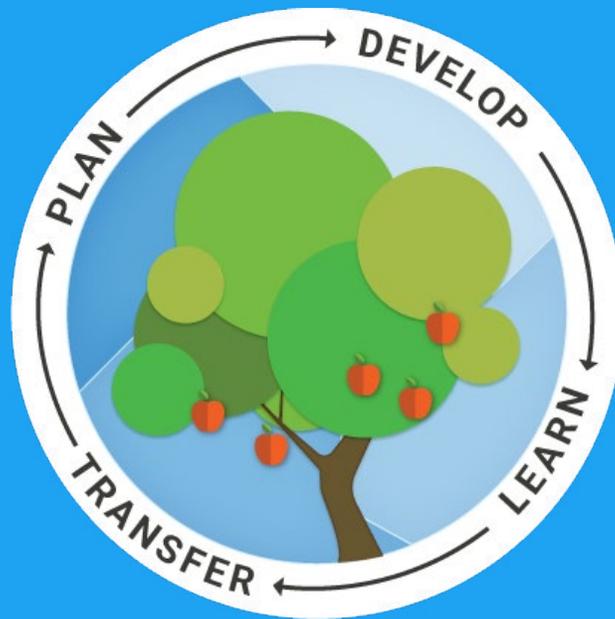


Assured SEO

REBOOT YOUR WEBSITE INTO A LEAD GENERATION MACHINE



Growth Driven Design

<http://seoespecialista.com/>

Table of Contents

Introduction	1
Inch by Inch, Row by Row	2
Key Principles of Growth Driven Design.....	4
Reviewing the Benefits	6
Gaining Buy In	10



Introduction

Imagine your current website is outdated; the design isn't up to your standards and you aren't getting great traffic or a lot of conversions – or maybe you don't know these numbers at all, so you can't determine what's working and what isn't. In any case, you haven't had an update in a while, and everyone on your team is sick of the look and feel of your site.

So you know it's time for a redesign.

What do you do? Do you repeat what you did last time? Well, before you can answer that, it's probably important to think back to your most recent redesign experience. How did it go? Was it over budget? Unusable? Lacking direction? Were there sunk costs?

If any terrible memories just bubbled to the surface, you're not alone. Not only were a third of marketers unsatisfied with their most recent redesign, but only 51% of site redesign projects actually finish and launch on time, according to HubSpot.

That's not a great success rate.

Given the monetary and emotional costs associated with building a new site, it's not always advisable to start over again with the same plan for design, launch and measurement. If you, like so many marketers today, are sick of the "build a building, knock it down, build a new building" site redesign cycle, it may be time to consider taking a new approach.

And that's where Growth Driven Design comes in.

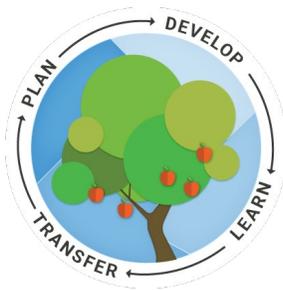


<http://seoesspecialista.com/>

Inch by Inch, Row by Row

What is Growth Driven Design?

Put simply, it's a website design and growth strategy that's fueled by what your visitors do. If you wanted to, you could make small design changes — informed by data — only until your site looks exactly like you want it to, and performs exactly like your users expect it to. The Growth Driven Design (or GDD) process moves in a different cycle than the one of design and destruction: one of design, research and improvement. That means it can work for both existing sites and the launch of new ones.



Spencer March, New Breed's senior web strategist, defines GDD as an "iterative approach to web design." Chris Mathieu, VP of product, echoes that definition: "GDD means starting with the minimum viable product, and then using quantitative and qualitative data to map the rest of the project."

When we're talking websites, the ability to create a minimum viable product is a blessing. It means you've effectively broken the cycle — you're no longer designing a roadmap for a big, static site that you'll need to redo in three years, or dealing with the typical headaches of traditional web design. GDD moves you away from projects that go completely out of scope or the final delivery of an aesthetic that doesn't fit the bill.

Instead of those, you plan for a launch pad site (which provides the essential elements based on best practices, historical data and your "must-haves"), and iterate over that, making changes based on real user behavior.

Growth Driven Design forces a positive mindset shift. It requires you to focus on your users'



<http://seoesspecialista.com/>

needs, and gives you the data that allows you to respond directly to those needs. Not only will you think differently about the process of building your site, but also about the value of your site's visitors and their roles in your site's growth.

HubSpot's Luke Summerfield, Growth Driven Design program manager and evangelist, teaches that the traditional perspective on site design is flawed. In what way?

Marketers have long analogized their site process and product to a building. You've heard that one, right? In fact, we used it earlier in this piece! Arthur Irving tells of a different mindset and analogy, one that more appropriately describes Growth Driven Design.

