

Designing Websites for 2016 and Beyond

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WordPress.com

AUTOMATTIC



Powers 1 in 4 websites

+25% of the web



Total WordPress Sites

+60m

Plugins

+25k

Upgrades

3

WordPress.com

+14m

Page Views

5 billion

Employees

+300

Remember When?

The screenshot shows the Apple website interface from 1996. At the top right, a date bar displays 'JULY 14'. The main header features the Apple logo and the text 'Welcome to Apple 1997'. A left-hand navigation menu includes links for 'Find It', 'Product Information', 'Customer Support', 'Technology & Research', 'Developer World', 'Groups & Interests', 'Resources Online', and 'About Apple'. Below this is a section for 'Apple Sites Worldwide' with a scrollable list of regions: Switzerland, Taiwan, Turkey, UK & Ireland, and United States. The main content area is divided into several promotional sections. A large banner for 'Introducing CyberDrive' features the IBM logo and the text 'Register today for a free CD-ROM.' To the right, there are two smaller promotional boxes: one for 'EMATE 300' with the tagline 'Mobile, Affordable, & Smart' and an image of a laptop, and another for 'MOVIES FROM MARS' with the tagline 'QuickTime VR Takes You Out of this World' and an image of a QuickTime VR icon. At the bottom, a 'What's Hot' section contains two columns of text. The left column is titled 'Preorder Mac OS 8' and describes the new operating system. The right column is titled 'Be the First to Know' and encourages users to check 'Hot Mac Products' for software releases.

Find It

Product Information

Customer Support

Technology & Research

Developer World

Groups & Interests

Resources Online

About Apple

Apple Sites Worldwide

Switzerland

Taiwan

Turkey

UK & Ireland

United States

JULY 14

Apple

Welcome to Apple 1997

Introducing CyberDrive

Register today for a free CD-ROM.

EMATE 300

Mobile, Affordable, & Smart

MOVIES FROM MARS

QuickTime VR Takes You Out of this World

What's Hot

Preorder Mac OS 8

Now you can [preorder Mac OS 8](#), described by Macworld as "the most comprehensive update to the Mac OS in years, sporting a bold new

Be the First to Know

Learn about new Macintosh software releases the moment they become available. Check [Hot Mac Products](#) to hear about programs like Speed

Apple website, 1996

That Was Then. This is Now.



