Is Your Website Working for You?

By Clare Tries, CEO & Creative Strategist at Clash Creative

Your website is often the first impression a potential customer has of your business. A poorly designed website with unclear messaging can drive visitors away, while a well-optimized site can increase engagement and conversions.

This document covers UX/UI best practices, how to align your site with the buyer's journey, and how to apply the StoryBrand framework to create a more effective website.

What is UX/UI?

- UX (User Experience) refers to how users interact with your website. It includes elements like navigation, ease of use, and accessibility.
- UI (User Interface) focuses on the visual design, layout, and interactive elements that make up the website's appearance.

Why UX/UI Matters

Imagine walking into a grocery store where nothing is labelled, items are randomly placed, and you can't find a cashier. Frustrating, right? That's exactly how users feel when they land on a website with poor UX/UI.

Your website should be:
- Easy to navigate – Users should find what they need in under three clicks.
- Visually engaging – People skim content, so use headlines, images, and bold text.
- Clear in its messaging – Visitors should immediately know what you offer and what action to take.

How People Actually Use Websites

Key Behaviors:

- Attention spans are short – Most users leave a webpage within 15 seconds if they don't find what they need.
- Visitors follow an "F-Pattern" – They scan in an F-shape, reading headlines and bolded text before deciding to engage.
- Scrolling ≠ Engagement – Just because a page is long doesn't mean visitors read everything.

Takeaway: Your website must be scannable, clear, and visually engaging—otherwise, visitors will leave.

3 Biggest UX/UI Mistakes & Fixes

1. Cluttered or Confusing Navigation

"People shouldn't have to guess where to click."

- **Bad Example: Amazon's Website in 1999**
  - Overloaded with text links, making it hard to find anything.
  - No clear hierarchy—just a massive list of options.
  - View Amazon's 1999 Website

- **Fix: Modern Navigation Best Practices**
  - Look at Amazon's current site—it's simplified, with a search bar and clear categories.
  - View Amazon's Current Website

Quick Tip: Limit menu items to 5-7 categories and avoid cluttered dropdowns.

2. Too Much Text, Not Enough Visuals

"People skim—make it easy for them."

- **Bad Example: Craigslist**
  - A wall of text links with no images or hierarchy.
  - Overwhelming for users trying to find something quickly.
  - View Craigslist

- **Fix: Engaging Visuals That Guide Users**
  - Websites like Airbnb and

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Zillow use large, engaging images and minimal text.
- [View Airbnb](#) | [View Zillow](#)

Quick Tip: Use icons, images, and bullet points to make content digestible.

3. No Clear CTA (Call-to-Action)

"What do you want people to do? Book a call? Buy? Sign up?"

- **Bad Example: MySpace (2007)**
  - A cluttered homepage with no obvious next step.
  - Visitors were unsure where to click.
  - View MySpace in 2007

- **Fix: Strong, Clear CTAs**
  - Look at Netflix—its primary CTA is "Start Your Free Trial" with no distractions.
  - View Netflix

Quick Tip: Make CTAs action-driven and place them where visitors expect (top right, end of sections, etc.).

The StoryBrand Framework
StoryBrand is a messaging framework that makes your website clear, engaging, and conversion-focused.

The 7 Key Parts:
1. The Hero (Your Customer) – Your website is about them, not you.
2. The Problem – Highlight the issue they're facing.
3. The Guide (You) – Show how you help.
4. The Plan – Outline how to work with you.
5. The Call-to-Action – Tell them what to do next.
6. The Stakes – What happens if they don't take action?
7. Success – Show the transformation they'll experience.

The Buyer's Journey as a Flywheel
Traditionally, businesses have viewed the customer journey as a linear funnel—visitors become leads, leads convert into customers, and that's the end of the journey. But the best businesses today think of it as a flywheel, where customers don't just purchase but actively fuel future business growth by becoming advocates.

How the Flywheel Works:
1. Awareness: Attract visitors with clear, engaging messaging that speaks to their needs.
2. Consideration: Provide valuable content, social

proof, and clear paths to explore your offerings.
3. Decision: Make it easy for them to take action—clear CTAs, simple navigation, and a seamless experience.
4. Purchase: Ensure a smooth, frustration-free transaction or sign-up process.
5. Advocate: Continue to engage customers post-purchase, encouraging reviews, referrals, and loyalty.

Takeaway: Your website should not just focus on converting visitors but also on turning them into advocates who bring in more business. If any step in the journey is confusing or frustrating, you risk losing potential customers before they ever reach advocacy.

