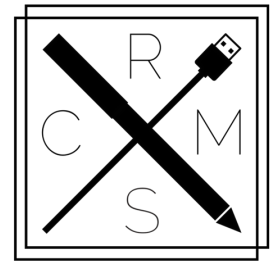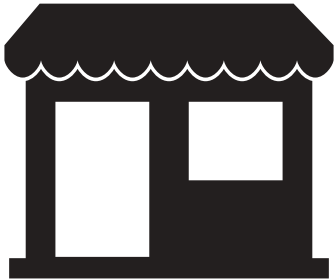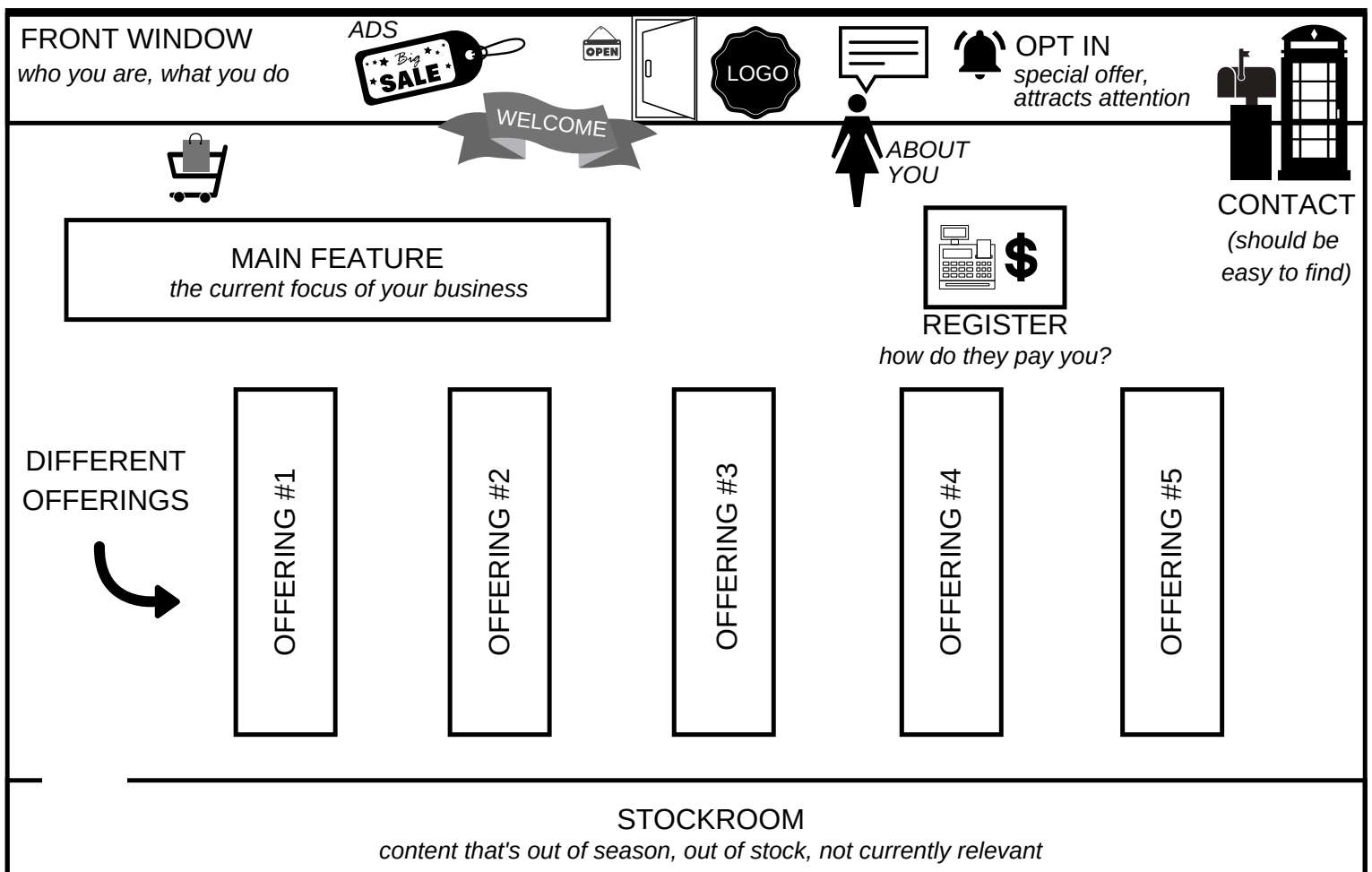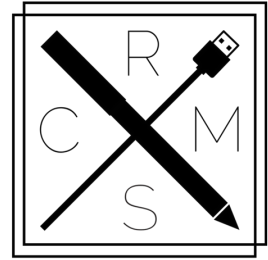# Your Digital Storefront

Designing a Website that Draws People In

I worked in retail for seven years, long enough to learn how a store is designed and why. Everything is strategically placed to draw people in from off the street, make it easy to find what they need, and get them to spend as much time and money as possible. If you treat your website like a store, you can learn how to attract people and keep them clicking just like a store keeps people shopping. Nobody likes wandering around a confusing, outdated, dingy store, so keep your website clean, attractive, well-organized, and up-to-date. Use this sample floorplan to get ideas about how to optimally organize your website.

FRONT WINDOW
who you are, what you do

ADS

SALE

OPEN

LOGO

WELCOME

OPT IN
special offer, attracts attention

ABOUT YOU

CONTACT
(should be easy to find)

MAIN FEATURE
the current focus of your business

REGISTER
how do they pay you?

DIFFERENT OFFERINGS

OFFERING #1

OFFERING #2

OFFERING #3

OFFERING #4

OFFERING #5

STOCKROOM
content that's out of season, out of stock, not currently relevant

Now It's Your Turn!

Fill in the template with your own website in mind.

Don't forget to think about how you'll decorate your "store" (website).
Use colors and fonts consistent with your brand.

FRONT WINDOW   *ADS*   🔔 OPT IN

OPEN

CONTACT

MAIN FEATURE $

DIFFERENT
OFFERINGS

OFFERING #1

OFFERING #2

OFFERING #3

OFFERING #4

OFFERING #5

STOCKROOM