



# Measuring and Proving Value in Web Design

**Tracking and Reporting Tips for Showing  
Material Improvement in Engagement  
and Conversion**

## Where to Focus the Client Consultation

It's about the customer and what they want, not what you want. When pitching to clients, spend the majority of your time and energy around what the customer of the client wants, does, and needs from the client organization. Be wary when the "customer" of the client is the CMO, the head of Sales, CEO etc...

Uncover real goals and validate and set real expectations. Entice conversation around creating customer-centric goals - what are the calls to action for each section, even page, of the site?

Remember customers of a site can be your partners, vendors, even employees as well!

## How Are You Measuring / Will They Measure Success from this Project?

Increasing sales is an ideal goal, but many businesses are unable to track this at basic levels, much less the influence of a new graphic or web design.

Consider ways to measure increased clicks, tracked traffic to lead forms or the webstore, and ideally to sales.

### FRONT-END REPORTING

Adobe's acquisition of Omniture will clearly give you in larger organizations an advantage here for web analytics traffic. For Freelancers and those of us in smaller organizations, Google Analytics still provides plenty of great insight into web traffic.

Where possible, outline metrics for success from tip to tail. Try to interest the client into sharing data on web traffic, repeat visits, time spent on pages - especially the ones you are designing or re-designing - and pathing. Ideally you will have these or some of these metrics before you start, so you can gauge improvement over time as the changes are implemented. Note: On less trafficked sites, consider the impact of internal traffic. How often are the sales and marketing people clicking through the pages you are working on. Do they use the site as a sales tool? These factors may influence outcomes. Many analytics tools including Google Analytics will allow you to remove internal traffic from the reporting.

More challenging will be statistics on web sales conversion to lead and sales. To enter this

conversation, understand that many mid and larger organizations track by program type (paid search vs email marketing as an example). Some also track by more awareness based measures like advertising and PR. Try again to interest the client in sharing the calendar of activities going on during your “before” tests to better understand the nature of web visitors hitting the site at this time.

## BACK-END REPORTING

The success of your designs are more difficult to measure on the back end, but you can look at increases in quantity, conversion rates, and types of web-driven leads. Are the leads you are getting since the change from larger or smaller companies, different verticals, job titles etc.? Conversion rates to customer or opportunity are relatively common these days, and are critical to gaining a very real measure of success in your web or graphic design project.

CRM providers such as [NetSuite](#), [Sugar](#), and [Salesforce.com](#) offer great solutions for tracking these sorts of metrics for organizations of all sizes.

Another simple way to measure is through the length of phone calls by direct sales. How long were they on the phone with these web-driven leads before and after, how many called the reps back. The use of dialers, telesales software integrated with CRM software like the ones above, and other call tracking products are abundant, and with a little engineering or excel work, you can get at these metrics without too much work.

## SUMMARY

There are many additional actions you can and may need to take to gain client trust. At this point you ought to have a good idea about what your prospective client is really investing in with a new / updated website. Getting clients to answer (and ask) the right questions takes some practice, so we recommend open-ended, probing questions about their customers, their desired business, and desires for a site/brand/logo.

To Learn More About Presenting to Clients, Download Our Whitepaper  
[“Marketing Your Freelance and Agency Services to Win Clients”](#).