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# **GROWTH-DRIVEN DESIGN: BUILDING WEBSITES THAT CONVERT MORE LEADS BY OFFERING A BETTER USER EXPERIENCE**

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# Welcome

# INTRODUCTION

Remember when having a website was optional? Only a few short years ago, many businesses only bothered with a couple of pages online; a glorified brochure.

Things have changed and are changing again with each passing day.

Your website is now your most powerful marketing tool. It is how your business is found in a world where any buyer's journey begins with a search engine. Your website is your corporate voice; it is your editorial platform; where you 'shake hands' with your customers for the first time; where you show them how good you are; where you could even clinch the deal. It is your shop floor, showroom or office, where visitors turn into loyal customers.

But all of that doesn't just happen. It's not enough to create a site, fill it with content and announce, 'ta-dah!' assuming it will get you the results you want. Your site might be cutting-edge today, but what about tomorrow; when tomorrow, in technological terms, comes faster and faster?

The problem with our fast-evolving digital world is that as it expands, our attention span shrinks. For your website to do your business justice today, it has to be able to keep your visitors engaged as they become ever more discerning technology users and, thanks to online retail giant Amazon, expect a slick, personalised online customer experience that absolutely puts them first.

Being slow to adapt means getting left behind: it is one of the biggest mistakes a marketer can make. Those who match their message and how it's conveyed to customer trends, will reap the biggest rewards.

These adaptations don't have to be big – that's not what this is about. It's about understanding what your customers want, responding to change and evolving at their pace.

If you've done your homework, know the audience you want to attract and what they like, you're already on your way. The rest is about continually updating that knowledge and applying it to your website, making subtle, frequent changes - always in response to your customers' changing preferences - that keep the experience you're offering in line with your customers' buyers journeys.

This is the basis of growth-driven design.

In this eBook, we will show you:

- Why traditional design just doesn't cut it any more
- How growth-driven design (GDD) was created with the customer in mind
- How GDD can get your new website launched fast
- Why your GDD website is the perfect platform to help your business grow
- How it can boost your lead generation and get you the ROI you want

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## Chapter One

# HOW USERS ARE CREATING THE NEED FOR GDD WEBSITES

Have you ever visited a clunky website? The navigation was confusing, you couldn't find what you were looking for, and the pages took an age to load. Well, you suppose they took an age to load; you bounced off the site before they finished.

What a dissatisfying experience. But it's a familiar one. We are far beyond the days when any old website impressed us. Our expectations of what constitutes a good website has changed and continues to change. We don't read websites any more, we experience them.

Certain user experience standards have already become established and for best results, websites must be designed for the people who use them. We formulate opinions of the businesses behind the sites in seconds and if we don't like what we see, we leave.

As users, we don't care how much effort went into selecting the corporate colour, how many hours were spent sweating over a clever strapline. We want websites that are easy to use, that offer us information that is valuable to us, that helps us get to where we want to be, that show us products or services we want to buy. And we want it all instantly, if possible.

If businesses want people to engage with them, they have to recognise that it will happen through their website first. Customers are probably going to find that website by accident, via a search engine and once they have, that business will have around eight seconds to delight them.

That's assuming the site loads fast enough in the first place. In 2010, a page that took six seconds to load suffered a 40% loss in conversion. Today, that has risen to 50%. 79% of users surveyed said they would not return to a slow-loading site, while **75% of consumers judge a business's credibility based on its website design.**

If the picture isn't clear already, it should be: the user is king. If your website doesn't offer a great user experience, your business will suffer as a result. If you don't care enough about your users to create positive experiences for them online, what does that say about the level of customer care they can expect if they engage with you?

## **If your website is not performing as you want it to, it's time to ask a few questions:**

- How well do you understand the people you want to sell to?
- Have you asked your users for feedback on their experience of using your site?
- Is your content written in language your customers use?
- Does it aim to solve problems they are facing or is it all clever-sounding buzzwords and technical jargon?
- Do you know what your customers type into Google when they want to find a business like yours?
- Do your customers prefer written content or video?
- If your competitors are steaming ahead of you in sales, why?
- Have you taken a look at their websites lately?



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## Chapter Two

# THE PROBLEM WITH TRADITIONAL WEB DESIGN AND BUILD

Traditional web design was born when websites were little more than glorified brochures. If a website is built using traditional methods today it might look very different from the flat norm of the nineties, but the design and build process still has more in common with print than digital.

Traditionally, businesses approached the process of creating a website in the same way as they approached creating a glossy booklet. They would brainstorm everything from their point of view, create messages they thought would resonate with the market, and stuff in as many detailed facts about their products and services as the pages would allow.

Huge assumptions were made about how the business would be perceived, with little thought given to how a customer might approach the business from their side. The business was firmly in control.

All that has changed now but traditional website design and build hasn't changed with it. There are still companies designing websites around best practice of ten years ago. Not only are the layouts outdated to look at, they don't offer the flexible interaction that users of today expect.

