

COMPLETE YOUR WEBSITE REDESIGN WITH LESS MEETINGS & BETTER RESULTS



A 19th century Italian economist's insight applied to web design

Vilfredo Pareto was an economist who studied the distribution of wealth in Italy and noticed that roughly 80% of the land was owned by 20% of the population.

After further investigation, he found this approximate 80/20 pattern appeared in many other areas. Since Pareto's observation, this imbalanced relationship in data sets has been observed in a wide variety of areas from music downloads, to movie sales, to your website page visits.

80% OF COUNTRY'S WEALTH OWNED BY

20% OF POPULATION

80% OF BOX OFFICE REVENUE

1.3% OF MOVIES | from a study of 300 movies in a 18- month period

center investment where attention is concentrated

Steward applies the Pareto Principle in our strategic planning process (ESD) by:



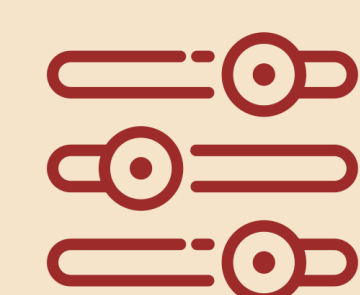
Analyzing

Analyzing your data to expose the 20% messaging, content, and layouts that receive 80% of user attention.



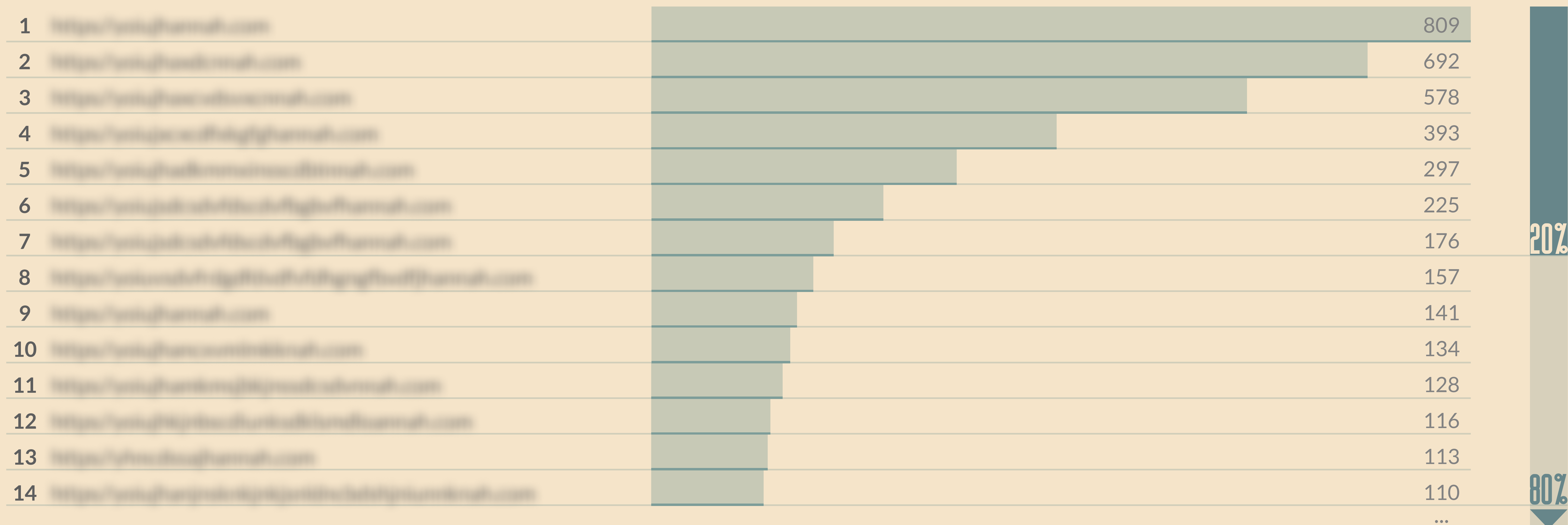
Investing

Investing more in the strategy for the redesign of these top 20% pages.



Flexibility

Decisions in these core pages are used to create flexible layouts that are carried over to organize your 80% lower-use pages.



The top six pages above capture the bulk of the visits of the entire website, an 80 / 20 distribution.

The cost of treating everything as equally important

We provide fixed quote proposals, but most agencies' proposals are estimates. This puts your project on a time-based billing model, where they're rewarded for working more. Because of this, they're incentivized to treat every page as equal and requiring equal time to develop. Beyond their direct costs though, **this approach eats up your staff's time in feedback and meetings**, with much of it not actually moving your project forward.

Source: Otter.ai, "Cost of Unnecessary Meeting Attendance" report

ANNUAL COST OF TIME IN MEETINGS PER PERSON



observe this pattern on your website

Does your website have an unequal distribution of attention? **It does!** Open the "Pages & Screens" report in your Google Analytics. You'll notice a curve of dropping sessions as you scroll down. Observe the difference between the top 1 - 3 and the bottom 15 - 17.

