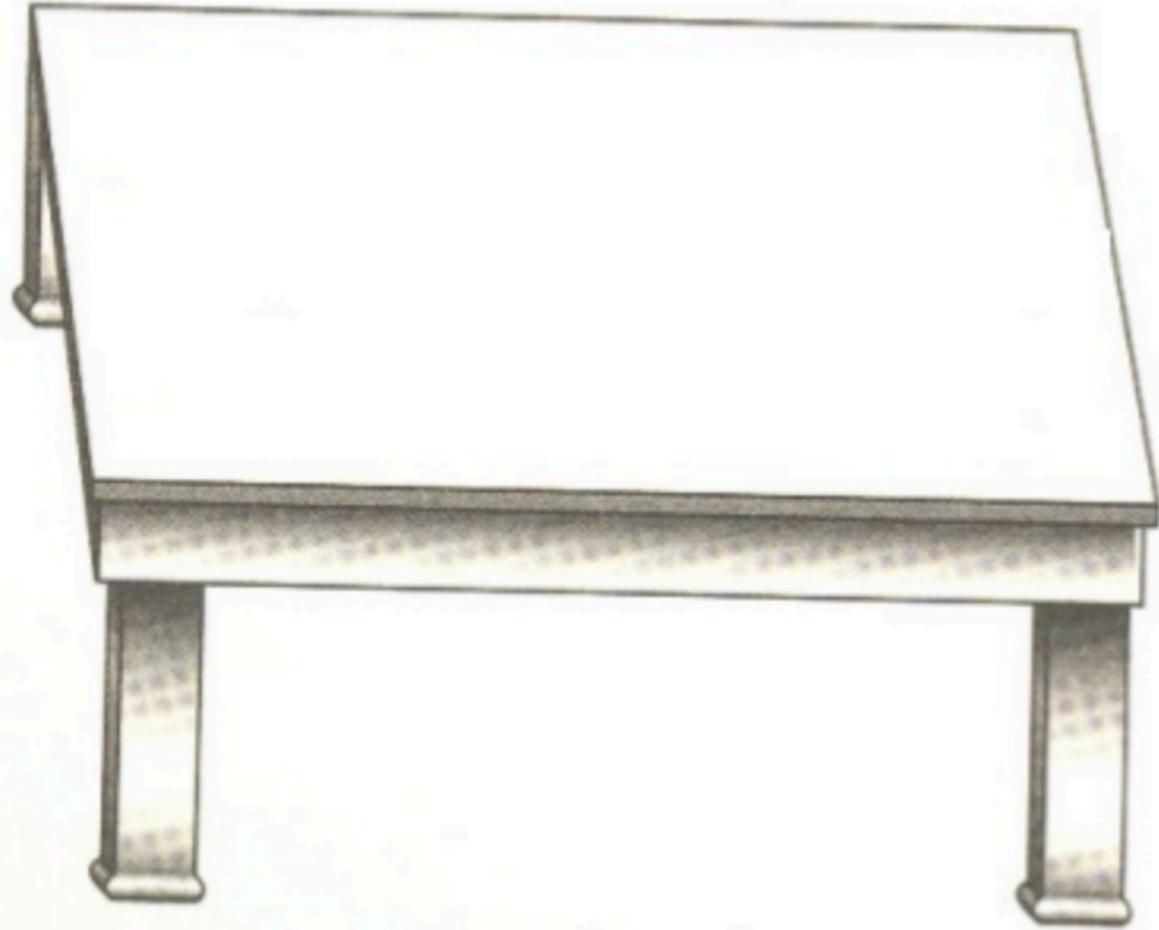