Because traditional web design treats a website as a monolithic end-point, massive emphasis is placed on a hard launch, for which every detail must be set in stone. The idea behind these sites is that once they're finished, they're finished for years. Nothing should change. But the world doesn't respond to that approach anymore, because user behaviour and expectation is changing every day.

**With the problems of set-in-stone design come other issues:**

### Traditional web design and build takes months

This is a process based on print design and takes months to complete: months where the current, already years out of date website, alienates increasing numbers of potential customers. By the time issues with the current website have been identified and a new build project agreed and signed off by the Board, the marketing team will be desperate to get their strategies back on track. To then have to wait even longer while the old site continues to under-perform can cause extreme frustration, and drive strategists back to the drawing board through lost traction as leads go cold.

## Upfront costs are often hefty

The average SME can expect to shell out a substantial £11,000 to £75,000 per website redesign project, depending on the complexity of the build. That's a massive financial commitment for something that won't be delivering any returns for at least three months, or potentially much longer.

## Time and resources are placed under unnecessary strain

The longer the project goes on, the greater the pressure on resources. In addition, with the website the centre of marketing and lead generation for many businesses, the longer it takes to launch, the more potential business is lost. The site build itself adds work to the marketing team who must be party to reviews and sign off processes. On top of this, they will still have their usual targets and deadlines to meet. In short, the swifter the site build, the better it is for everyone.

## Scope creep makes budgeting unstable

When scope creep occurs, there's very little you can do other than to fork out the extra budget needed to move the project along and make peace with the delays. But if you've already paid a hefty sum to get the project underway, you may not have the budget needed to get the ball rolling again. If the Board loses patience with the project, it can jeopardise future similar projects or even lead to compensatory departmental budget cuts.

## Validation is neglected post-build

A traditional website build isn't necessarily focussed on your users. It's often based on personal assumptions made by developers and designers, unfounded in user data and behaviour. Then, once the website is built, there's

little or no post-launch validation. Yet without this ongoing validation process, how do you know the site is working?

Many businesses find themselves stuck with an expensive website that doesn't do the job they hoped. If they do spot an obvious sticking point with users, it can be costly and slow to get sign off and make the changes necessary to improve user experience.

## See you in a couple of years?

Without ongoing data analysis, it's impossible to determine whether or not your users are enjoying the user-experience (UX) provided on your website, or whether their pain points, goals and needs are being met. Traditional website design and build doesn't even try. This means, every two years, you'll face going through the whole painful process again.

If your new site is built in line with current user trends, the chances are it will work better than your previous site – for a while. Yet, as a quick Google search will reveal, user trends change all the time. Right now, video is set to be the next big thing in terms of content users want to see whereas only a couple of years ago, it was blogs. If your traditional website design project was started at the beginning of the year, the user trends you've used to design it are already going out of date.

When attracting, engaging and delighting website users is the crux to almost all marketing campaigns today, how can it make sense to create websites that only guess at what they want? Even worse than that, how can it make sense to leave a website full of elements that actively alienate users if they do find you?

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## Chapter Three

# WHY GDD IS THE FUTURE FOR WEB DESIGN

The good news is that there is already a better way of doing this. Growth-driven design tears up the old web design rule book and puts the user at the centre of the entire process.

Data is harvested and analysed, used to plan every aspect of the design, user journey and eventually, content that goes on the website. The launch of the website happens quickly, in a matter of weeks. Then the process begins in earnest, with continuous data harvest and adaptations on the site to reflect user preference, and offer an experience they are telling you they want.

### Agile response to user needs

The driving principle behind GDD is creating a UX that meets your target users' needs. Traditional web design has only ever taken one goal into account; getting your brand online. It doesn't consider what is known to work for user engagement, only what is thought to work for brand representation.

The biggest problem with traditionally held best practice for brand representation is that it is like looking in the rear-view mirror.

The assumption has always been that if something worked once, it will work again. Yet this assumption is based on a stable culture of engagement, with media that evolves slowly.

Media doesn't evolve slowly anymore and we have to move with it. GDD isn't a crystal ball and it can't predict future user engagement trends. What it can do, is collect data as users interact with a website, showing us what works and what doesn't. Using this information, we can make regular, fine adjustments to make sure the design keeps up with user preferences as they change.

### GDD favours mobile trends

**Mobile devices now dominate** total minutes spent online. In the UK, 61% of online minutes are spent on mobile, it's 71% in the US and China, 75% in Mexico and a huge 91% in Indonesia. Almost half of all smartphone users reach for their devices the moment they open their eyes.

Search engines recognise our increasing reliance on mobile and penalise websites that are not optimised for viewing on a mobile device. GDD is right up there with search, ensuring your website keeps pace with user behaviour and preference trends.



## A GDD website is the perfect platform for growth

As we said at the start of this eBook, your website is where your potential customers form their crucial first impressions of your business, where they decide whether to engage with it, make judgements about its relevance to them and finally, use it to become your customer. This platform, built well, is the ideal foundation on which to base your growth strategy.

Your sales and marketing teams work with the developers and designers to test and determine the ideal user experience your customers are looking for. Meet your user needs and you will convert more leads. Fail to meet your user needs, and you simply watch them fall away.

