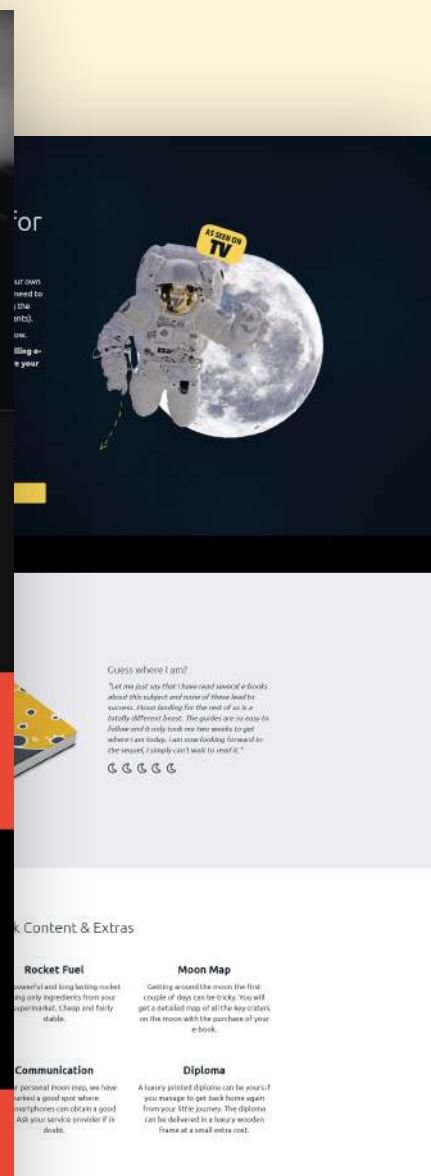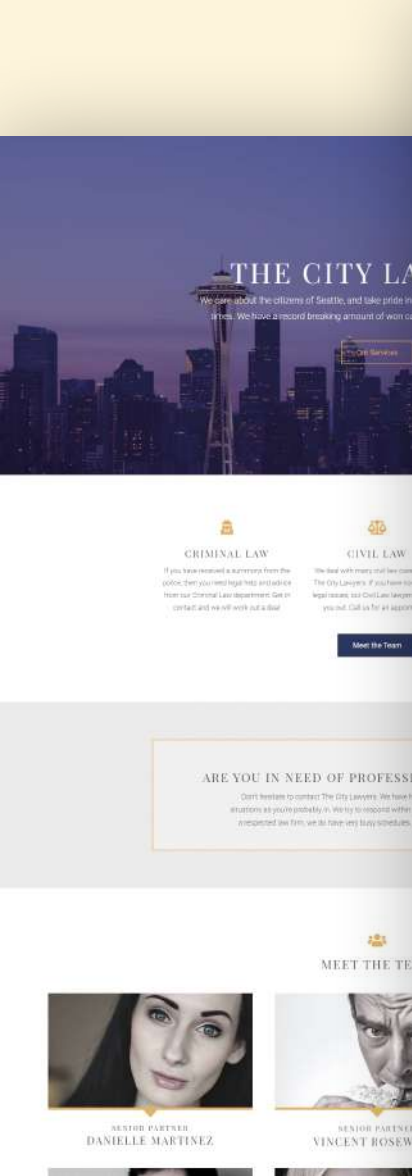**beaverbuilder™**
WordPress sites in minutes, not months!

5 Proven Design Principles to Boost Conversions

Learn how to use data-driven design strategies to improve your conversions, attract more customers, and keep your audience engaged.

Congratulations on downloading **5 Proven Design Principles to Boost Conversions!**

This free guide reveals 5 design principles you can use to tighten up your sales funnel and improve your conversions. Each of these principles is backed up by hard data, so you can rest easy knowing that these changes are *proven* to work.

The principles inside this guide are built on the expertise of **Beaver Builder**—the WordPress page builder trusted by more than 1,000,000 websites.

This guide will also show you how our easy-to-use templates put these principles into practice by default, making it even simpler for your website to convert "just dropped onto the page" visitors into ready-to-buy customers.

Now, let's get into the design principles.

Add Crisp, Dynamic Motion to Boost Engagement

The days of static imagery on your website are over.

From landing page transitions to embedded videos to dynamic banners, adding motion and movement to your pages helps keep your visitor's attention, move them closer to your call to action, and ultimately, boost your conversions.

Show Me the Numbers

- Using animations and videos on landing pages can increase conversions by as much as **80%** (Unbounce).

- Surveys found that **70% of consumers** liked a product more after seeing a video animation and **70% of marketers** agree that animations are powerful, especially when converting website visitors into paying customers (UXPlanet).

- The average user's visit to a text and image-based website only lasts 43 seconds. For web pages with video, the average visit lasts **5 minutes and 50 seconds.**

Template Example #1:
Musician, DJ, Band Template

This template allows pages to have active video playing in the main banner of each page.

