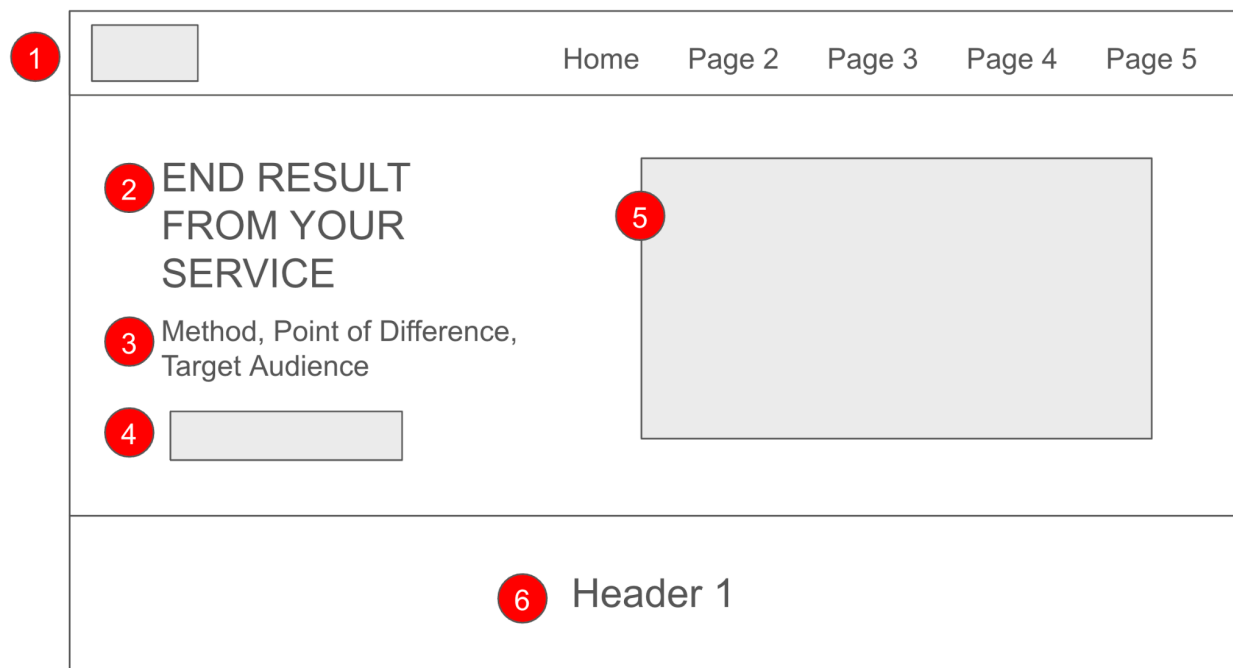


# Above The Fold Formula for your Local Business

Craft the Perfect First Impression for your Localised Product or Service Business



## Why it matters?

- 90% of visitors will leave a website if the above-the-fold section is unappealing.
- 84% of web visitors never scroll past the "above the fold" section.
- Ads above the fold have a 73% viewability compared to 44% below the fold.
- 57% of page viewing time is spent above the fold.

## 1 - Menu

- Vertical Menus: Dropdown menus should ideally be vertical unless it's a mega menu, as changing from horizontal to vertical has shown to increase revenue significantly .
- Simplicity and Visibility: Keep the menu simple with only a few links to avoid clutter. Important items should stand out and be easy to navigate .
- Customer Journey Focus: Design the menu to facilitate an easy customer journey, understanding where users are likely to go and simplifying navigation towards these areas .
- Avoid Hidden Menus: Hidden menus (like hamburger menus on desktops) can lead to poor user experience and decreased discoverability of site content
- Important Links at Ends: Utilise the serial position effect by placing the most important links at the beginning and end of the menu for better visibility and recall
- Sticky Menus: Consider sticky menus that remain visible as users scroll, especially for sites where users interact frequently with the menu .
- Minimal Vertical Space: Design menus that occupy minimal vertical space to maximise the visibility of other important content above the fold .

### STATS

- A change in menu wording from "Why use us" to "How it works" increased page views by 50% and conversions by 8%.
- Changing a website's horizontal menu to a vertical dropdown increased revenue by 62.9% in a Trail Blazers study.
- A Shopify store saw a 53% revenue increase by switching to a mega menu in an A/B test.

## 2 - End Result

- Focus on Outcomes: The Result statement should clearly articulate the final outcome or benefit that customers will receive from using your product or service.

- Customer-Centric: Emphasise how the product or service solves a specific customer problem or meets their needs, not just the features of the product.
- Clarity and Simplicity: Avoid jargon and complex language. The Result statement should be straightforward and easily understood by the target audience.
- Immediate Impact: The statement must grab attention and make a strong impression within the first few seconds of viewing.

### 3 - Sub header

- Method:
  - Explains how the product or service achieves the promised result.
  - The same result can be achieved through different methods, so what is the actual Product / Service you deliver?
- Point of Difference (POD):
  - Highlights what makes the method unique compared to competitors.
- Target Audience:
  - Specifies who the service or product is for, ensuring relevance to the viewer.
  - Helps visitors quickly understand if the offering is meant for them.

### 4 - Call to Action

- Visibility and Contrast: The CTA must stand out visually on the page. Ensuring high contrast between the CTA button and its background, as well as the text on the button itself, is crucial for catching the user's eye .
- Color Psychology: Color significantly affects conversions. Tests show that changing the button colour can dramatically increase conversion (30%+) so it's incredibly important to AB test.
- Stands Out: The CTA button should be designed to stand out and be easily identifiable, sometimes even deviating from the site's standard style guide to ensure it pops from the page.
- Strategic Use of Text: The text on the CTA button should be direct and action-oriented, conveying urgency and offering clear value upon interaction. Examples include "Buy Now," "Contact Us," or "Learn More" . If it is vague people will not click on it

## STATS

- Bing increased revenue by \$80 million by selecting the right shade of blue for links.
- Changing to a Red CTA buttons increased conversions by 34% in a Dmix study.
- Red buttons outperformed green buttons by 21% in a Hubspot test.
- Changing to a an orange-red button increased conversions by 5% over a green button in a VWO test.
- Changing to a Blue buttons led to a 9% conversion increase in a Monetate study.

## 5 - Image / Video

- Visual Processing Speed: Visuals are processed 60,000 times faster than text. It is incredibly importance to use engaging visuals to capture users' attention quickly that summarise exactly what you offer
- Relevance and Action: Images should show the product or service in use, not just in isolation. For businesses, displaying the product range or service effectively in real-world use is more appealing and relatable to potential customers .
- Diversity and Coverage: For businesses with a range of products or services, it's beneficial to show many products within the "Above the Fold" image. This helps to quickly communicate the breadth of offerings to new visitors .
- Videos in the above-the-fold section can increase conversion rates by 80%.

## 6 - Header 1

- This is crucial for SEO. The above components are for conversion, not for SEO. The header 1 is one of the most important aspects in SEO.
- This should be exactly what your target audience searches for. For services a format like "SERVICE in LOCATION" often works. Depending on your competition levels you can go more specific with either the SERVICE or the LOCATION, to have a change on ranking organically on Google.