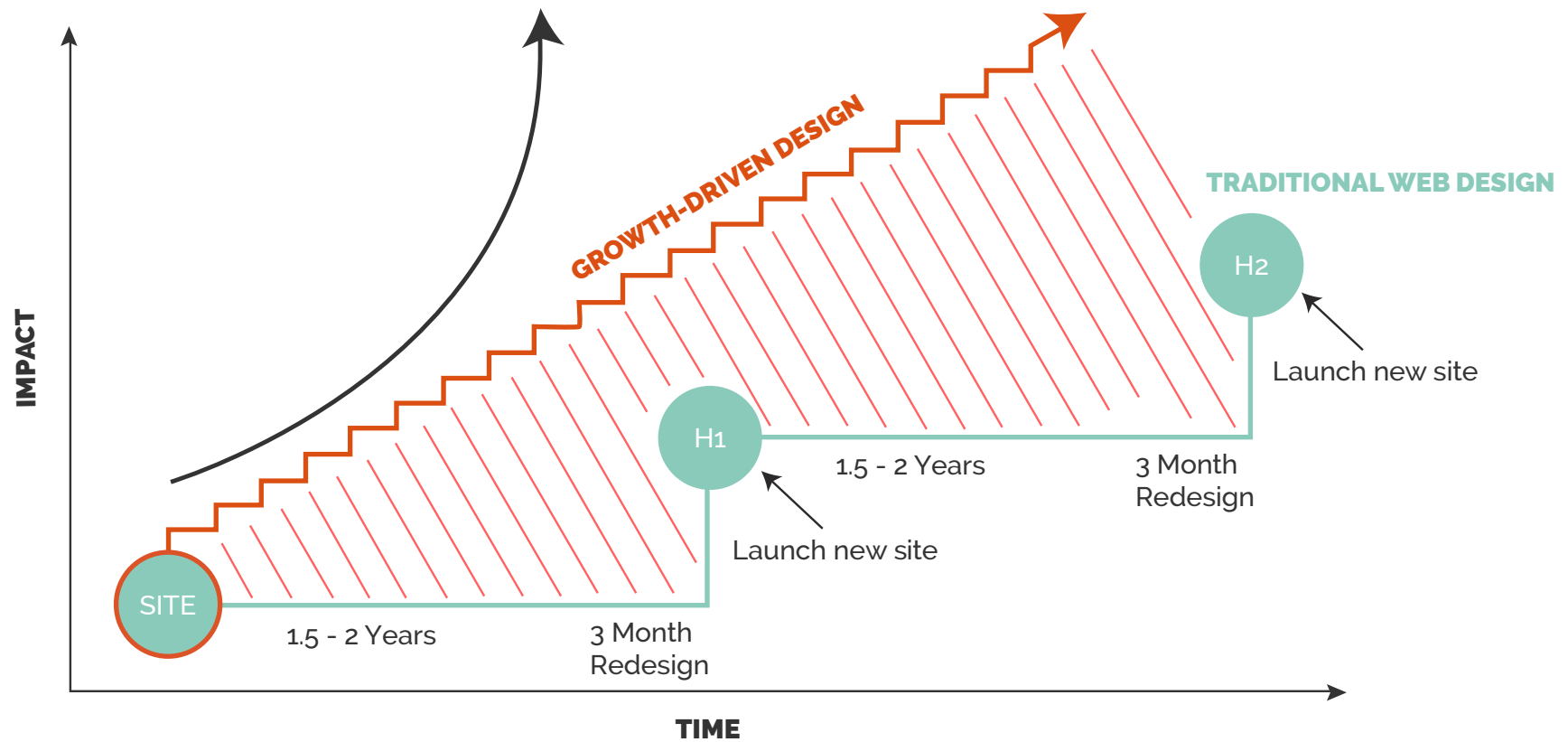
With your website built around the very elements, features and experience your users like the most, you are already on your way to winning more business. Now imagine how powerful this platform can make your automated inbound marketing and inbound sales activities. GDD constantly, proactively works to offer an increasingly positive user experience that strengthens your brand reputation with every site visit.



## GROWTH-DRIVEN DESIGN

vs.

## TRADITIONAL WEB DESIGN





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Chapter Four

# **THE GDD PROCESS:**

## **COMPARING TRADITIONAL DESIGN TO GDD**

Here's a nifty infographic to help highlight the differences between traditional web design versus GDD.

## TRADITIONAL WEB DESIGN

VS

## GROWTH- DRIVEN DESIGN

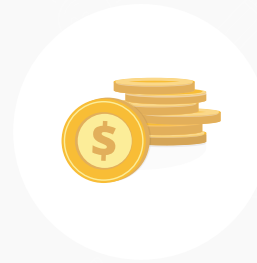
### SHOW ME THE MONEY

#### HEFTY UPFRONT COSTS



Traditional web builds mean upfront payments from £11,000 to £75,000. ROI takes months because the site offers minimal support to the sales cycle. Returns average £14,000.

#### REASONABLE UPFRONT COSTS



A GDD site can be launched for £9,000. Launchpad site is usually ready in 6 weeks. GDD websites support the sales cycle and generate an average ROI of £36,000.

