

WEBINAR: MONO X SUNRISE SYSTEM

# 2020 WEBSITE DESIGN & SEO TRENDS

Featuring experts in website design from  
Mono & SEO from Sunrise System



MONO x SUNRISE SYSTEM

# TODAY'S PRESENTERS

We're thrilled to be welcoming two experts today in website design *and* search engine optimization (SEO)!



**Jasmine de Guzman**

Partner Marketing Manager



**Mike Birkey**

Senior Designer at  
Mono Solutions



**Mateusz Osiecki**

Int'l Partnerships  
Manager at Sunrise  
System

# ABOUT MONO & SUNRISE SYSTEM

We're sister companies from the SMB division of Bauer Media Group



White-label platform for building and selling websites and other digital products to SMBs

For more, visit [monosolutions.com](https://monosolutions.com)



Leading provider of SEO services to drive traffic and conversions for SMBs

For more, visit [sunrisesystem.pl/en/](https://sunrisesystem.pl/en/)

# TODAY'S AGENDA

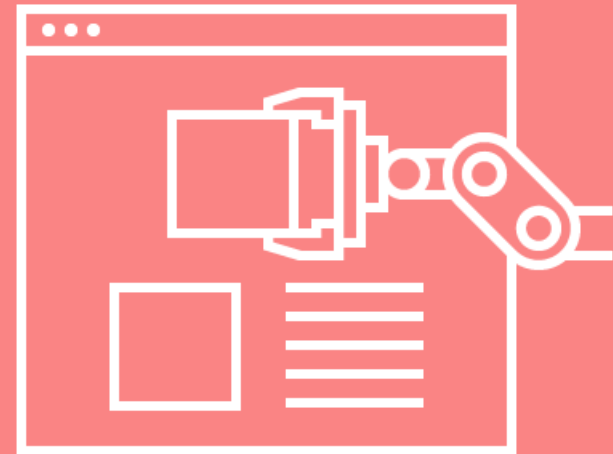
We're going to cover a few of the most important trends for 2020.

- WHY STAY UP-TO-DATE WITH 2020 TRENDS
- SEO TRENDS
- WEBSITE DESIGN TRENDS
- Q&A



WHAT'S NEW IN 2020

# Why stay up-to-date on website & SEO trends?



# WHY FOCUS ON SEO?

## #1

Search algorithms are constantly evolving - and ongoing optimizations need to be made

## #2

SMBs rely on you to help drive traffic to their website (and compete against corporations!)

## #3

More traffic, drives more conversions and ultimately more online success!

# WHY FOCUS ON WEBSITE DESIGN?

**#1**

It's becoming more intertwined in the actual functionality of a website

**#2**

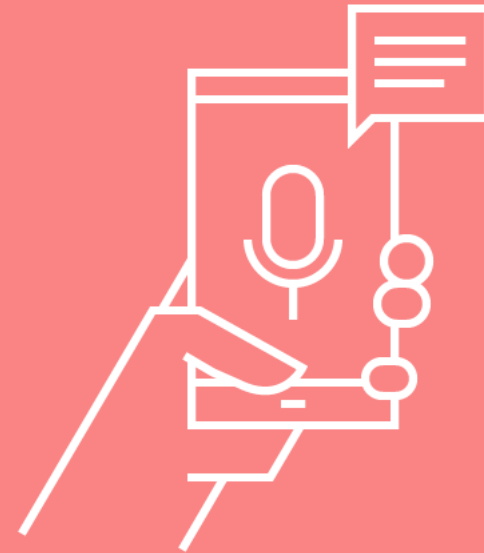
It can significantly impact the conversion rate of a website

**#3**

It's gives SMBs the opportunity to authentically showcase their business

WHAT'S NEW IN 2020

# Let's get started with SEO trends



# SEO TRENDS #1: NATURAL LANGUAGE

# TREND #1: NATURAL LANGUAGE



# WHAT IS THE BERT ALGORITHM?

- BERT - a more natural search result
- A new UPDATE recently implemented by Google
- MAY affect about 10% of search results