On top of that, elements also use smooth transitions as the user scrolls further down the page.
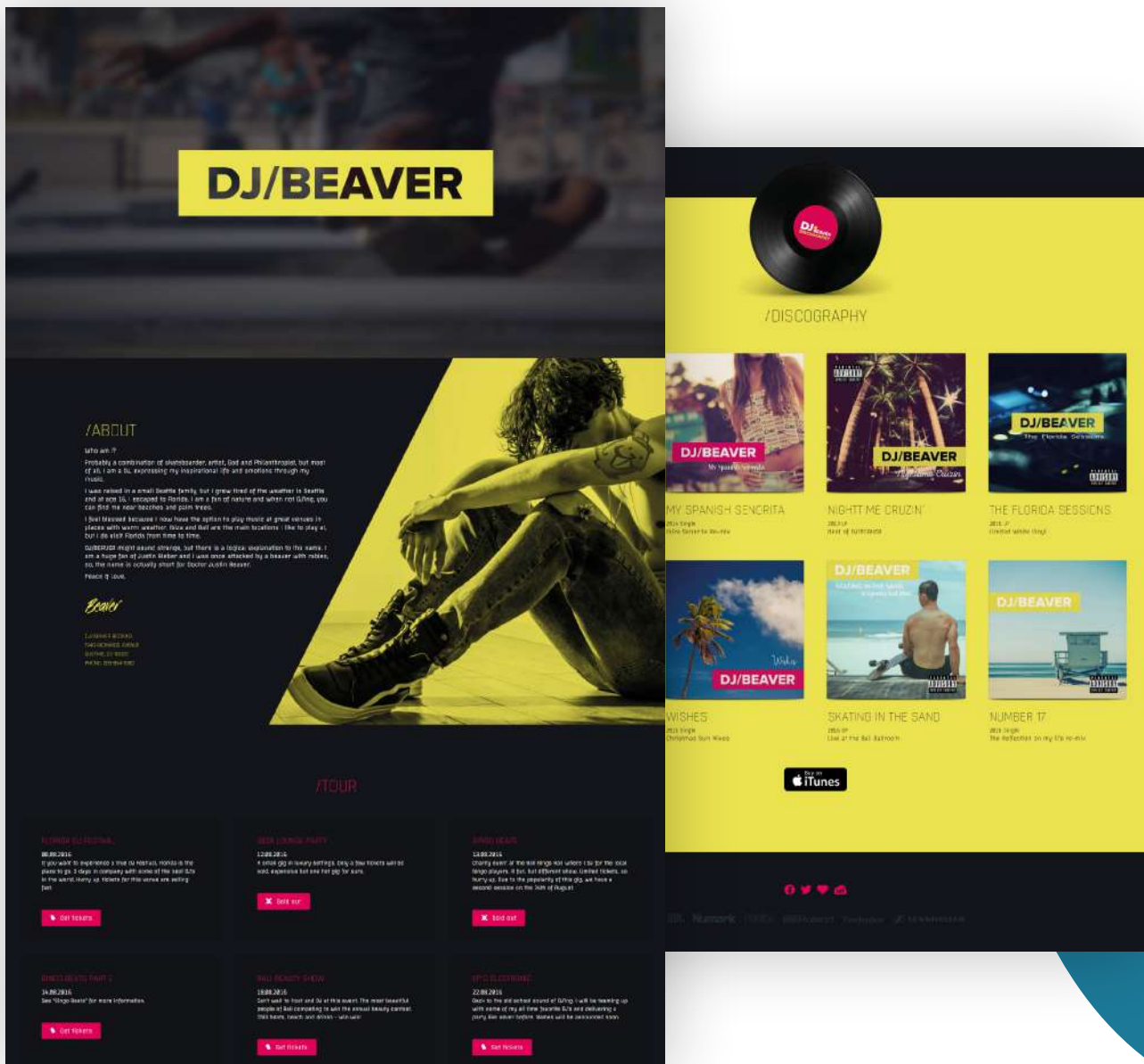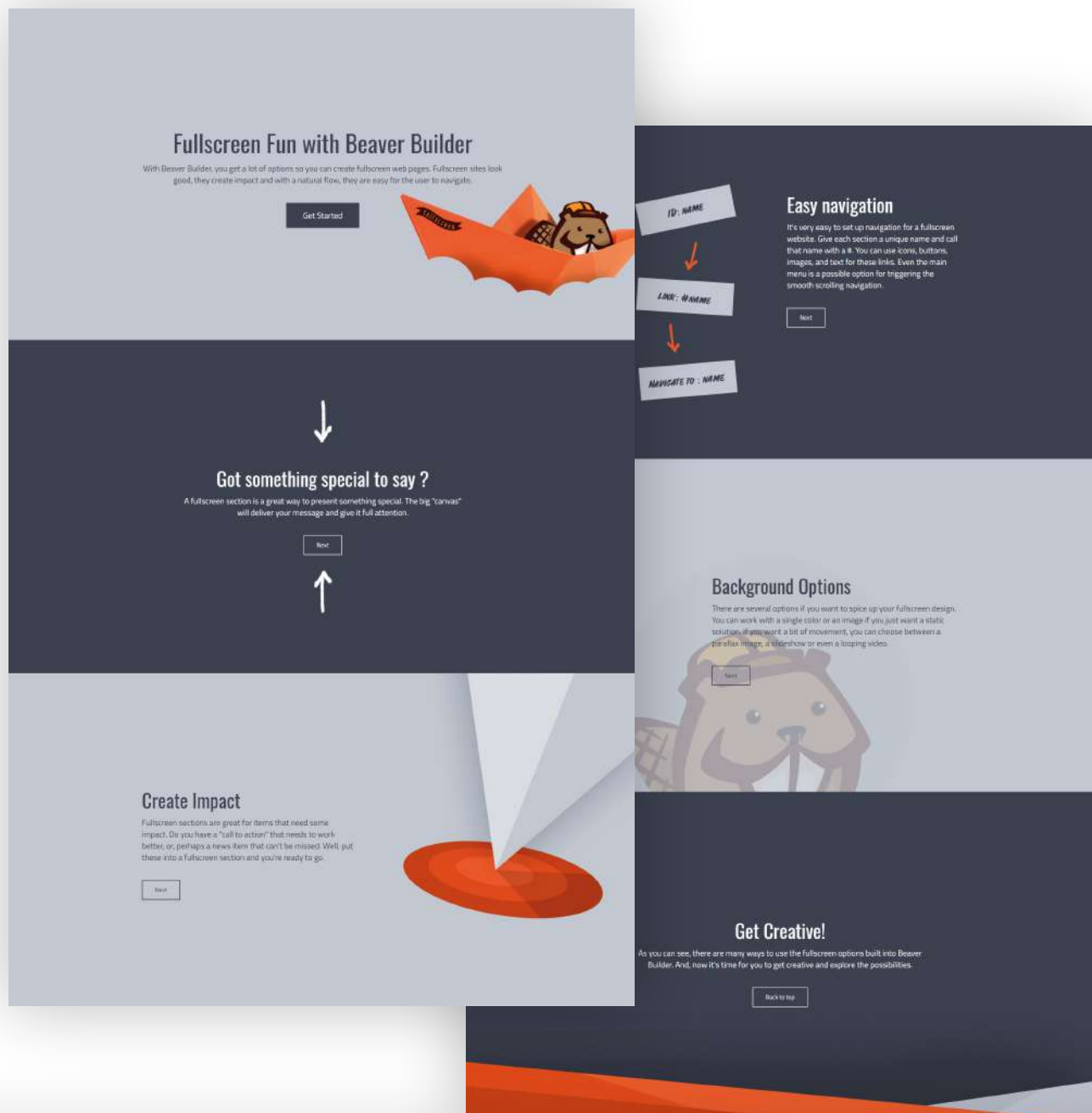
Template Example #2:
Fullscreen Template

Similar to the template above, the Fullscreen Template provides a variety of transitions for page elements throughout.

These transitions not only give your content life, but also keep your visitors engaged with content while driving them further down the page.

Cater Your Design to Your Target Audience

Design is a critical element to absolutely any website.

And as you can see by the numbers below, having a *bad* website design can absolutely cripple your conversions.

But that being said, you'll also want to take into account your *unique* target audience.

Are they looking for hardcore numbers and facts? Or are they more interested in your style, your design, your aesthetics?

It's important, then, that you consider your industry when creating your website design.