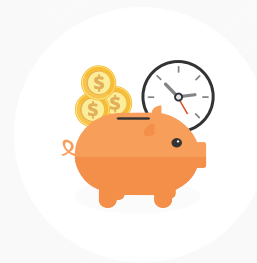
### TIMING IS EVERYTHING

#### SIGNIFICANTLY LONG TURNAROUND TIME



The 2017 State of GDD survey showed a traditional build can take up to 108 days. During that time, your old site, plagued by 404s and a poor UX, loses you business. A single second of increased page load speed could **cost you a sales drop of 27%.**

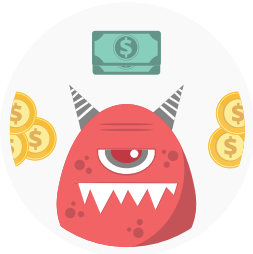
#### RAPID TURNAROUND TIME



The same survey revealed a GDD site can be turned around in 60 days. **38% of people say they'd stop using a site that had unattractive content or layout.** And once you've lost a user, it's twice as hard to win them back.

## OH NO, NOT SCOPE CREEP!

### IT'S EASY TO GO OVER-BUDGET



43% of projects are challenged by work and costs that seem to never end. Committing to a traditional website build could end up blowing your budget, leaving you with project delays as you scramble to find the funds. And still no new site.

### STAYING ON BUDGET IS A BREEZE



GDD skips scope creep. Because your Launchpad site goes live quickly, focus then shifts to improving it. GDD evolves your site using data gathering and user observation, achieving ever higher levels of user engagement.

## IT'S ALL ABOUT THE END-USER

### PROJECT BASED ON RETROSPECTIVE HYPOTHESES



95% of respondents agree that a good user experience just makes sense. So why is traditional design based on developer, designer and business owner opinion? If nobody asks the users what they want you get a website built on guesswork.

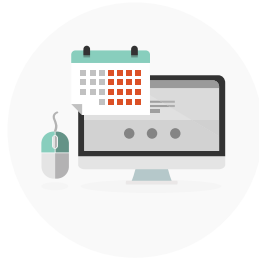
### CURRENT DATA DRIVES EVERY ACTION



GDD is all about data. Before the Launchpad site is even brainstormed, the current site is assessed to identify friction points and areas of issue. This process continually looks at user experience, and how it can be improved.

## STAYING RELEVANT IS KEY

### YOUR WEBSITE STAYS STATIC FOR 2 YEARS



Your expensive website is finally live. What happens now? Um, nothing. Your website sits unchanged until its next design iteration, in around 2 years if your budget and stress levels allow. Meanwhile, user trends and preferences change all the time.

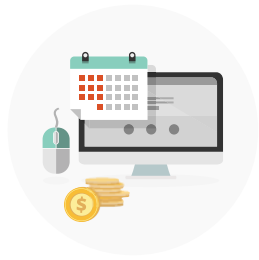
### CONTINUOUS IMPROVEMENT IS THE GDD WAY



Continuous improvement defines GDD. Your website undergoes regular changes and iterations that work towards creating an ultimate UX. Companies using GDD reported a 16.9% increase in leads after only 6 months, along with 11.2% more revenue.

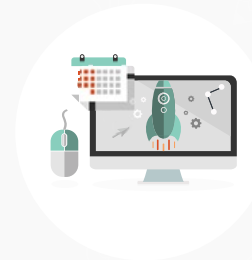
## CONTINUOUS ITERATION LEADS TO GROWTH

### EVERY 2 YEARS A REDESIGN NEEDS TO HAPPEN



So, it's 2 years later and time to redesign. Cue the hefty upfront costs, the dragging out of design and development work. Sigh. Surely that time could have been better spent consistently improving a lead-generating machine.

### REDESIGNING IS AN ONGOING PROCESS



GDD is a constant process. The dreaded "redesign every 2 years" is replaced with an unending cycle of data harvest and improvement. Your site stays fresh with small, data-driven changes that bring about quick wins and good results.

#### Sources:

<https://www.proposify.biz/blog/how-to-prevent-scope-creep> - <https://blog.sagipl.com/web-design-statistics/>  
<https://www.tytonmedia.com/blog/51-insane-web-design-statistics-2016/>  
<https://blog.smamarketing.net/13-facts-that-prove-growth-driven-web-design-is-your-best-option>

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## Chapter Five

# FUNDAMENTALS: THE THREE PILLARS OF GROWTH-DRIVEN DESIGN

Three foundational pillars support the core elements of the GDD methodology. Their goal is to ensure GDD remains relevant and beneficial, driving measurable results and business growth.

### Risk minimisation

No project manager likes dealing with risk. Any project with the potential to erode or compromise brand integrity presents a risk to current and future business. By removing the guesswork from website design, data-driven GDD is automatically a lower-risk process than traditional web design.

The systematic stages of the GDD approach shorten development time and the process requires only a minimum viable product for launch. The whole point of this process is to observe, analyse and adjust as we go so there is never a single, risky leap of faith to take.