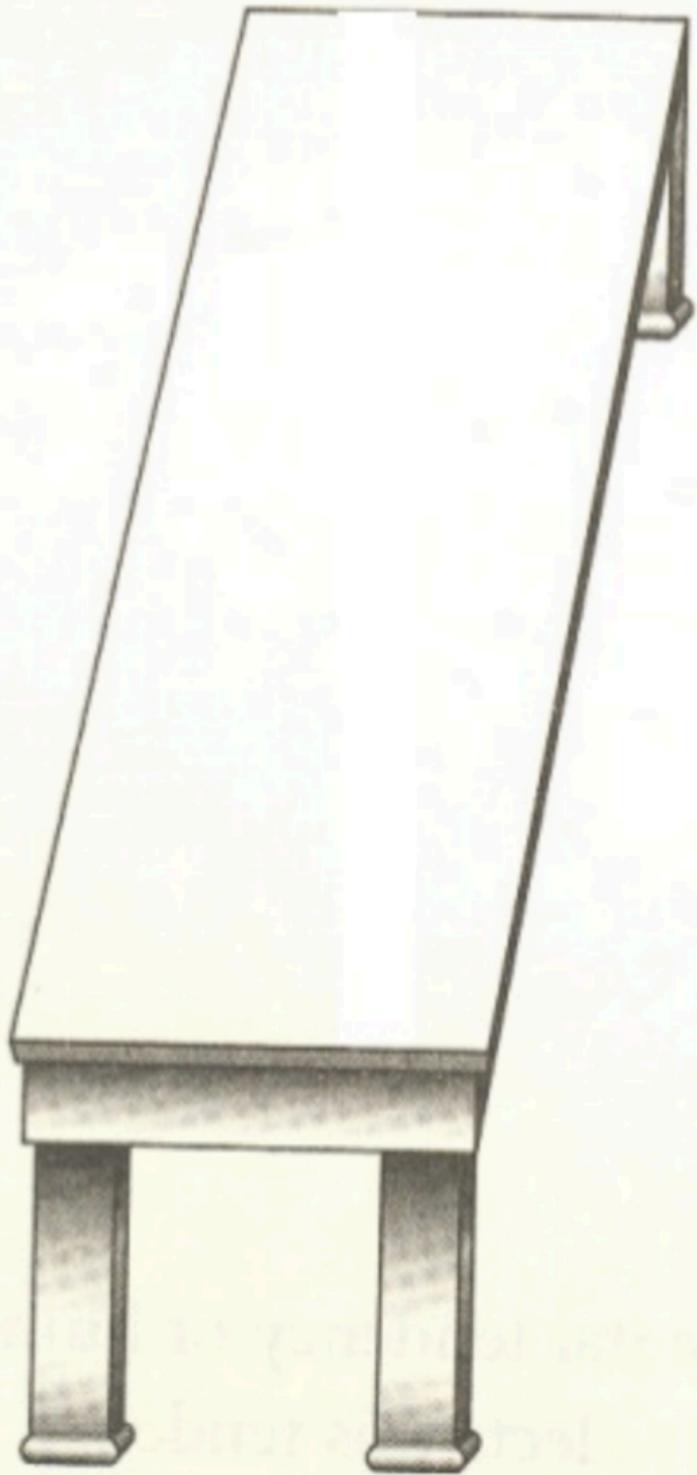
# Design to Convert