Creative industries, for example, may benefit from a more artistic design approach while more "by-the-numbers" businesses might need to focus more on the specifics.

Show Me the Numbers

- **88% of users** won't return to a website after a bad user experience (Toptal).

- **75% of people** form their opinion of a company based on their website's aesthetics (Digital Appeal).

    First impressions are **94%** related to design, visual
- appeal, and website navigation (SWEOR).

Template Example #1:
Photography Portfolio Template

As you can see, this template is light on copy and heavy on the visuals. It also pays extra special attention to awards and testimonials to help bolster the reputation of the subject.

This template is great for photographers (of course) but it can also be ideal for painters, directors, or other types of artists too.
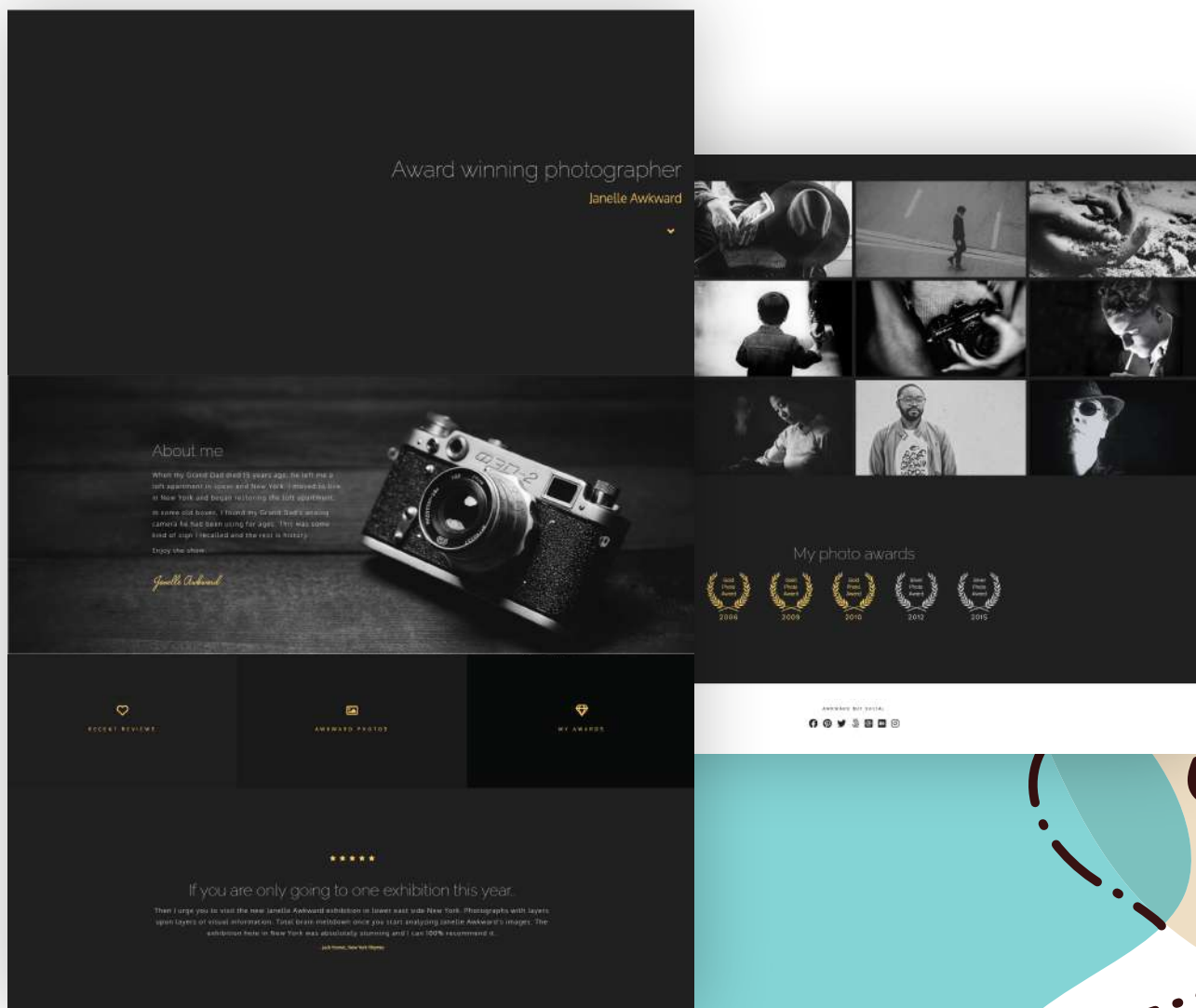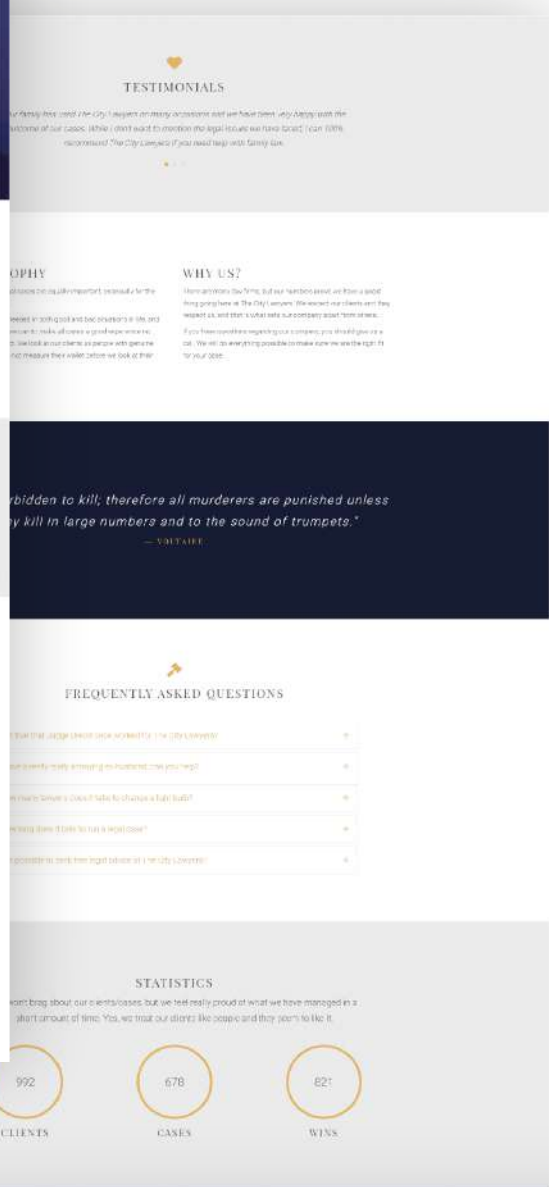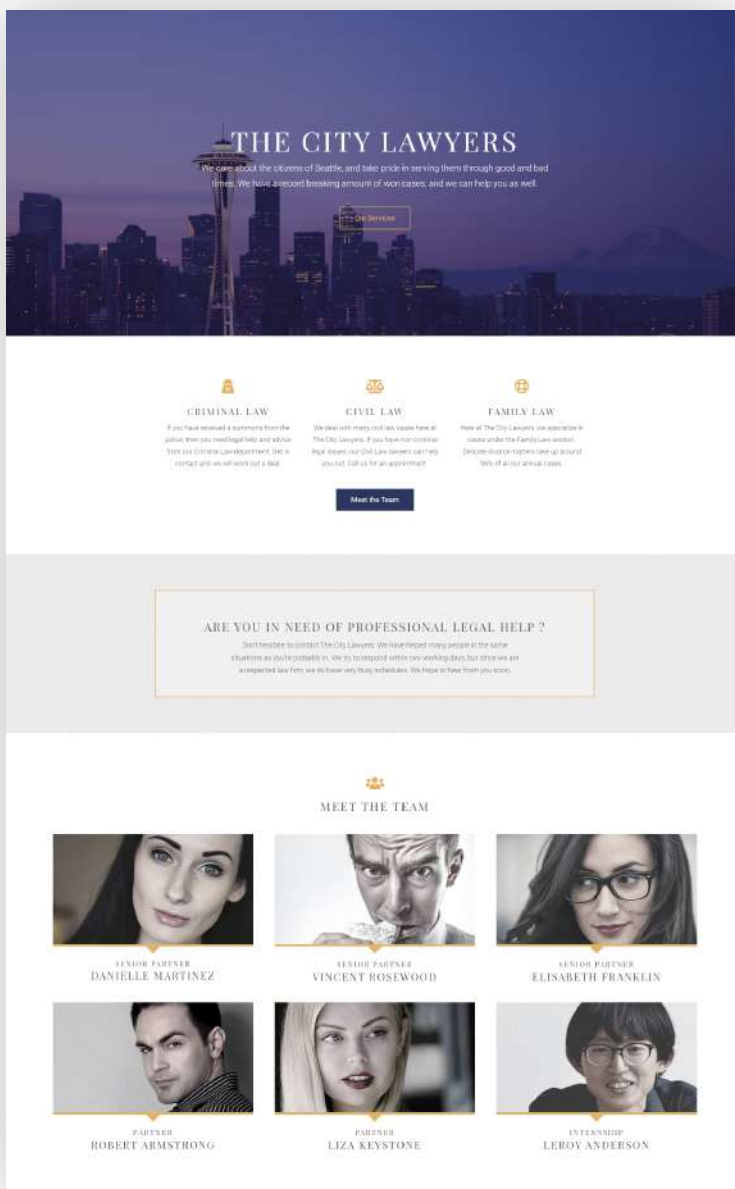
Template Example #2:
Lawyer, Law Firm Template