You retain absolute control of your brand identity along the way. The only iterations made are those in direct response to user feedback, reducing risk still further as you continue to bring your site into perfect alignment with user expectation and preference.

### Continuous improvement

GDD websites are in a constant state of rolling improvement to enhance user experience and increase lead generation.

For the user, visiting your website will simply become an increasingly satisfying experience. They will find more content relevant to their needs, calls-to-action (CTAs) will appear when and where they want them to and their transition along the buyer's journey will feel seamless.

## The alignment of marketing and sales

The proven concept of inbound marketing has influenced the development of GDD. It addressed the need for inbound marketers to have an agile platform made to facilitate the targeted, personalised experiences their users increasingly demand. It also allows sales to align with marketing, tapping into the same user data, to create a more effective sales process.

Understanding buyer personas is key to both GDD and inbound marketing. Now sales too can benefit from the rich data streams held and used in web design and your HubSpot platform. Knowledge, as they say, is power. Integrating your website, marketing tools and sales strategies around your customer behaviour data empowers your entire sales cycle. It allows your sales teams to act at optimum times, when a user is most engaged.

This streamlining effect can significantly reduce sales cycle and cost of customer acquisition. Additionally, it can increase customer lifecycle value by encouraging brand loyalty from first site visit to repeat contract signings, and even more, when they recommend you to others.





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## Chapter Six

# THE GROWTH-DRIVEN DESIGN PROCESS: HOW WE DO IT

GDD implementations span two distinct phases, each containing various processes.

## PHASE 1: Getting the ball rolling

Phase 1 of the GDD process focuses on the assessment of your current site. It follows a flow of activity best defined as Website Discover – Launch Pad Website – Harvest Period.

It takes into account:

- Overall build strategy
- Build scope
- Setting realistic expectations
- Thorough analysis of your current site
- Compilation of a wish list of ideal site components
- Current user goals: how easily to they reach them? What pain points stand in their way?
- Problem areas or errors on your existing site
- Easiest implementations that will offer instant user benefits on the Launchpad site

## Digging deeper into the discover process

It's our mistakes that help us improve and learn, and a discover process highlights areas where your current website is missing the mark by gathering data on its current performance and user behaviour. Using this data, it's possible to build informed assumptions regarding how your launch pad website should look and function to perform well as soon as it goes live.

The discovery process uses performance metrics, user flows, global and page strategies.

**Outcome: A data-driven sitemap for your new website.**

## Launch pad website 101

Your launch pad website will be beautiful, functional and complete. However, GDD recognises that there is always room for improvement. GDD proactively harvests user data, analyses navigational behaviour and interaction preferences, and enhances your site continuously to optimise performance.

The result is a dynamic website that continually offers your users the experience they want.

## Building out your wish list

Your wish list is a collection of features you'd most like to see on your new website.

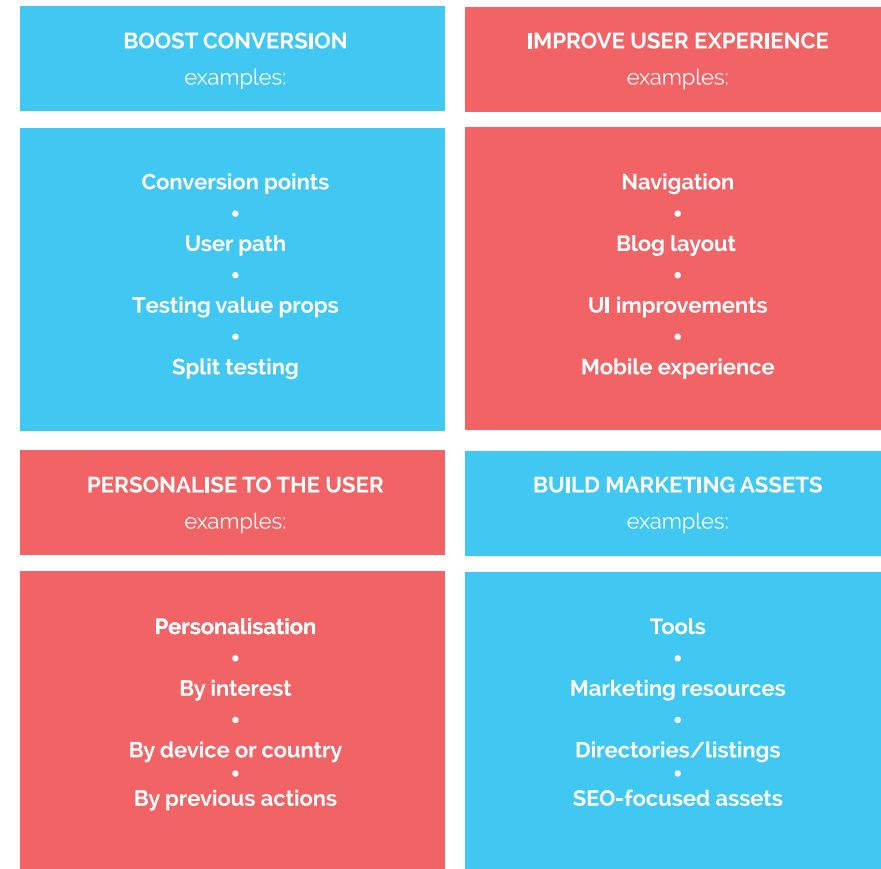
For GDD, this means features with a specific purpose. We group your wish list items into four categories to:

- Boost Conversions
- Improve User Experience
- Personalise User Journey
- Build Marketing Assets

During the creation of your launch pad website, we take the 20% of features on your wish list that will make 80% of the impact to user experience.

