mavocado

MADE FOR PEOPLE. / A PRACTICAL GUIDE

Websites That Make the Next Step Clear.

A practical website design guide for growing businesses.

For startup founders, service businesses and teams redesigning their website.

Leave with a page plan, a clearer message hierarchy and a useful enquiry checklist.

8 PAGES / 5 CHAPTERS / A WORKSHEET TO USE

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01 / THE PRACTICE

Begin with the visitor's decision

Give the website a clear primary job.

Identify the decision a suitable visitor needs to make. They may be checking whether the service fits, comparing providers or looking for enough confidence to start a conversation. List the questions behind that decision and the information your team can honestly provide.

Choose one main action for the page or journey. Supporting actions can help people who are not ready yet: reading a case study, reviewing the service scope or downloading a useful guide. Write the main action in plain language and make the next step predictable. A call to action should describe an action the website can actually complete.

AN EXAMPLE

For a design studio, a useful website goal may be helping a founder explain their project and request a conversation. A button called Start My Project should lead to a focused enquiry flow, with clear expectations about whether the request is sent automatically or opened as an email draft.

PUT IT INTO PRACTICE

- [ ] Describe the visitor's decision before naming pages.
- [ ] Choose one primary action and a useful supporting action.
- [ ] Explain what happens after the main action.

Try this: Write: This page helps [visitor] understand [offer] so they can [next action].

02 / THE PRACTICE

Build a page plan around real questions

Information architecture should help people find an answer.

Group the questions your visitors bring into a small, understandable page structure. A homepage can orient people, a service page can explain scope, work pages can show relevant examples and a contact page can support the next conversation. Add pages because they have a job, not because a competitor has them.

Plan the order of information within each page. Start with context, explain the offer, show relevant evidence and make the next step visible. Keep navigation labels familiar. Use headings that help a visitor scan the page and understand what a section contains. Important content should not depend on someone discovering a hover interaction.

AN EXAMPLE

A startup selling workflow software might organise the site around the product, who it helps, how it works, pricing and contact. A feature list becomes more useful when the reader can connect it to a task and inspect a relevant example.

PUT IT INTO PRACTICE

- [ ] Give every page a purpose and a primary audience.
- [ ] Use navigation labels people can predict.
- [ ] Connect related services, examples and contact steps.

Try this: Create a page list with three columns: visitor question, page answer and next action.

03 / THE PRACTICE

Write useful content before polishing the layout

Clarity is a design material.

Explain what the business does, who it helps and what the engagement or product includes. Prefer a concrete description over a broad promise. A visitor should not have to translate brand language before understanding the offer. Keep the headline focused and use supporting copy to answer the next practical question.

Use evidence carefully. Show real work, explain your role and make the limits of an example clear. Avoid unsupported outcome numbers or client quotations that have not been approved. Case studies can be valuable without dramatic metrics when they explain the problem, decisions and delivered work accurately.

AN EXAMPLE

Instead of We create amazing digital experiences, a service introduction could say We design websites and SaaS interfaces that help customers understand the offer and complete their tasks. The next paragraph can explain the scope, process and fit for the business.

PUT IT INTO PRACTICE

- [ ] Make the offer understandable without specialist language.
- [ ] Check every outcome number and attributed quotation.
- [ ] Use section headings that communicate useful meaning.

Try this: Rewrite your hero in three parts: the offer, the person it helps and a clear next action.

04 / THE PRACTICE

Make enquiries easier to complete

Ask for what the next conversation needs.

Choose form fields by what your team needs to respond. Name, email and a short description may be enough for an initial enquiry. Make optional fields visibly optional. Use clear labels that remain visible after typing, rather than relying on a placeholder as the only label.

Plan the validation and confirmation states with the form. Explain what needs correcting and how to fix it. Preserve entered information when possible. After submission, say what happened accurately: received, queued, failed or ready to send. A polished success message cannot substitute for a working delivery service.

AN EXAMPLE

An ebook form asks for a name and email. If the site can only provide an immediate PDF download, the confirmation should say Your guide is ready. It should only say Check your inbox after the configured email service has accepted the delivery request.

PUT IT INTO PRACTICE

- [ ] Remove questions that are not needed for the next step.
- [ ] Keep labels, required states and errors understandable.
- [ ] Verify the actual delivery path before promising a response.

Try this: For each field, write why you need it and what you will do with the answer.

05 / THE PRACTICE

Review the whole experience before launch

Look beyond the large desktop screen.

Walk through the website on a narrow screen, with a keyboard and under less comfortable conditions. Check the main reading order, link labels, image behaviour, tap targets, focus indication and form feedback. A page can look complete in a mockup while hiding an important interaction in the implemented version.

Review the technical basics with the development team: page titles, descriptive links, image sizing, loading behaviour, accessible structure and indexing settings. These checks support a clearer, more usable site; they do not guarantee traffic or enquiries. After launch, use real questions and observed problems to guide improvements.

AN EXAMPLE

A mobile menu can show every navigation label but omit the primary enquiry action. A launch check should verify that the action is visible, opens the correct form and remains usable when the keyboard or a dialog appears.

PUT IT INTO PRACTICE

- [ ] Test the primary journey on mobile and with a keyboard.
- [ ] Inspect forms, links, loading and empty or error states.
- [ ] Check public-domain links and remove preview-only indexing restrictions when publishing.

Try this: Ask someone outside the project to explain the offer and start an enquiry without your help.

MAKE IT YOURS

Turn the ideas into a working plan.

Use this page in a team conversation. Keep answers concrete, note the evidence and leave uncertain points open for review.

01 / The offer

Who do you help? What do you provide? What is outside the scope?

02 / The page structure

Which visitor question does each page answer?

03 / The proof

Which projects, examples and approved statements support the offer?

04 / The next step

What should a suitable visitor do? What happens after they do it?

05 / The launch check

Who will verify mobile, keyboard use, forms, links and public settings?

A fresh perspective.
A practical next step.

Start with one important page. Make its offer, evidence and next action easier to understand before changing every visual detail.

Mavocado designs websites, mobile apps and SaaS products around the people who use them and the businesses behind them. If you need help applying the ideas in this guide, start with the problem you want to make clearer.

TALK TO MAVOCADO

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About this guide

Original educational material by Mavocado Design. The examples are illustrative. Use the prompts as a starting point and check decisions with your users, product context and implementation team.

Further reading: W3C Web Accessibility Initiative - Forms Tutorial. Practical guidance on labels, instructions, validation and user feedback.
www.w3.org/WAI/tutorials/forms/