Mac

iPad

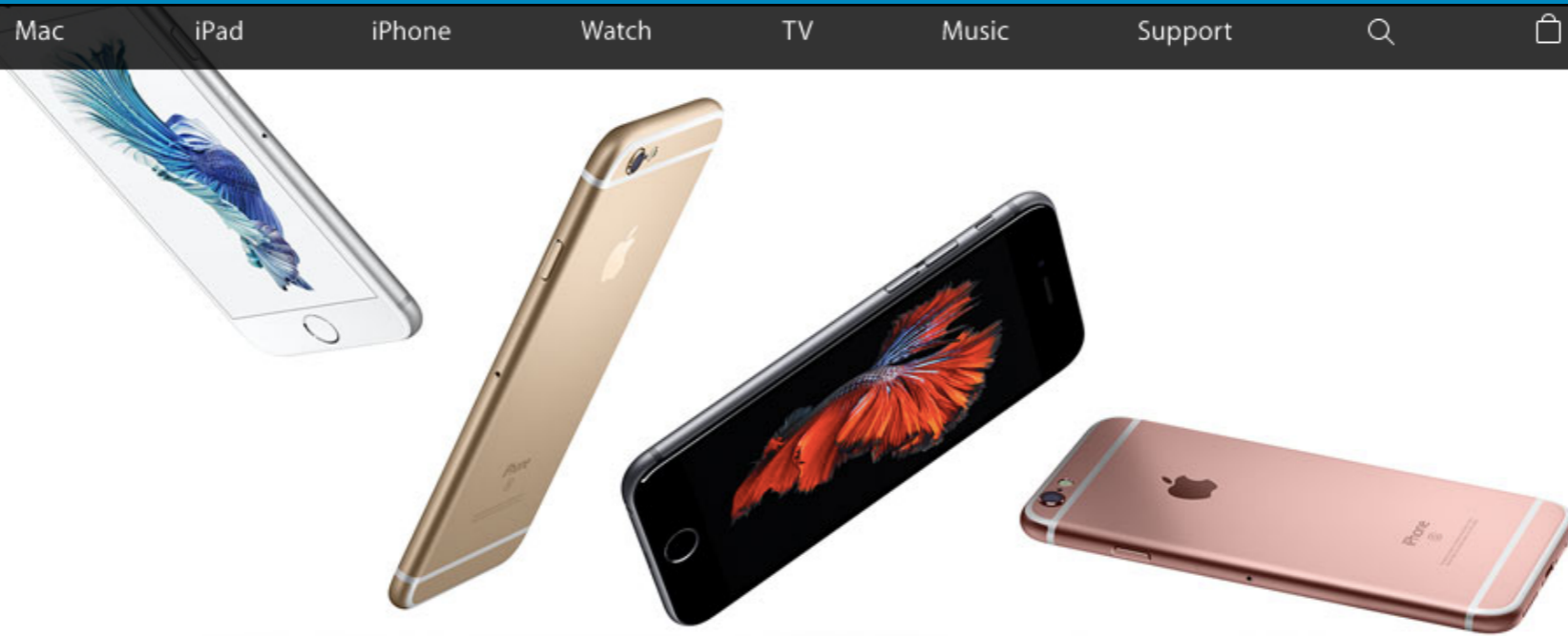
iPhone

Watch

TV

Music

Support



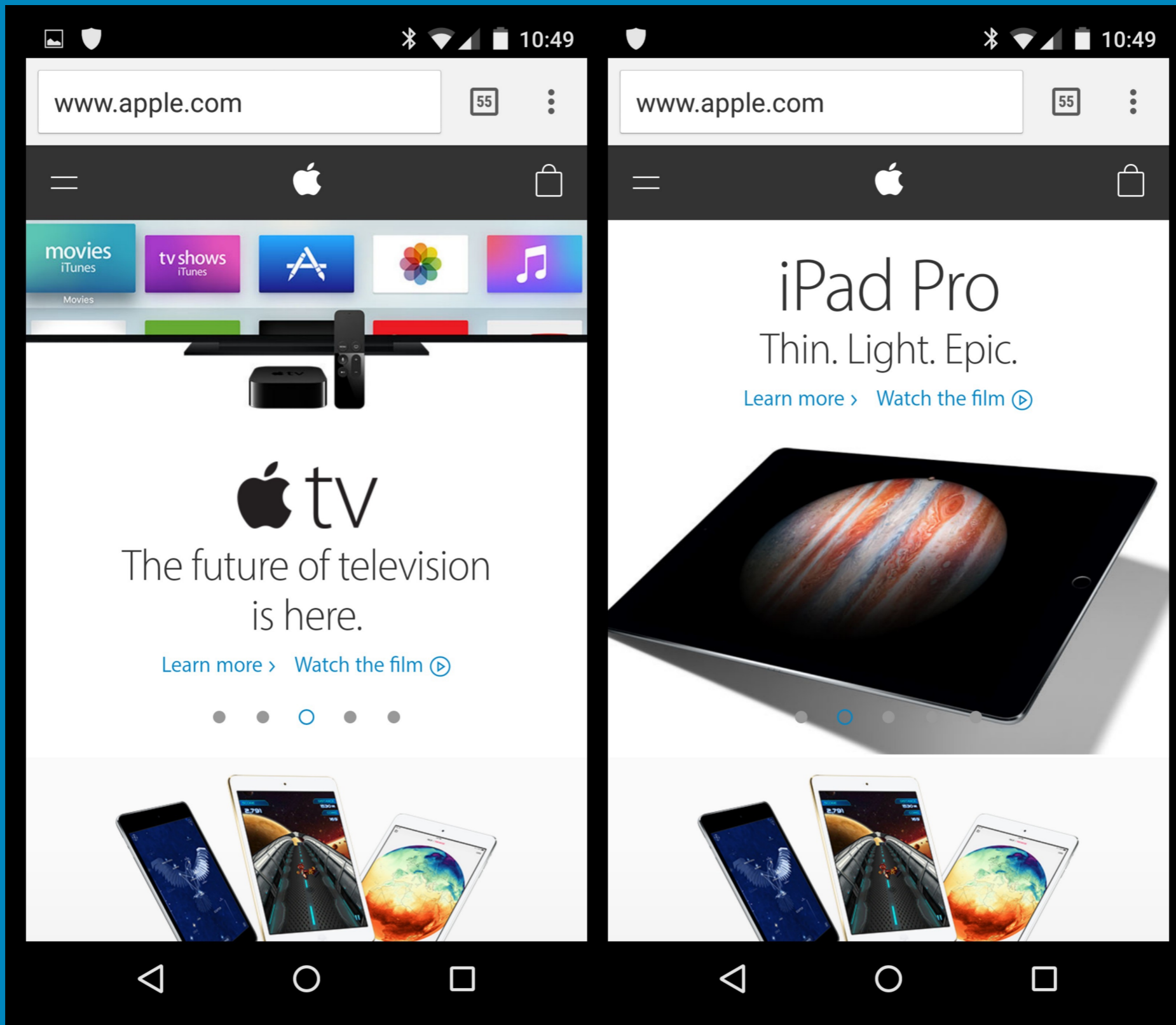
iPhone 6 [S]

The only thing that's changed is everything.