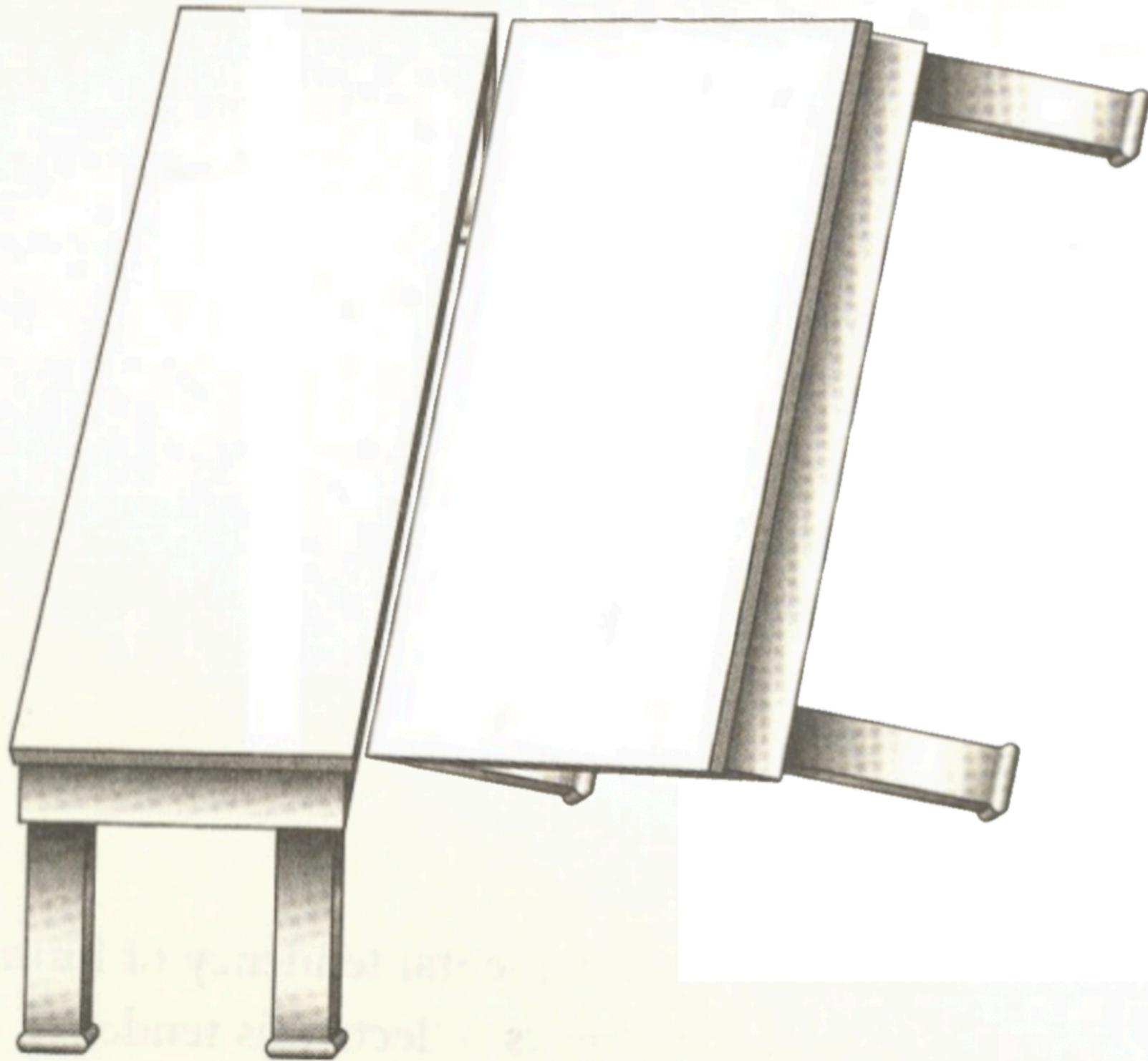
Presented by Jason A. Merrell