This template is quite a bit more text-heavy than the previous example.

The subject, a law firm, is likely going to be much more interested in getting the details across: the types of law they practice, the authority and trustworthiness of the firm, etc.

Tap Into the Power of the Human Face

Human faces are actually one of the best design elements you can use to increase conversions.

As highly social animals, we are hardwired to respond to and detect nearly *imperceptible* changes in facial expressions.

We can feel what others are feeling, think what others are thinking, and evaluate someone else's state of mind, all with just a slight slant of the eyebrow or curve of the mouth.

And when you highlight faces on your page to showcase your team or give your testimonials more life, you can be sure your conversions are going to respond favorably.

Show Me the Numbers

- Including human faces on pop-up advertisements can increase conversion rates by as much as **48%** (VWO).

- Eye tracking studies have found that research subjects will almost **unanimously** all gravitate to images of faces rather than text multiple times while engaging with content (Acuity Intelligence).

- Research has shown that when faces are attached to claims, people are **more likely to believe it** than when that same claim does not have a face with it (OptinMonster).

Template Example #1:
Creative Web Agency Template

To help build trust and credibility for agencies, an important element is highlighting your team. Who are you? Are you made up of real, live people?

This template does a great job of leveraging the trust-building power of adding faces of team members onto its agency page.
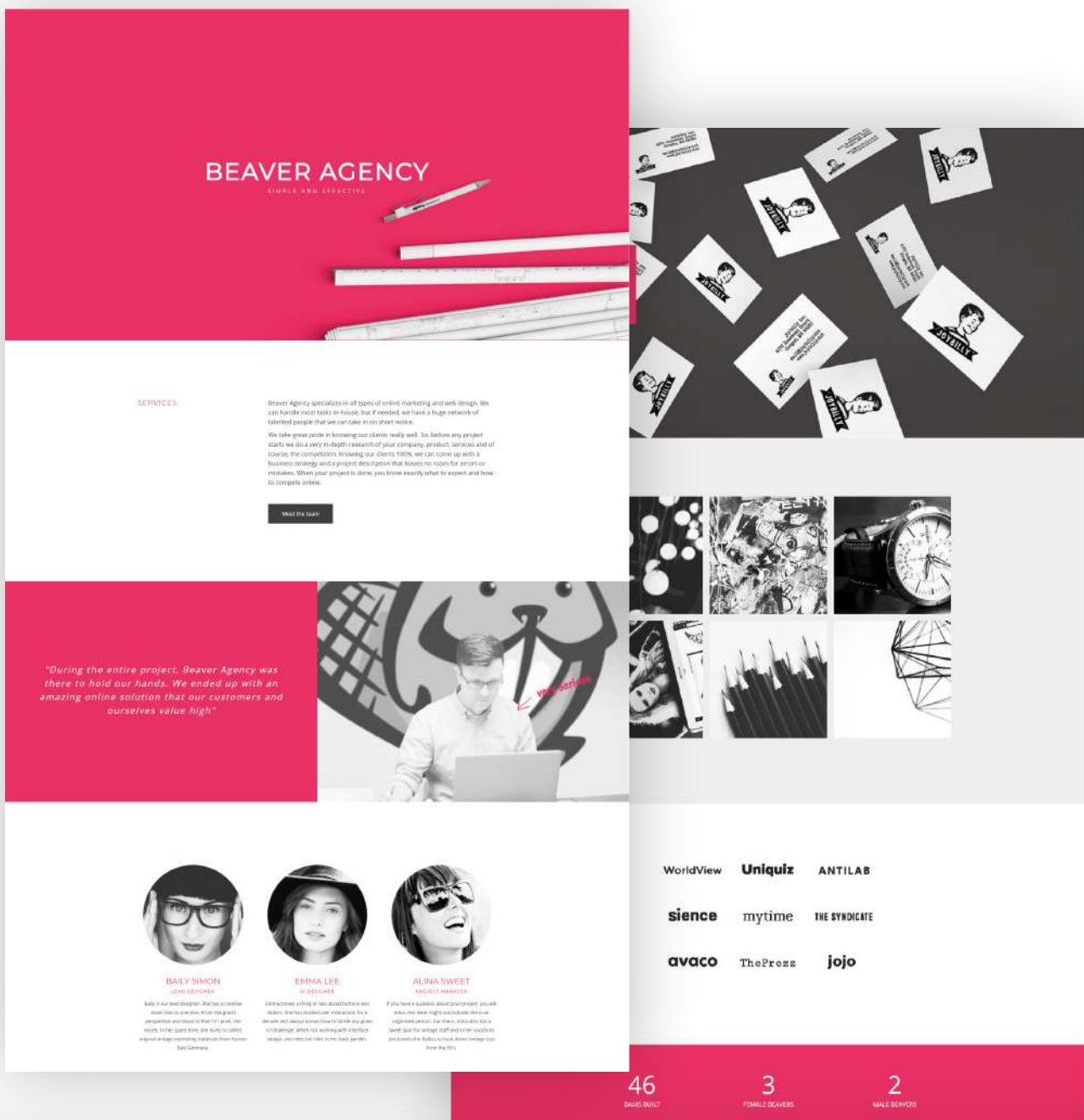
Template Example #2:
Personal Branding About Me Template