We select this 20% of wish list features based on four criteria:

- Expected impact
- Effort required to implement
- Metrics needed to measure the item in question
- Definition of completion (How complex is the completion process?)



An essential element to consider when compiling your wish list is to brainstorm with an open mind and not to think regarding your current site. Instead find items you'd like to see implemented to achieve your goals in an ideal scenario where money, time and development skill aren't issues. While you won't see all of these items applied, you'll start to form a clear vision of how you would like your website to look.

When a launch pad website is created, the idea is to get it live as quickly as possible, so that it can begin gathering data to be used for the continuous improvement and harvest period.

Once your site is live, changes are made continuously based on the data gathered daily from your users. It's vital at this point that both the agency and the client should be sharing feedback and collaborating cohesively, to ensure the website launch process is seamless.

## Harvest period best practices

Once your launch pad website is live, we start adding more wish list items.

We start with the next items in line that didn't quite make the cut for the first iteration. These 'low-hanging fruit' will provide more quick wins and should be selected with a few principles in mind:

- Focus on implementing the items likely to give the most significant returns and make the maximum impact
- Use data gathered to validate any assumptions you might have formed, and don't be afraid to scrap those that are unfounded or have no basis in proof
- Express a willingness to embrace change and flexibility. You may find ideas you had your heart set on just won't work for your users, while something new you hadn't considered will get great results

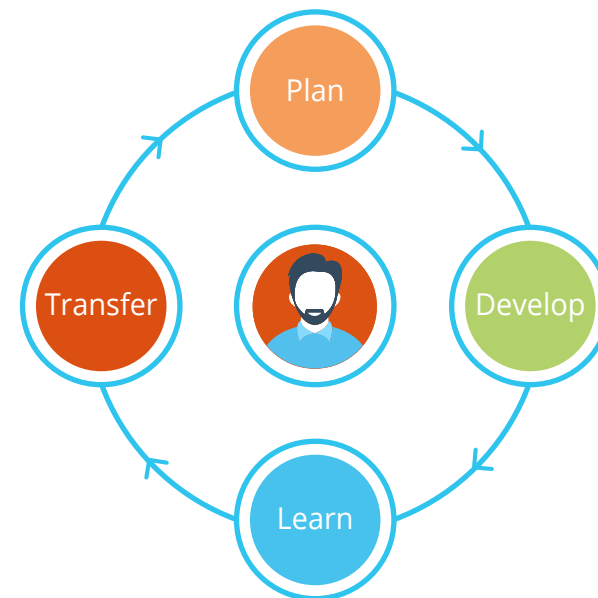
## PHASE 2: Continuing to improve

Growth-driven design is all about continuous improvement. By now we'll have gathered a lot of data on how your users are interacting with your website, what's working for them (and what's not) and how you can make changes and improvements.

This phase of the GDD approach is a series of 30-day cycles and can continue for as long as you like. The more cycles you complete, the more likely it is to see improved lead nurturing, generation and sales.

Successfully managing this ongoing process hinges on three essential things: your buyer personas, your wish list and the GDD hierarchy.

Here is a breakdown of a continuous improvement cycle:



## Plan

During planning, we'll be looking at how closely your previous cycle's performance met your predetermined goals, any additional data you gathered and whether or not marketing and sales can add some insight for positive changes.

Then we go back to your wish list and re-prioritise, based on your new data, planning a sprint cycle to implement your changes.

**Top-tip: Use the GDD Hierarchy in the planning phase to get the best results.**

The hierarchy is an eight-step framework that helps you measure progress and prioritise tasks. It's a series of steps that provide guidance over a 30-day period as to where your energy can be best focused, the goals you're trying to meet and how to measure them.

Establish at the beginning of each cycle which hierarchy level you are in, and focus all your effort towards achieving the focus metric of that specific level. You only move on to the next step, once you've achieved your predetermined goal in the current step. For instance, if you're in the Audience step and you've reached your predefined goal of 3,000 unique month over month website visitors, you can then move on to the following step, and so forth.

## Develop

Here we implement the action items decided on during planning and run some experiments to see how well each item works. The most critical consideration here is to track and validate metrics to determine how users interact with each item, and whether it's as effective as we predicted.

## Learn

Once we've finished running the experiments, we'll examine all the data gathered. The outcomes of this data analysis should be available to everyone in the marketing and sales teams so they can use it in their lead nurturing and sales strategies.

## Transfer

This final step transfers intelligence gathered and lessons learned to other parts of your organisation. The idea is to help departments within your business translate your findings into tactical actions relevant to their own targets, using the data as comprehensively as possible.