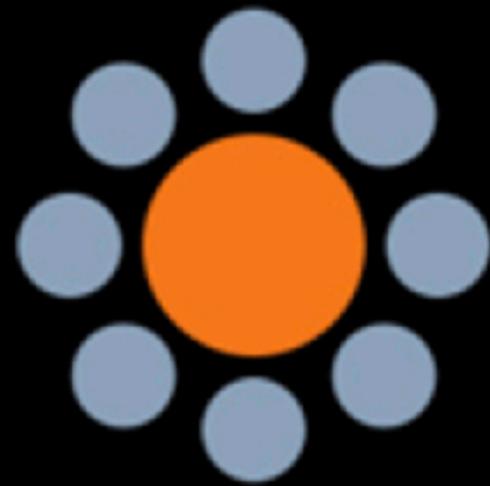
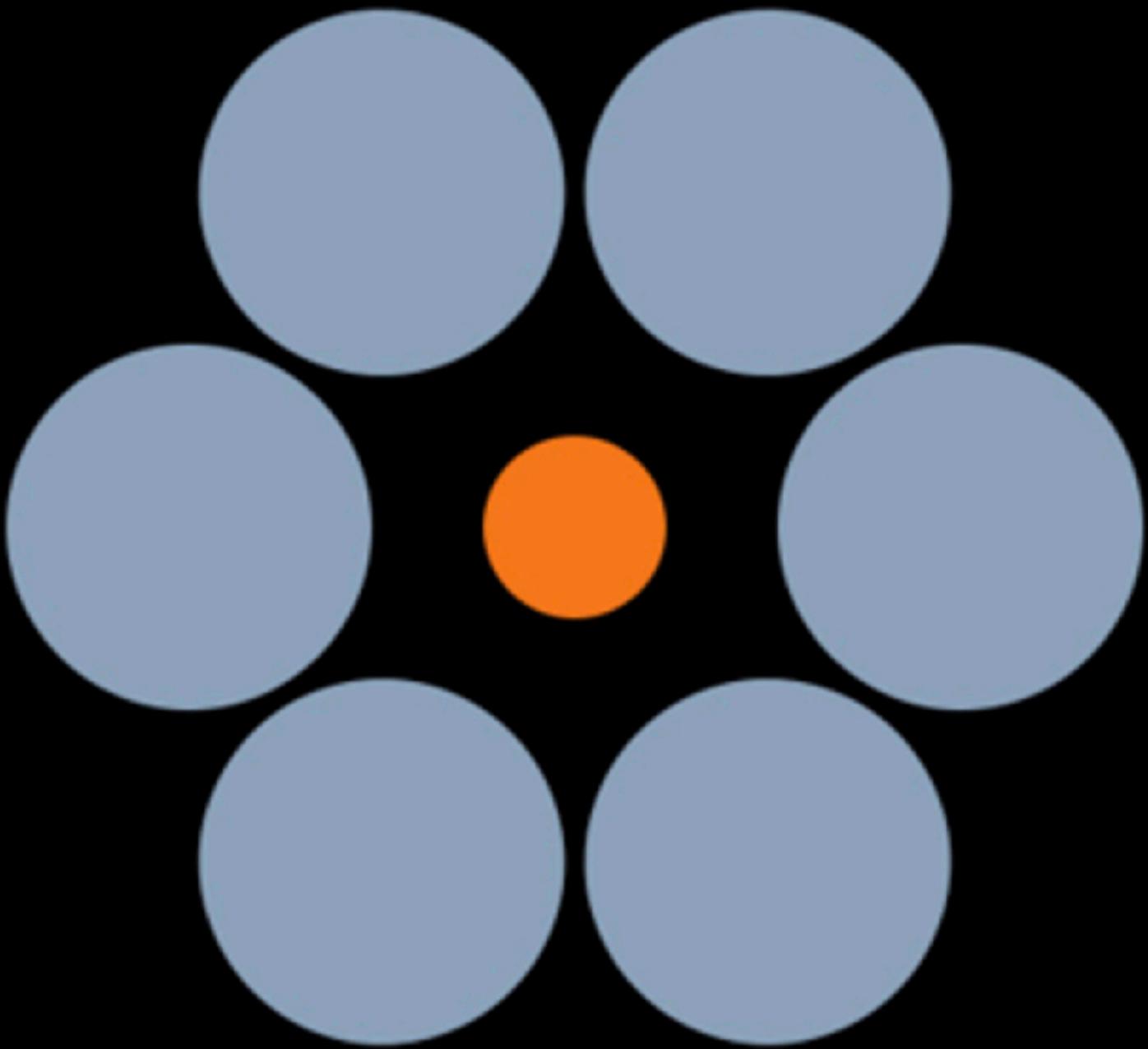
## In This Presentation:

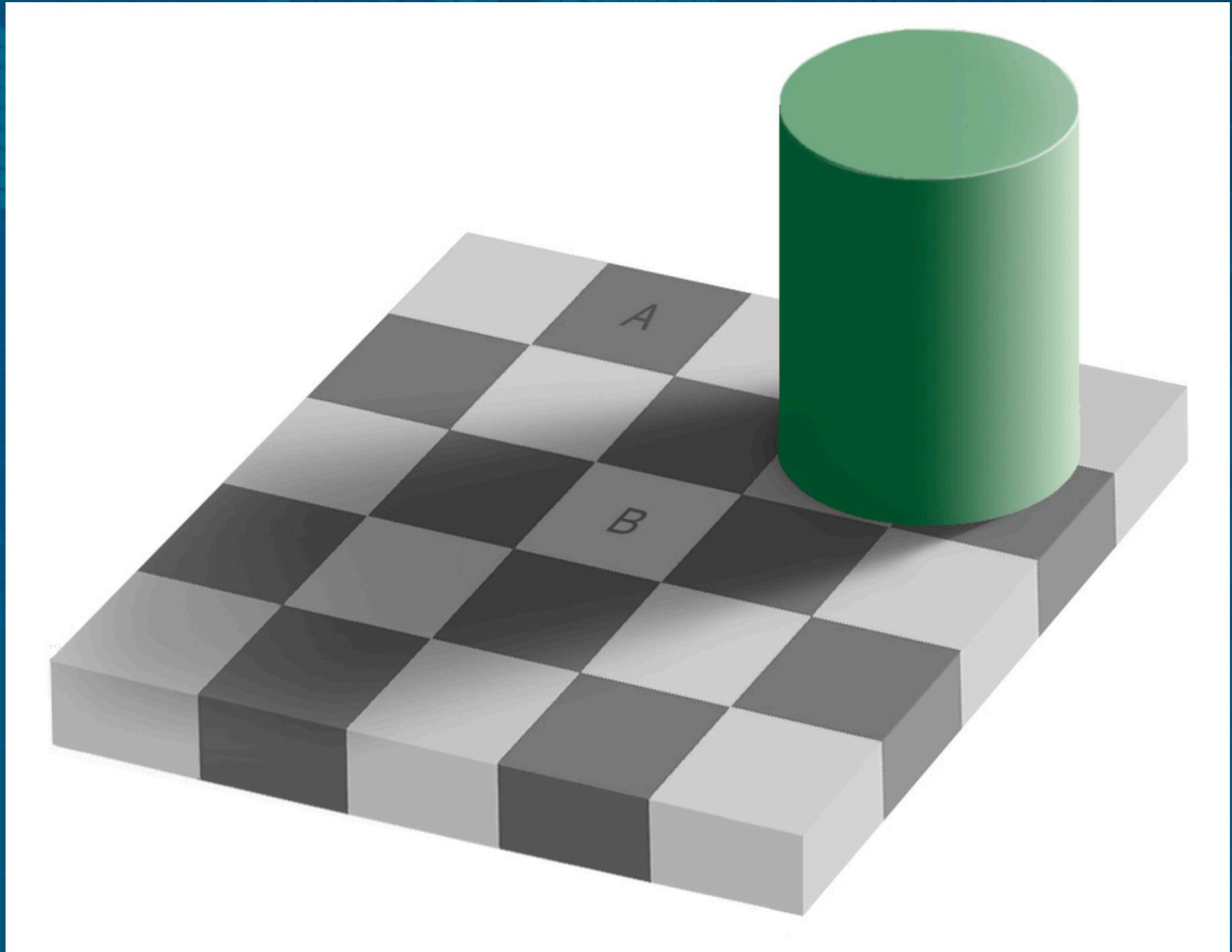
- We are Predictably Irrational
- Why Does a Conversion Matter?
- Design Elements to Influence Conversion
- Psychological Elements to Influence Conversion













Predictably Irrational

Most people don't know  
what they want unless they  
see it in context.

Dan Ariely

[getnugget.co](http://getnugget.co)

# Why Does a Conversion Matter?

Most websites are meant to DRIVE ACTION.  
This is why we utilize a **CALL TO ACTION.**

*Pro Tip: Pages with multiple CTA's get 266% fewer conversions.*

# Design Elements that Affect Conversion

*Encapsulation*

*Color & Contrast*

*Directional Cues*

*White Space*

# Encapsulation

*This is a classic technique used to hijack your visitors' eyes and create a tunnel vision effect. You can think of it like creating a window on your landing page where your call-to-action (CTA) is the view.*



# Encapsulation



# Color and Contrast

*Color and Contrast is a method of isolation via difference. Some say button color is irrelevant, but this is a falsehood when color contrast is the problem. A red CTA may not outperform blue under normal circumstances, but if the page is dominantly blue, then a red button will attract more attention than a blue one.*

# Color and Contrast





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# Directional Cues

*Directional cues are visual indicators that point to the focal area of your calls to action. They help to guide your visitors toward what you desire them to do, making the purpose of your page as soon as they arrive. Types of directional cues include arrows, pathways, and the directional impact of line of sight.*





# White Space

*White space (or blank space), is an area of emptiness surrounding an area of importance. The reason we say blank space is because the color of the space isn't important. The purpose is to use simple spatial positioning to allow your call-to-action to stand out from its surroundings and give your eye only one thing to focus on.*



# White Space



# Psychological Elements that Affect Conversion

*Urgency & Scarcity*

*Try Before You Buy*

*Social Proof*

*Message Context*

The background is a solid blue color with a subtle, light blue grid pattern. A faint, stylized world map outline is visible in the background, centered behind the text. The text "Questions?" is written in a large, white, sans-serif font, centered horizontally and vertically on the page.

Questions?