When it comes to branding for a one-man or one-woman enterprise, personal connection can be key.

That's why the personal branding template makes clear and direct use of the trust-building effect of putting the face upfront and center.
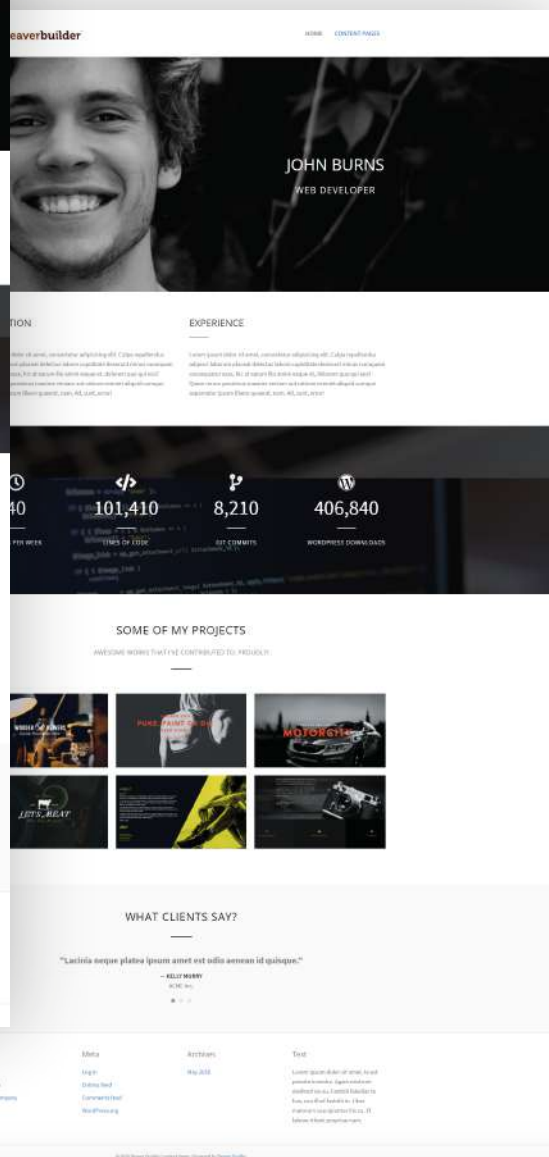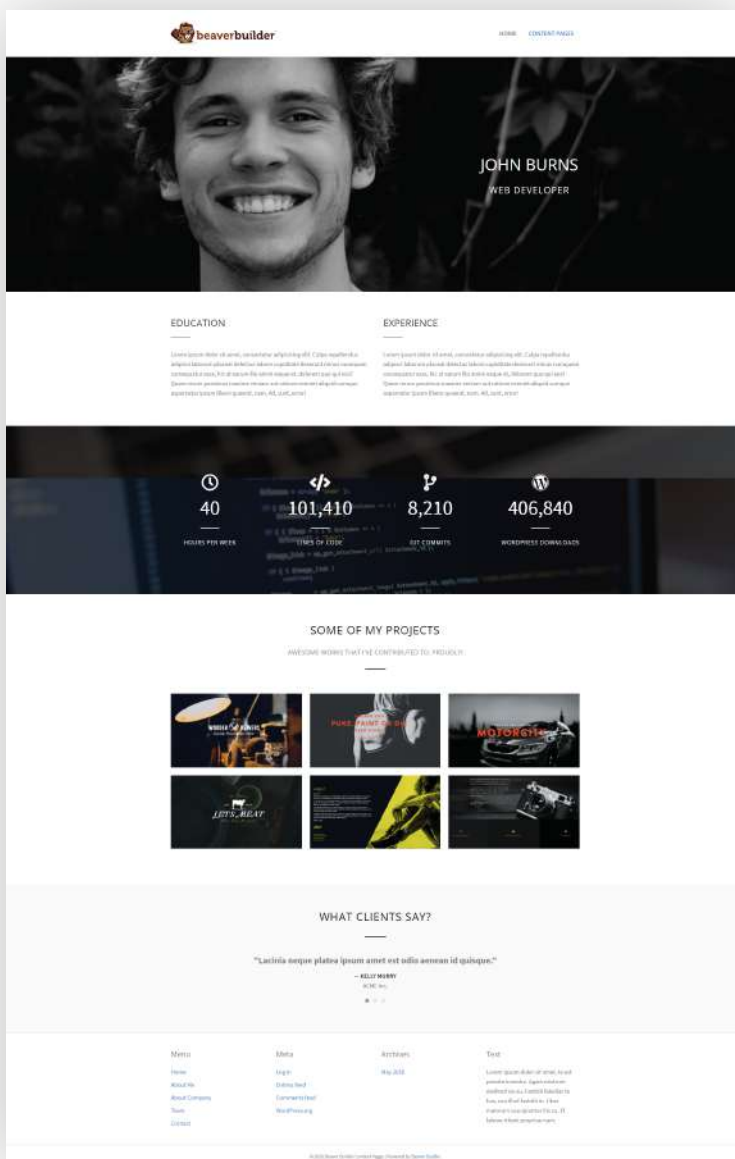
The design templates from Beaver Builder make creating eye-catching and high-converting landing pages, websites, and sales funnels a breeze.

