

THE 5

HOLY GRAILS OF

WEB DESIGN

A Guide You Didn't Know You Needed

DIGITAL^o
BY CULTURE

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INTRODUCTION

Hey, there! Ever browsed a website and thought, "Wow, this feels like wading through molasses in January?" Yep, we've all been there. But worry not, your friendly neighborhood web wizards are here with 5 game-changing, world-altering, and possibly life-saving web design tips. Let's get into it, shall we?



1 AN OFFER ABOVE THE FOLD: *Because First Impressions Last*

You know that space on your website visitors see without scrolling? It's the VIP section, the front-row seat, the caviar of your website. We in the biz call it "above the fold," and yes, it's a term we borrowed from newspapers—those papery things your grandpa still reads.

So what goes here? Something snazzy. Something jaw-dropping. Something that says, "Hey, stick around, we're pretty awesome." Think of it as your website's elevator pitch, but without the awkward silence.

Your Mission, Should You Choose to Accept:

🎯 *Aspirational Identity: Make 'em want to be better. Transform them, Jedi Master style.*

🎯 *Solve That Problem: You've got solutions to their carpet-peeking dog or that embarrassing golf swing. Show it!*

🎯 *Clear Tagline: Sum up what you do in a one-liner that would make a stand-up comedian jealous.*

And remember, folks, clarity is king. So, don't bury your pitch under a mountain of text only a law student could love.



Having A Digital Presence
Shouldn't Be Complicated.

We build websites, manage social media, and help your business grow its digital presence.

FREE CONSULTATION

FREE E-BOOK



2 OBVIOUS CALLS TO ACTION: *It's Like Dating but Easier*

Look, your website is a virtual billboard screaming "Hey, wanna buy some cool stuff?" But unless you make the next step clear, they'll just awkwardly laugh and walk away. So, flaunt those "Buy Now" buttons like you're on a red carpet. Make 'em pop, and put them where eyes naturally go: top-right, under offers, maybe even attached to a drone (kidding).

Pointers:

✦ *Don't Be Shy: Ask them to click. It's the digital equivalent of holding hands.*

✦ *Have a Backup Plan: A secondary CTA, perhaps? Just don't go overboard; you're not trying to distract them with a magic trick.*



3 IMAGES OF SUCCESS:

Don't Just Tell Them, Show Them

Words, schmords. They say a picture's worth a thousand of them. So, don't skimp on the eye candy. Show happy people loving your product like they've found the meaning of life. Let the smiles do the talking and the wallets do the walking.

What to Remember:

😊 *Happy Faces: Or at least faces that say, "Yeah, I made the right choice."*

😊 *Good Vibes Only: If your photos could talk, they should say, "Life's better over here."*



4 A BITE-SIZED BREAKDOWN OF YOUR REVENUE STREAMS:

Don't Make it a Buffet

Ah, the classic conundrum: you've got more offerings than a kid has excuses for not doing homework. How do you showcase it without turning your website into a never-ending buffet? Easy. You sum it up like you're explaining it to a five-year-old (or a golden retriever).

To Keep in Mind:

Unified Message: *Think of it as your brand's theme song.*

Button It Up: *Create buttons that lead to separate pages for each offering. That way, nobody gets lost in the sauce.*

What We Do



Design

- Website Design
- Mobile App Design

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Branding

- Brand Identity
- Logo Design

[READ MORE](#) →



Digital Strategy

- Brand Strategy
- Digital Marketing Strategy
- Social Media Strategy

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5 VERY FEW WORDS:

The Less, The Better— Like Tequila Shots

Now, listen. Web users have the attention span of a goldfish auditioning for 'America's Got Talent.' Your website isn't a novel, it's a billboard zooming by at 80 mph. So, if your point isn't coming across in a tweet's worth of words, you've probably lost them.

Pro Tips:

• **Be Brief:** Try cutting your text by half, like you're making a movie trailer.

• **Be Bold:** Use bullet points, headlines, and maybe even interpretive dance (ok, not that last one).

Donna DeConcini and her daughter Margaux had a desire to help with the abandonment of farm and ranch animals and formed the non-profit, Food For Horses, in 2014. Food For Horses was designed to assist for a period of 90 days with food and vet care in an effort to keep those animals with their owners. To assist in raising money they put together the Tucson Food Truck Rally, where a portion of the proceeds were donated.

During this time, it was soon realized more resources were needed to help domestic pet owners as well. So, in 2015 the Southern Arizona Animal Food Bank (SAAFBI) was formed as a donation & distribution center - with the goal of keeping pets with their families.

SAAFBI continues to grow, as we find new ways to expand and offer services to more families in need. If you would like to help pets in need there are several ways you can contribute - SAAFBI accepts monetary donations, new or slightly used animal items, non-expired animal food, or if you would like to contribute your time and volunteer, click here for more details. We also invite you to visit our Gallery and Donation center, where you can shop local artist while supporting pets in need. Our new location is in the Monterey Village shopping center at 6212 E. Speedway in Tucson. We are open Monday - Saturday, from 10 a.m. to 5 p.m.

**NO ONE SHOULD HAVE TO CHOOSE
BETWEEN FEEDING THEMSELVES OR FEEDING THEIR PET.**

Our Mission

At the Southern Arizona Animal Food Bank (SAAFBI) is to make sure no one ever has to make the choice between feeding themselves or feeding their animals. As a local profit, we collect and distribute food to low income, unemployed, elderly and



+15
Years Of Experience

About us

Our aim is to provide you with a clean and fresh home

We recognize the importance of having a clean and organized environment for your comfort and well-being.

We take pride in providing our clients with impeccable and personalized cleaning that exceeds their expectations. With a highly trained team and meticulous attention to detail, we ensure that your home is a clean, fresh and welcoming space.

[READ BLANCK'S STORY](#)



200 Satisfied customers

WRAPPING IT UP

That's it, you web-curious, savvy individual! Armed with these tips, go forth and make the digital realm your playground. And if you need a wingman, remember, we're just a click away.

Want more epic insights?

Dial-a-hero at (520) 891-4413



CONTACT US

You know where to find us. But just in case you don't:

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So, what are you waiting for? Slide into our DMs like a pro.



Phew, you made it to the end! As a reward, here's a virtual high-five from all of us at DIGITAL CULTURE. 🙌

Thanks for being awesome!

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