In traditional website design, there was a blueprint, a foundation, some framing, the drywall, etc., and then at the end of it all, there was this massive, immobile entity. Over the next hundred years or so, different builders might make a few changes to the building: update the paint, put in a ramp, tack on an addition and make it better. But that isn't usually informed by data, and it's also not usually part of the plan from the start. Plus, a website, says Mathieu, isn't really like that at all.

"It's a garden. It requires planning and effort, too, but unlike a building, it quickly changes and starts going awry unless you carefully tend to it."



In this way, your efforts will be both proactive and reactive: you're creating things to react to. When we pay attention to our plants and make choices that help them thrive, adding new plants as the garden grows, we can make something both aesthetically and statistically beautiful — something both lasting and evolving. **Inch by inch, and row by row.**



Key Principles of Growth Driven Design

To further understand the value of GDD, let's consider the principles on which it functions.

- ▶ Minimize risks associated with traditional web design
- ▶ Continuously learn and improve
- ▶ Inform marketing and sales as you learn

 NB+ <small>© NEWBREED MARKETING 2016</small>	Differences: Benefits & Risks	
	Risk	Results
Traditional Approach	<ul style="list-style-type: none">• Higher upfront costs (\$, time, effort)• Commonly out of scope, over budget, not on time	<ul style="list-style-type: none">• Based on subjective, speculative assumptions• Static content• 2-3 yr time until refresh
Growth Driven Design	<ul style="list-style-type: none">• Effort spread out over time• Launch fast, improve quickly and often	<ul style="list-style-type: none">• Decisions based on user data and behavior• Continuous improvement

Let's take these in turn. The first reveals the major benefits of GDD: shortened time to launch and spending your budget and time only the way you need to as your site evolves, with maximum ROI in mind. No big upfront investment required. A systemic approach and a focus on future results (and not just on a launch date after which your designers walk away) can significantly minimize risk.

The second is the real meat of the concept. If you commit to Growth Driven Design, you commit to continuous improvement and discovery. As your website strategy and design



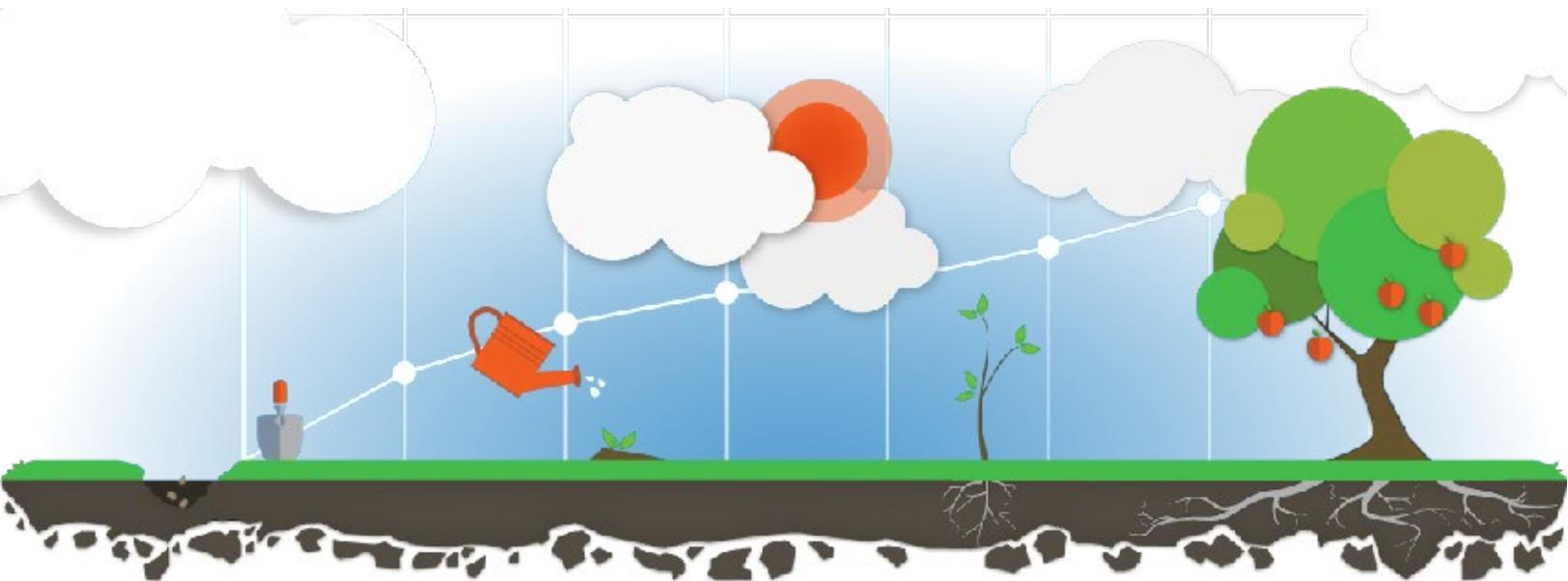
<http://seoespecialista.com/>

Key Principles...

team researches, tests and learns, your site will benefit from the gained knowledge of user behaviors that Mathieu mentioned. And your site's visitors will benefit, too.