Plus, our templates provide the flexibility to create landing pages, membership websites, eCommerce markets, blog sites, and much more quickly and easily.

Want to learn more? Just click below.

Learn More About Beaver Builder Now
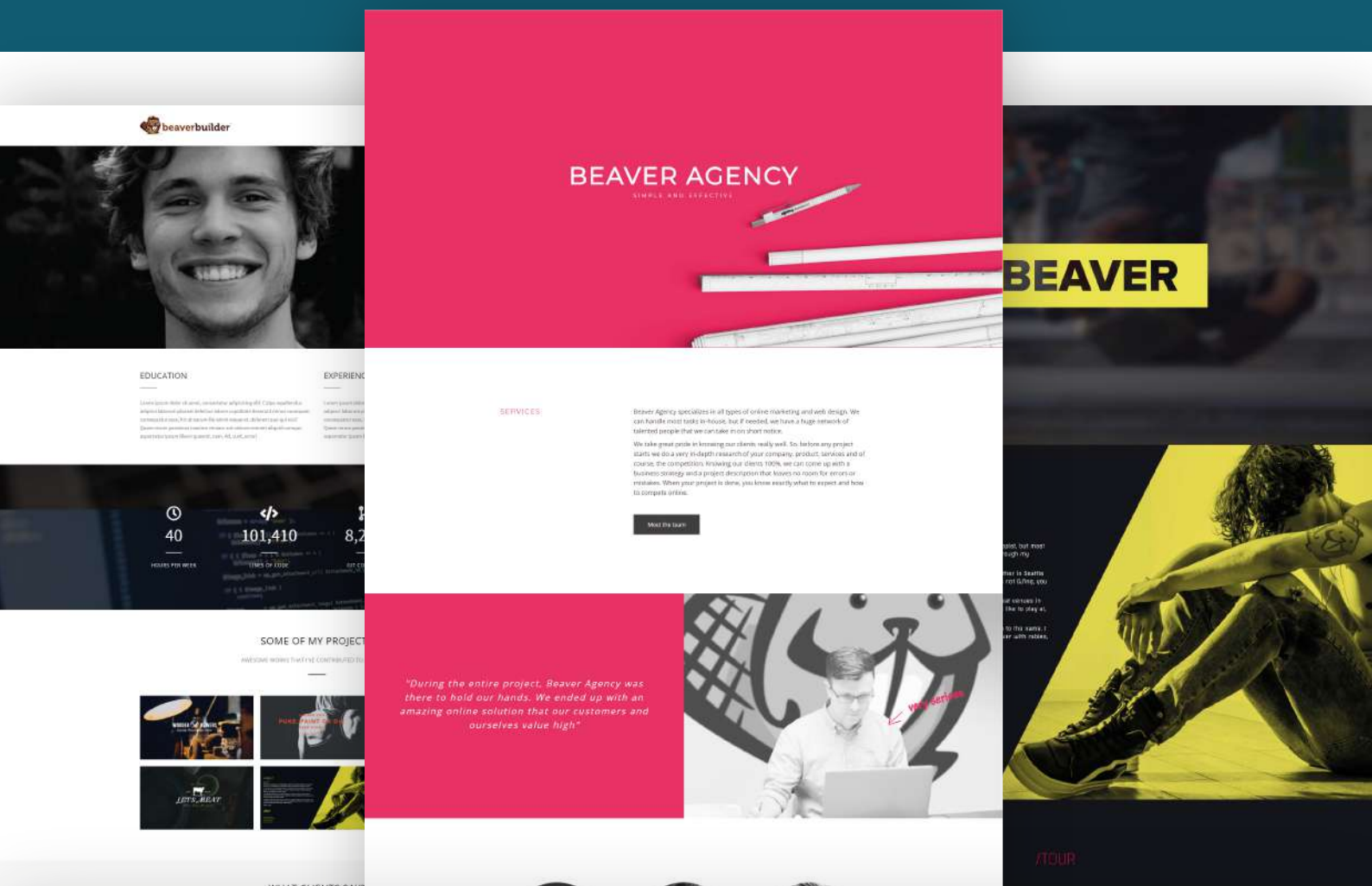
Take Advantage of Contrast

The proper use of contrast is absolutely necessary if you want to make your design stand out.

But equally importantly, contrast lets you call attention to specific elements of your page that end up driving conversions.

For instance, call-to-action buttons, standout features, and especially favorable social proof (like testimonials) should all "pop" effortlessly off the page for your visitors.

And if they don't, you could be leaking leads.

Show Me the Numbers

- Landing pages with high-contrasting colors outperformed low-contrast pages by **57%** (Conversion Fanatics).

- Simply changing call-to-action button color from low-contrast to high-contrast can translate into conversion increases of as much as **35.81%** (ContentVerve).

- Don't forget about using white space for contrast! Research from Wichita State University found white space around text and titles **increased user attention by 20%.**

Template Example #1:
Automotive Template

This template is a fantastic example of high-contrast style, juxtaposing black, white, and red design elements.

