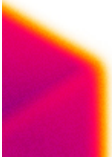# "Giving Your Website Heart"

By: Lee Starshine

DIGITAL LOVE

The programming behind websites is logical and mathematical. However, websites can invoke the full spectrum of feelings in us. Companies and non-profits are trying to create a specific mood for site visitors. At the workshop "Giving Your Website Heart," Lee Starshine Web Marketing Star LLC explained how and why a website's design influences site visitors on the feeling level. The workshop was hosted by WPN: Women's Professional Network at the Mid-Hudson Children's Museum in Poughkeepsie NY on February 13, 2018.

The workshop started with the question, "Does your website truly reflect what your company does and is?" Start with your business plan and branding. When these are complete, you are ready to create, update, or redesign your website.

Then we asked, "Which metrics tell you whether the website is effective?" Define what "success" means on your website: a sale? a donation? filling in a contact form? Install Google Analytics, and make sure visits from your social media, email marketing, online advertising and affiliate programs are tracked. Then, create a success report every month.

Finally, we looked at research into how a website's design influences site visitors on the feeling level. According to research, the more likable and credible a website is, the more sales it makes. Aesthetics are difficult to measure. The science of color finds, for example, that blue cultivates interest, and is associated with peace, order, loyalty, and trust. Therefore, banks and businesses often choose blue color schemes. Websites for high-involvement, expensive products need to provide technical information. Low-involvement products such as tee shirts need to focus more on imagery that invokes certain feelings. Low visual complexity and a clean, clear, uncluttered layout is more appealing. First

impressions are set in 50 milliseconds, and they are 94% design-related. Inspiration, usability, and credibility are the top three key factors driving first impressions.

Please watch the video to find out more about how a website's design impacts our emotions.