Third, your initiative is not separate from your marketing and sales strategies. What your team learns as they research and iterate can help inform both departments, and the other way round: information from those departments can also help inform the design.

With these pillars in mind, you can better describe the benefits of GDD when the time comes to share them with your stakeholders and choose a site design partner.



<http://seoespecialista.com/>

Reviewing the Benefits

Growth Driven Design offers myriad benefits to your organization. Not only does the process allow you greater flexibility in scope and assist with demand generation, but it also allows you to grow an outsourced team that can help you achieve your goals.

Timelines and Budgets

“One thing all organizations do expect and should expect is an on time, on budget, complete and error-free site,” says Mathieu. “But no one can ever do that, for a million reasons. We’ve learned over time that unfortunately it’s impossible to hit all four things.” Growth Driven Design makes on time and on budget completely possible, and eliminates the need for so-called “completeness” – because your site is ever evolving.

GDD is, without a doubt, the absolute quickest and least expensive way to get a site launched. It does represent a continued investment as you gain data and make more and more data-driven site design decisions, but you can begin the process with virtually no risk at all. And risk stays minimal as you move forward, because you always have the ability to choose your next move and dictate your scope or budget based on data and qualitative information about your users.

To recap: You get your site up and running in a shortened time period and with a much lower upfront investment. Then you have the opportunity to grow with your incoming information, an opportunity traditional design can’t provide.

Demand Generation: Deliver Quality Leads to Sales

If ever there is a question that your website is your best salesperson, consider this incredible fact from SiriusDecisions: 67 percent of the buyer’s journey is now done



<http://seoesspecialista.com/>

Reviewing the Benefits

digitally. So your website really needs to be a sales tool, one that moves your prospects through the buyer's journey.

But how can Growth Driven Design help your site become that refined sales tool?

Let's say you built a site over a three-month window, and you're expecting a certain number of qualified leads as part of your new website's ROI. Traditionally, you would have developed a static goal, and if your site didn't work to accomplish that goal, that was that. You were stuck. Using the Growth Driven Design model, you could launch in two months, examine user behavior for a month, and make a change designed to drive greater demand generation.

Here's how: After your launch pad is developed, you'll make goals to track the success of conversion points. You can ask your team to test CTA design, copy and/or placement, for example. Or you can leverage your GDD team to learn everything you can about how color and spacing affect how users convert on your website, and improve based on that information.

Example of a GDD Cycle

OBJECTIVE	HYPOTHESIS	TEST	RESULT
Increase # of leads/downloads from our best performing content offer.	By adding an image of the PCO cover to the CTA at the bottom of our homepage, we will increase submissions by 15%.	Implement change and measure downloads for 1 month.	Total number of downloads increased by 22%.



Reviewing the Benefits

Imagine, for example, that you started building your site based on three personas. For whatever reason, you find that you're getting a significantly higher volume of traffic and better conversions from one persona, specifically. Your website partner can then double down on efforts to target that persona, because they'll know those efforts will directly influence demand generation.

There are three types of user research your team can conduct after you define your goals and objectives, whether you're starting with a launch pad or making improvements to your existing site. Those three types of research are qualitative, quantitative and observational.

Qualitative analysis might include user interviews and surveys or online chat. Quantitative might include your regular web analytics from tools like Google Analytics or HubSpot, as well as reports on your funnel (how people are converting) and event tracking, which can tell you when users are indicating the intent to take an action on your site. And observational research might include heatmaps for clicks or scrolls across pages, as well as recordings of user movements and behaviors to identify where your visitors are getting lost or why they're leaving your site. However your team chooses to test (and it may be all three ways), they'll always be looking through the lens of improvement, discovering better ways to achieve your goals and objectives.

Ultimate Partnership

One of the most often overlooked benefits of GDD is that it allows you to foster a strong relationship with your chosen strategy/design team.

Traditional design can leave you with a quality product, but no partnership to help you grow. In contrast, Growth Driven Design, by its nature, truly fuels your partnership with your



<http://seopecialista.com/>

Reviewing the Benefits

agency. Because your team will learn a great deal about your business's services and your prospects' behavior, and because they will be necessarily committed to continued growth from the moment you meet, (remember key principle 2?) they'll be able to serve you much better than would a launch-and-leave-style team.