Note the bold CTAs, the high-contrast white-on-black text, and the vibrant reds throughout the template.
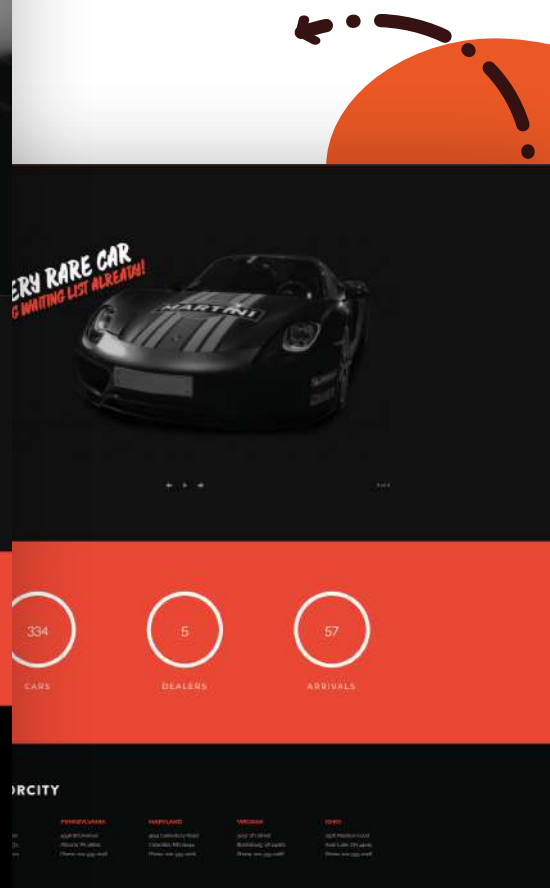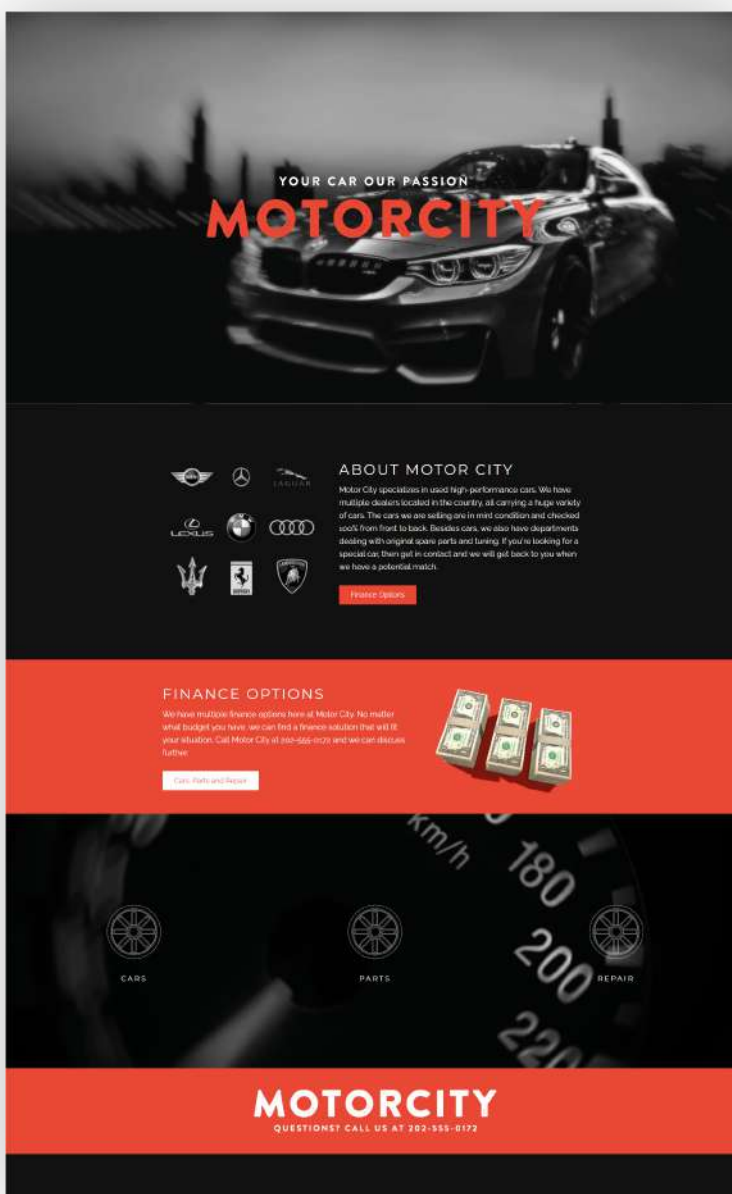
Template Example #2:
eBook Template

This template introduces an extra color into the mix for a bit less "extreme" and more mellow flavor.

But even still, CTAs are vibrant, text stands out easily, and the "vibe" of the page is relaxed without being forgettable.

Know When to Keep Things Simple

Last but certainly not least, *don't overcomplicate things.*

While it might be tempting to throw in as many design elements onto your pages as possible, some of the most beautifully designed and high-converting pages are actually the simplest.

In fact, most businesses actually *need* to build pages that cut straight to the point.

Service pages, technical guides, contact pages—these types of pages can actually all benefit from *clarity* over *complication* when it comes to design.

Depending on your industry, your branding, and your ultimate goal, you and your audience could benefit from a sleeker, more simple or minimalist design.

Show Me the Numbers

- An over-crowded website is one of the most common design mistakes. **Over 85%** of small businesses are guilty of overcrowding their website design (GoodFirms).

- Websites with overloaded design elements can take longer to load. Nearly **40%** of people visiting your website will give up if it takes too long to load (Blue Corona) and **83%** of visitors expect a page to load in less than 3 seconds (WebFX).

Template Example #1:
Services Template

As you can see here, the design is definitely simple and clear. All the elements on the page are serving a specific purpose and nothing seems unnecessary.

It's the perfect page template for a business looking cut straight to the point.
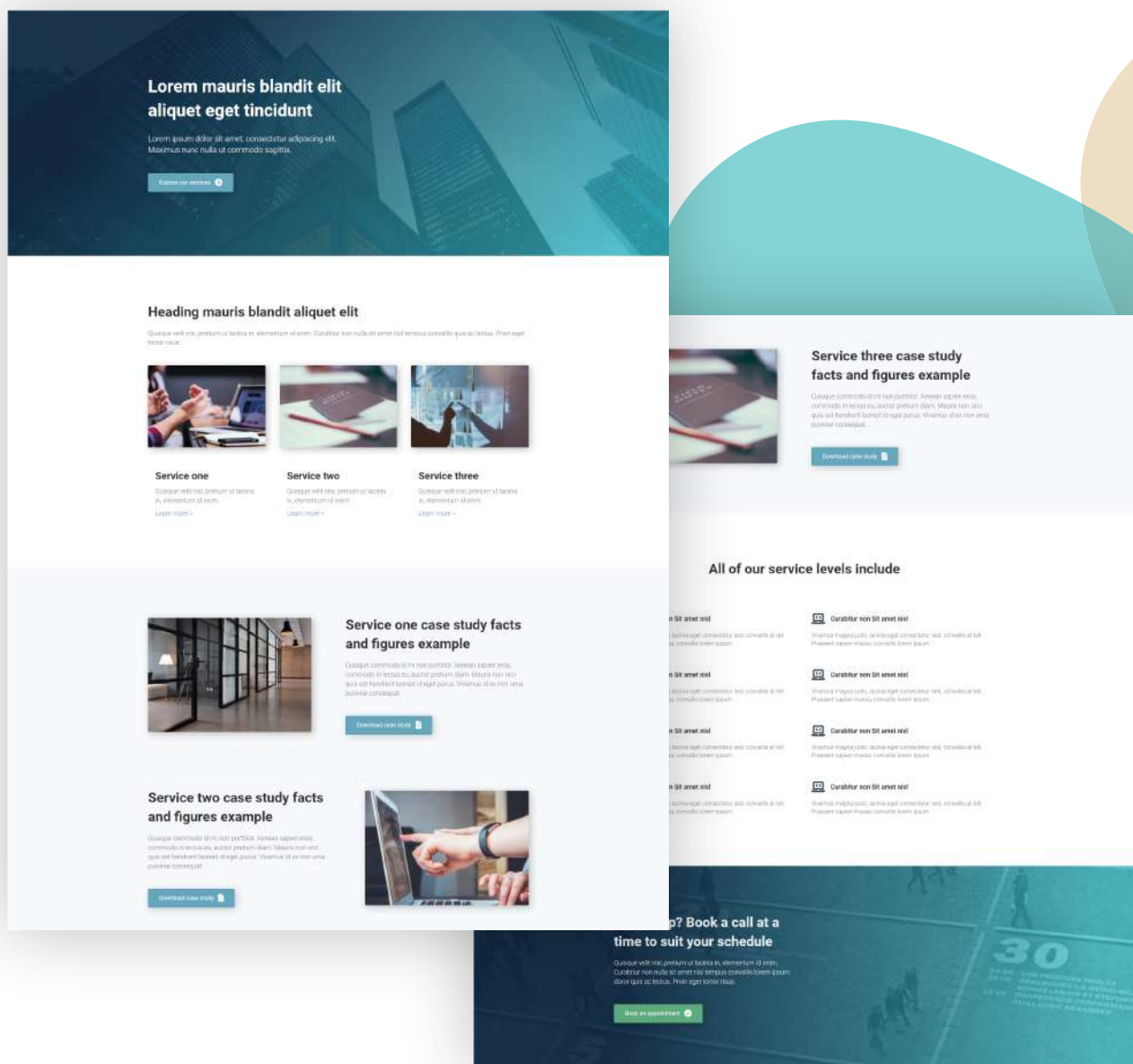
Template Example #2:
Contact Page Template