[Learn more >](#) [Watch the film ▶](#)



Beyond the Desktop



Elements of a Successful Website

- Mobile-friendly and responsive
- Clear Calls to Action
- Fast
- Easy navigation
- Socially engaged
- Accessible
- Clear, compelling story



Mobile-Friendly, Responsive

CHRISTMAS (BLEND) CAME EARLY ONLINE. [Shop Holiday Coffees](#) »



COFFEE

MENU

COFFEEHOUSE

RESPONSIBILITY

CARD

SHOP

1912 PIKE BLOG



My Bag



Find a Store

| Sign In

Search this site



Red cups of cheer are here

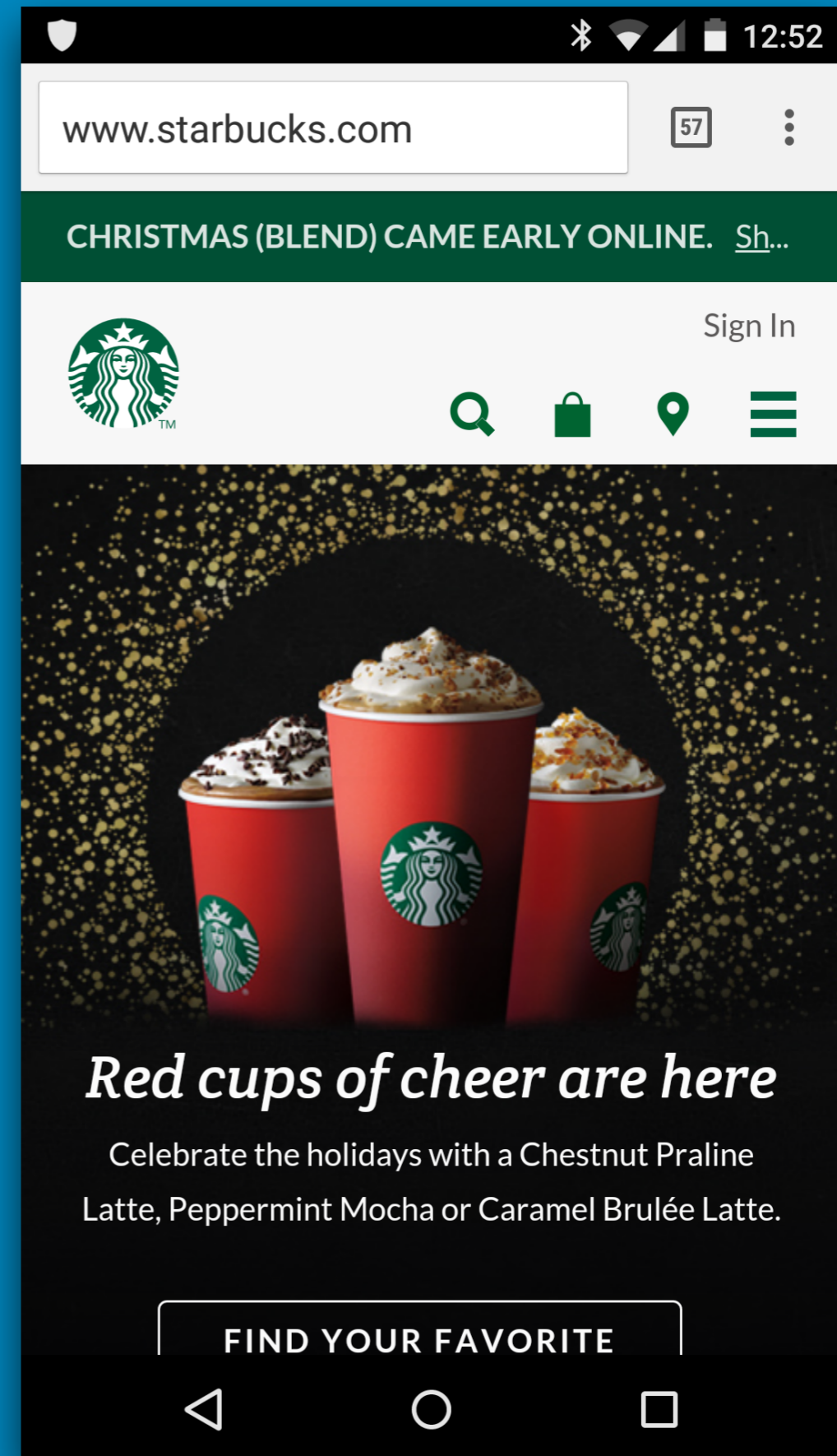
Celebrate the holidays with a Chestnut Praline Latte, Peppermint Mocha or Caramel Brulée Latte.