"When we partner with someone, we understand their world a lot more and can serve them a lot better because we've stuck around," says Mathieu. "It takes some guesswork out of that relationship."



As Summerfield puts it: "Rather than carry out a traditional website design process guided by the hypothesis that it should work to meet the needs of the client, Growth Driven Design retainers aim to extend the relationship between the client and the agency beyond the launch date to ensure that it does work."



Gaining Buy In



We know that GDD provides a number of benefits to your organization, but convincing others of that truth can present challenges because the model is a novel one. So, how do you get buy in from your stakeholders?

First, it's important to emphasize the idea that GDD is a team-based engagement. The methodology allows you to address concerns from a variety of internal players, so that their goals and objectives are included in your efforts. You might even ask that certain departments submit their goals to your own department. Make a commitment to share those goals with your GDD team and find out how they might or might not fit into your overall strategy. Knowing that their concerns and needs won't go undiscussed can encourage your stakeholders to get on board and commit to the most valuable plan of attack.

One thing to bear in mind: People do still think of a site as a printed brochure, and that thinking comes with a belief that everything in the process needs to be scrutinized and perfected – because once the site is up, it will just sit there. Sometimes, budget approvers can get caught in that perspective, approving a large upfront investment and growing frustrated if the site in any way veers off that track. In reality, though, your site isn't at all like a printed brochure. There's nothing static about it.

"Your site more closely parallels software solutions," says Mathieu. "Google, Apple and Microsoft never get things perfect in version 1.0, and they're OK with that."

Remember the garden analogy? This can be useful when explaining GDD to someone who has yet to experience its benefits. Just like Inbound, GDD is a marathon, not a sprint.



<http://seoespecialista.com/>

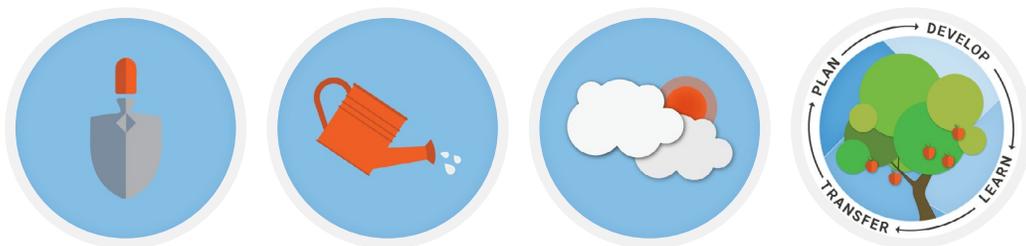
Gaining Buy In

When you commit to the Growth Driven Design methodology, you commit to planning for better, more qualified leads over time. The great news? You have the ability to set expectations here.

Share the importance of patience. And know that you'll not only satisfy your greatest need by getting a launch pad website out the door (or beginning optimization on a current site) on a shorter timeline and tighter budget, but you'll also be able to return to your stakeholders in a short time with actionable data and a new initiative for improving your customers' experiences and the efficacy of your site as a sales tool.

In that way, GDD provides another benefit: Because success is demonstrable, you'll build trust with your higher ups. You'll spend a small amount, get a site up quickly, and then be able to meet with your boss more frequently and with meaningful data in hand – data about increased conversions that actually maps to their business objectives.

What's better than that?



<http://seoespecialista.com/>

Conclusion

Grow your business

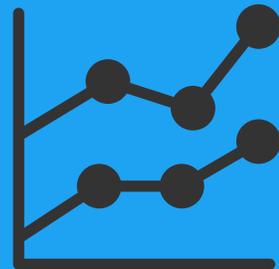
We hope you've found this guide and methodology helpful, and that we've given you some tools or ideas that you can apply to your business today. If you're looking for a partner to help you implement any of the strategies that we've discussed in this guide, please reach out to us. We look forward to continuing the conversation with you as your business grows.

Ready to take your marketing initiatives to the next level?

Get free advice on your marketing strategy from our Inbound strategists.

Grow your business. Increase ROI.

We believe that aligning your marketing and sales teams is key to Inbound success. Our strategists are on hand to talk through your business goals and how to address alignment, as well as to help you tie your goals to actionable, measurable marketing campaigns.



<http://seoespecialista.com/>

LEARN MORE ABOUT NEW BREED

An end-to-end solution that delivers customers

We have broken the barrier between marketing and sales with a product and solution set designed to drive revenue and increase return on your marketing investment.



Digital Onboarding



Sales-Ready Website



Inbound Marketing



Lifecycle Marketing



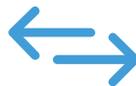
Sales Enablement



PubHub Blog



HubSpot-Salesforce Integration



Marketing Automation Platform Migration



Growth Driven Design



<http://seoespecialista.com/>