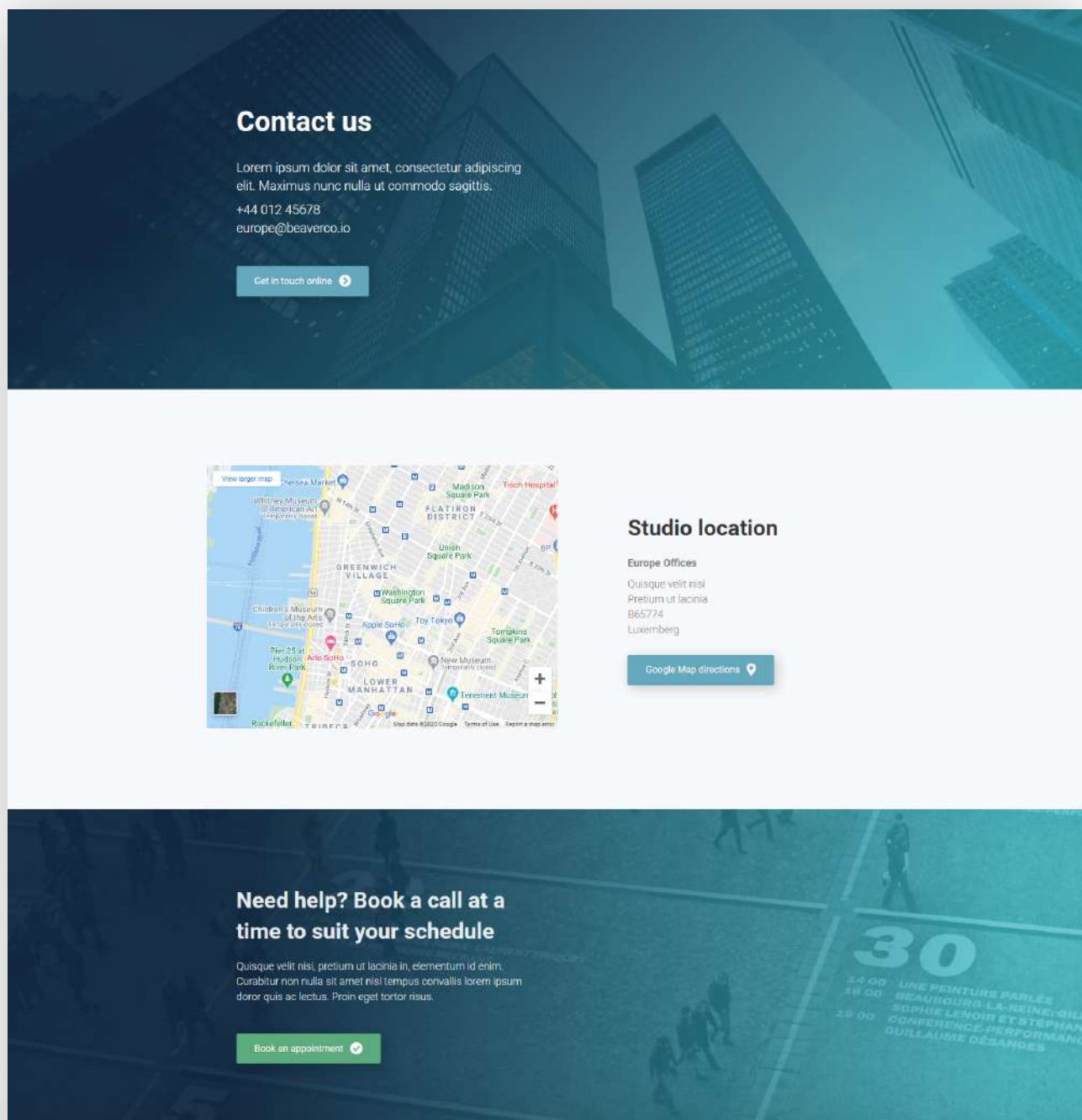The contact page is one of the most important pages for businesses. And the majority of people who land on it are going to want to know one thing and one thing only: how to get in touch.

This contact page template doesn't mince words and instead gives visitors the information they're looking for right off the bat.

We Take Care of Conversion-Focused Design for You…

Design is a critical element of *any* website. And if you're a developer, freelancer, designer, or agency owner, you know it.

But finding the right WordPress page builder can be tough…

- If one matches your flexibility needs (works across many different types of pages), its design templates are usually less than eye-catching.

- If its design templates are spot on, it's probably *way* too pricey or you can only use it across a handful of websites.

- If it checks all the boxes right now, it's liable to be *useless* after updates or will crash and burn at the drop of a hat.

That's why we made **Beaver Builder.**

Beaver Builder is the premier WordPress front-end drag and drop page builder.

It's mobile friendly, works across almost *any* WordPress theme, is SEO optimized, and gives you the flexibility to create landing pages, eCommerce websites, and more across *unlimited* websites.

Trusted by more than 1,000,000 websites, Beaver Builder makes it easy to create beautiful, high-converting websites your audience will love.

Learn More About Beaver Builder