During the continuous improvement phase, you can expect the following on a monthly basis:

- The live implementation of new and impactful website features sourced from your wish list, testing and feedback on your Launchpad website.
- Action item cards that detail plans and their expected impacts, along with key performance indicators to measure progress.
- A customised monthly report, detailing changes to your website and reporting on any successes or failures experienced.

Here's a breakdown of the hierarchy, its steps, goals and focus metrics:

STEP	GOAL	FOCUS METRIC
Audience	Achieve a significant volume of good quality traffic to your website	Month over month unique visitors to your site
Value	Solve a specific user pain point	How useful is your solution on a scale of 1-10?
Usability	Ensure the website is intuitive and easy to use	Can users complete a task with ease?
Conversion Rate Optimisation	Remove friction in conversion funnels	What is your conversion rate from the 1st to last step in %?
Stickiness	Keep users coming back	How many user returns are you achieving in X days?
Personalisation	Customise the experience for specific buyer personas and user groups	Create your personalisation strategy and revisit the other steps above, focusing on your success rate in each based on your personalisation attempts.
Assets	Offer items valuable enough for users to pay for	How many leads are converting from your assets, and how many of them are qualified leads?
Promoters	Ensure visitors know how to bring visitors	What are your referral ratios and the speed of those referrals?

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## Chapter Seven

# WASH, RINSE, REPEAT

GDD works so well because, with every cycle of measurement, analysis and improvement, your site gets better.

It ensures you're always offering your users an experience they want. You know this, because you're responding directly to their preferences and behaviour patterns days after they've left a data trail for you to follow.

Once you are working to this cycle, see how streamlined your marketing and sales processes can become and start reaping the rewards of better conversion rates, you will truly see the folly of designing websites any other way.



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Chapter Eight

## **GDD WORKS:**

# **SUCCESS STORIES THAT SHOW WHAT GDD CAN DO**

Have a look at GDD in action: Here's the results of a GDD campaign on our clients STRIDE and Skeleton. And since we're not in the habit of recommending something we don't use, take a look at the impact GDD has had on our business.





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Little Acorns is averaging  
21% CAGR as of November 2017



Grown from \$100,000 to  
\$200,000 in just under 3 years

"My Little Acorns are 70% bigger than they were when I 'planted' them and overall portfolio value has risen above \$200,000."

Sally Morgan - September 14, 2017

[See how it's grown](#)



## STRIDE

STRIDE, an online stock picking and portfolio management tool that helps value investors select great long-term investment stocks and manage their portfolios more effectively.

### The STRIDE mission:

To build trust with their customer base and establish themselves in a niche market.

### Our strategy:

- Test different formats of their landing pages and thank you pages for improved conversion
- Use data from their most visited and top converting webpages to refine and evolve other areas of the website
- Improve calls-to-action placements in response to click heatmap data
- Improve structural SEO website elements for better search visibility

### Results:



# LET'S GROW

YOUR BUSINESS.

[YOUR SERVICE](#)[YOUR PROCESS](#)

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OPTIMISATION  
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INBOUND MARKETING SERVICES

## STRUTO

We built our own new website using GDD and have seen first-hand how effective it is.

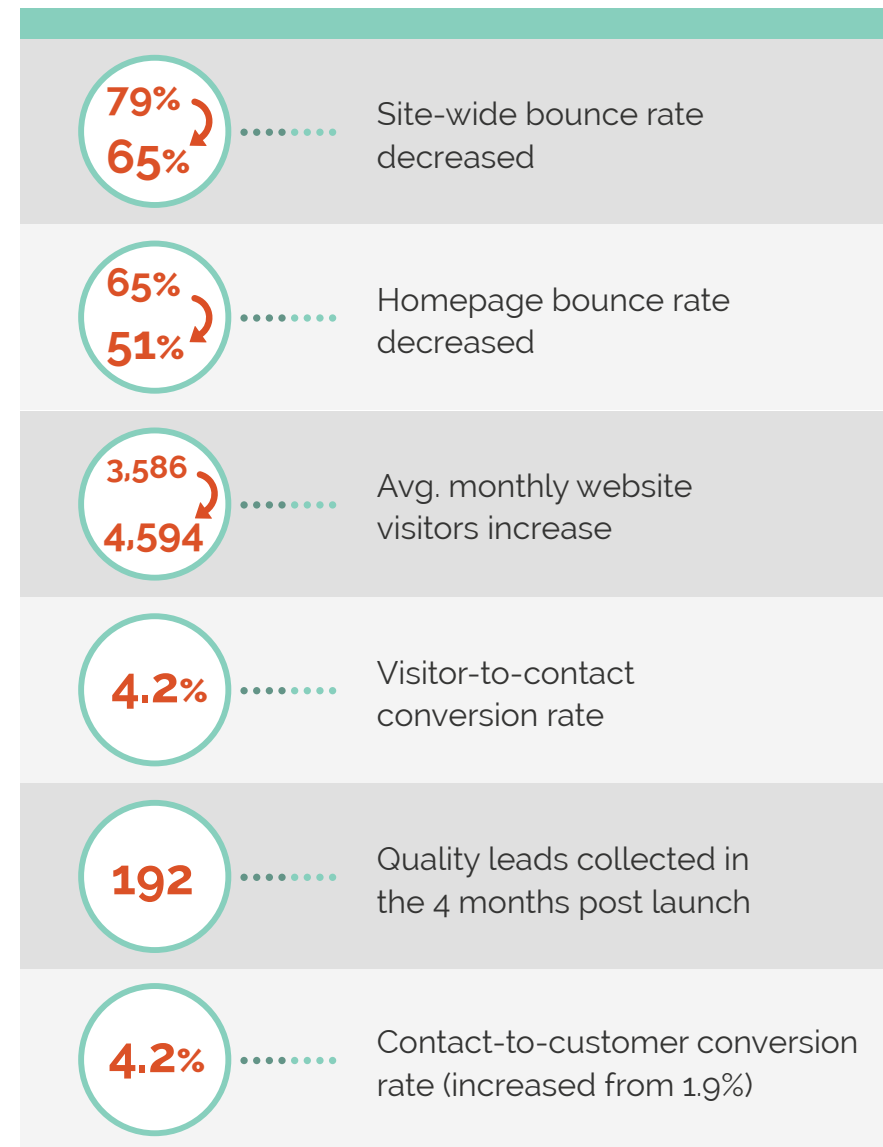
### Our mission:

To create a website that works as a high performance marketing and lead generation platform that supports our brand and message refresh. To be more responsive to our site visitors' needs and offer them a continually improving experience.

### Our strategy:

- Make UX an integral part of our brand values and showcase this throughout the site
- Use personalisation wherever possible to build better user relationships
- Redefine website journeys with easy navigation that takes users to pages most relevant to their needs
- Help users reach their goals quickly and easily with simple menu options, directional content and improved CTA placement

### Results:



## Our Technology

High-performance energy storage solutions based on breakthrough graphene material

### What are ultracapacitors?

Ultracapacitors, or supercapacitors as they are also known, are a novel energy storage technology that offers high power density, almost instant recharging and very long lifetimes. Ultracapacitors have been in development for well over a decade but the technology has developed rapidly in the recent years. This development has been driven by advances in nanomaterials, the electrification of infrastructure and industry and increased concerns around fuel efficiency. Ultracapacitors are now delivering significant economic benefits across a wide range of markets including [motorsports](#), [automotive](#), [aerospace](#), [heavy industry](#), [heavy transportation](#), [maritime](#), and [renewables and grid](#).

### Ultracapacitor



Contact us!

## SKELETON

Skeleton Technologies provides innovative energy storage solutions. Their patented ultracapacitors won them a spot on the 2017 Global Cleantech 100 list.

### Our mission:

To deliver a website that was optimised for top search rank results, mobile responsive and that positioned Skeleton as equal to large competitors, even during their start-up phase.

### Our strategy:

- Build a website to showcase Skeleton's potential growth and value, rather than their current start-up status
- Design website specifically to facilitate inbound marketing activities, their primary marketing strategy
- Create a steady flow of leads for large opportunities plus an online store to process smaller transactions

### Oliver Ahlberg, Skeleton's co-founder and CEO, said:

"The growth-driven design service gives us a level of transparency to the process we've not had before with other agencies. We have a clear understanding of past results and upcoming project milestones, and what the associated costs are. Struto's work has been first class, and I'd recommend them to anyone in need of web design or inbound marketing services."

### Results:



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# CONCLUSION

GDD isn't just an alternative to traditional website design, it's the future of all website builds.

When HubSpot pioneered the concept of inbound marketing it was because they had observed and learned from changing user behaviour. It's a concept that continues to prove itself, with most businesses now employing at least some of its principles in order to keep up with their competition online.

GDD takes the next logical step in acknowledging user evolution and the influence it has on marketing and sales. It applies those same inbound principles to the heart of your most powerful marketing tool, your website, from the earliest brainstorming sessions to launch and beyond.

Users will not give your website a second chance to impress them. Anything from slow page load times to a lack of CTAs to content that pretends to help but is actually a hard sell, can alienate a user. All these elements and many more erode user experience, effectively building a wall between your brand and the customers you want to attract.

If they don't like your website, they won't like your business. They will make a judgement in seconds and leave, making it very difficult for you to win them back.

GDD takes away any potential obstacles to user engagement. It helps you offer a positive experience that will reflect well on your brand, and offers a clear, smooth path down which your customers can easily walk – or run – to your products and services.

Want to know about growth-driven design, and how it can help you? Have a [chat with one of our experts](#). No sales, just good sound advice about how GDD can help you smash your goals for growth.

**CHAT WITH ONE  
OF OUR EXPERTS**





/// The End

# CONTACT US

Struto helps businesses grow. We are a full-service digital marketing agency and HubSpot Platinum Partner. Our proven process uses inbound marketing techniques to increase sales and drive growth.

➤ **OUR WEBSITE**

💬 **OUR BLOG**

📄 **OUR RESOURCES**

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