FIND YOUR FAVORITE



Ready for your mobile closeup?

- Consistent branding across all devices
- Fast load time
- Consistent use of standard iconography
- Fresh content
- Google's Mobile-Friendly Test: <https://www.google.com/webmasters/tools/mobile-friendly/>



Clear, Streamlined Calls to Action



What do you want your visitors to do?

Fast, Fast, and Also...Fast

- **Your site speed and performance affect your bottom line. Period.**
- **1 in 4 people abandon a website if its page takes longer than 4 seconds to load.¹**
- **4 in 10 Americans give up on a mobile shopping site if it takes more than 3 seconds to load.²**
- **Site Speed Test: <http://tools.pingdom.com/fpt/>**

^{1,2} Fast Company, <http://www.fastcompany.com/1825005/how-one-second-could-cost-amazon-16-billion-sales>

Easy Navigation

- Can your visitors find their way around your site?
- Does your menu reflect your brand?



bring your family tradition to the table save on NESTLE ABUELITA. nestle la lechera. lleva tu tradicion a la mesa. ahorra en products NESTLE.



sign in / account

my store
Willowbrook

weekly ad

gift cards

lists / registries

REDcard



the holiday odyssey
interactive storybook

shop all categories

all search



your cart



clothing, shoes & jewelry

baby & kids

home, furniture & patio

electronics & office

toys & video games

movies, music & books

sports, fitness & outdoors

beauty, health & pharmacy

grocery, household & pets

gifts, parties & holiday

clearance & deals

Christmas

all categories

free shipping & returns on every order. view details

BOGO 50% OFF*

dress your fam for every occasion. online only.

clothing

shoes

accessories



Black Friday



view the ad. plan to save.

spend \$125,
save 20%



save on surprises.

10% off Star Wars toys* &



this way to the best presents ever. shop kids' gifts.

bring your family tradition to the table save on NESTLE ABUELITA. nestle la lechera. lleva tu tradicion a la mesa. ahorra en products NESTLE.



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your cart



- clothing, shoes & jewelry
- baby & kids
- home, furniture & patio
- electronics & office
- toys & video games
- movies, music & books
- sports, fitness & outdoors
- beauty, health & pharmacy
- grocery, household & pets
- gifts, parties & holiday
- clearance & deals
- Christmas
- all categories

movies

movie deals

- new
- pre-orders
- best sellers
- Only at Target
- Blu-ray
- kids' & family
- all movies

TV shows

TV show deals

- new
- pre-order
- best sellers
- Blu-ray
- kids' & family
- all TV shows

music

music deals

- new
- pre-orders
- best sellers
- Only at Target
- Beats Music for Target
- kids' music
- vinyl
- all music

books

books deals

- new
- pre-orders
- best sellers
- Only at Target
- Target Club Picks
- New York Times Bestsellers
- cooking, food & wine
- fiction & literature
- kids' books
- teens' books
- parenting
- all books

related categories

- Blu-ray & DVD players
- musical instruments & karaoke
- iTunes & music gift cards



spend \$125,
save 20%



save on surprises.

10% off Star Wars toys* &



this way to the best presents ever. shop kids' gifts.

CHANEL



HAUTE COUTURE FASHION FINE JEWELRY WATCHES INSIDE CHANEL
FRAGRANCE MAKEUP SKINCARE SUNGLASSES
— SHOP ONLINE —



CAPITAL
Wine School

[CLASSES AND COURSES »](#) [CALENDAR](#) [PRIVATE EVENTS](#) [GIFT CERTIFICATES](#) [ABOUT US »](#)



Sommelier Classes



Wine Tasting Classes



Wine Business Classes



Masterclasses

Socially Engaged



- **Make your website your hub**
- **Promote your content on social channels**
- **Find your audience**
- **Share your story**

Accessible



- Does your site welcome ALL visitors?
- Accessible websites make good business sense.
- <http://www.w3.org/standards/webdesign/accessibility>

What's Your Story?



[STORY](#) [VISIT](#) [SHOP](#) [EVENTS](#) [WINE CLUB](#)

< Joy in Every Bottle >



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