Aligning StoryBrand & UX/UI with the Buyer's Journey
Your website should guide visitors through the following journey:
- Awareness (Hook the Visitor): Does your homepage immediately communicate what you offer and why it matters?
- Consideration (Help Them Explore): Does your site have easy-to-navigate information (pricing, testimonials, FAQs)?
- Decision (Make It Easy to Act): Is your CTA clear and frictionless? Are there unnecessary steps blocking conversions?
- Purchase (The First Win): Once they convert, is there a smooth onboarding experience?
- Advocate (The Growth Loop Begins): Happy customers should become brand advocates. Do you collect reviews and referrals?

Takeaway: If any step is unclear or frustrating, visitors will leave.

How to Audit Your Website for UX/UI & StoryBrand Using AI
AI Website Audit Prompt
Copy and paste this prompt into ChatGPT (or any AI tool) and provide your website content + page description to get a customized audit!
AI Website Audit Prompt:
[Copy from here]
I need you to audit my website for both UX/UI best practices and the StoryBrand framework. Below, I will provide the content from my website along with a description of the page layout. Please analyze my site for clarity, navigation, user experience, and whether my messaging aligns with StoryBrand principles. Then, provide specific recommendations to improve

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engagement, conversions, and ease of use.

Step 1: My Website Goal
Before I paste my content, here is what I want my website to accomplish:
• *[Describe the main goal of your website (e.g., generate leads, sell products, book calls, build credibility, etc.)]*

Step 2: My Website Content & Layout
1. *Page Title: [Insert Page Title]*
2. *Hero Banner Content: [Copy & paste your homepage or landing page hero message]*
3. *Main Body Content: [Copy & paste the rest of the page content]*
4. *Call-to-Action (CTA): [Describe where your CTAs are and what they say]*
5. *Navigation/Menu Structure: [Describe your menu & key pages]*
6. *Visual Elements: [Describe how many images/ videos there are, if any. Are they stock or original? Where are the CTA's placed on the page? How is the content structured?]*

Step 3: What I Need from You
StoryBrand Audit:
• Does my hero message make it clear what I do, who it's for, and what action to take?
• Am I positioning the customer as the hero and my business as the guide?
• Does my website clearly outline the customer's problem, solution, and a plan?
• Are my CTAs strong, clear, and placed correctly?

UX/UI Audit:
• Is my navigation intuitive, or is it confusing/ cluttered?
• Is my content easy to skim (bold headlines, bullet points, short paragraphs)?
• Am I using high-quality visuals that enhance engagement?
• Does my website work well for mobile users?

Actionable Recommendations:
• What specific improvements would you suggest?
• How can I make my messaging clearer?
• How can I improve navigation and overall user experience?
• Are there any SEO or accessibility issues I should

fix?

After analyzing, please provide a structured response with:
1. Overall Summary (What's working, what's not)
2. StoryBrand Fixes (Messaging & content recommendations)
3. UX/UI Fixes (Navigation, design, and layout improvements)
4. Final Takeaways & Action Steps
[End copy here]

How to Use This:
• Paste the prompt chain into ChatGPT or another AI tool.
• Fill in the highlighted sections: Copy & paste your website content and describe your page layout.
• Review the AI's suggestions and use them to refine your website.

Pro Tip: The more detail you provide (e.g., "My homepage has a banner with a rotating image slider and a menu with 10 items"), the better insights AI will generate.

Final Takeaways
• Navigation should be intuitive. If visitors can't find what they need in 3 clicks, they'll leave.
• Use visuals strategically. Images and icons help guide the user's attention. Owned images are always better than stock images.
• CTAs must be clear. Every page should have a strong, visible action step.
• Your messaging should be customer-focused. Make your audience the hero of the story.
• Your website should work seamlessly across devices. Mobile optimization is non-negotiable.

Next Steps
1. Use the AI audit prompt to analyze your current website.
2. Make small, impactful changes based on UX/UI best practices.
3. Align your website messaging with StoryBrand principles.
4. Track improvements in engagement and conversions.

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The best websites combine great design with great storytelling—one without the other won't get results!

ABOUT THE AUTHOR

Clare Tries

Is the founder of Clash Creative, a marketing agency dedicated to helping businesses craft websites that engage audiences and drive results. With over a decade of experience in IT and marketing, Clare excels at developing strong marketing strategies that reduce those overwhelm of running successful campaigns. She also recently launched a training program to make effective marketing solutions accessible to businesses of all sizes, helping them achieve their goals with clarity and confidence.