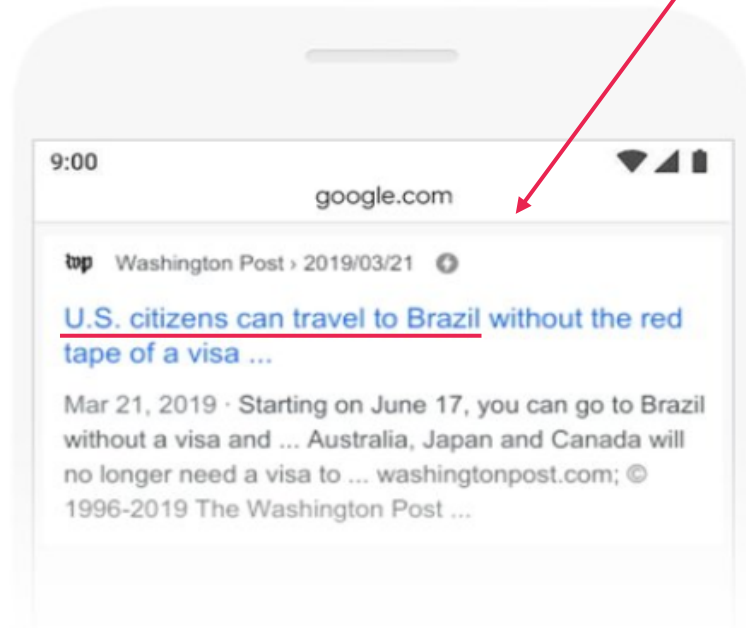


# EXAMPLE

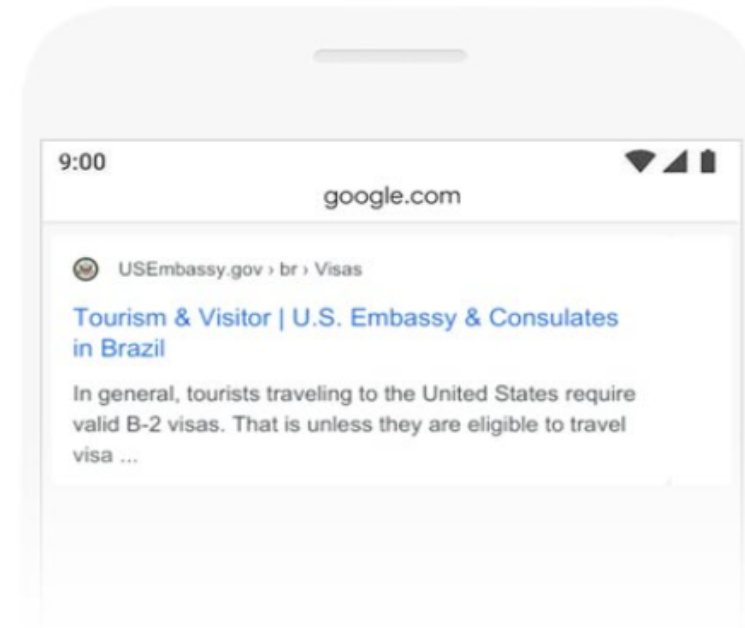


2019 brazil traveler to usa need a visa

BEFORE



AFTER





# WHAT ARE THE SEO IMPLICATIONS OF BERT ?

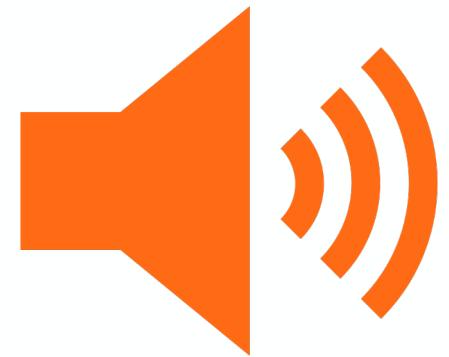
- Avoid artificial content saturation with unnaturally increased number of keywords
- Write content simply and with users in mind, not robots
- Always focus on your customers and on the quality instead of the quantity of your content



# SEO TREND #2: VOICE SEARCH

# WHY IS VOICE SEARCH GROWING SO QUICKLY?

- Searching with your voice is almost 4 times faster than typing
- Faster searches means faster answers
- Voice search is more convenient



# WHAT DOES THIS TYPE OF SEARCH AFFECT?

- HOW people search



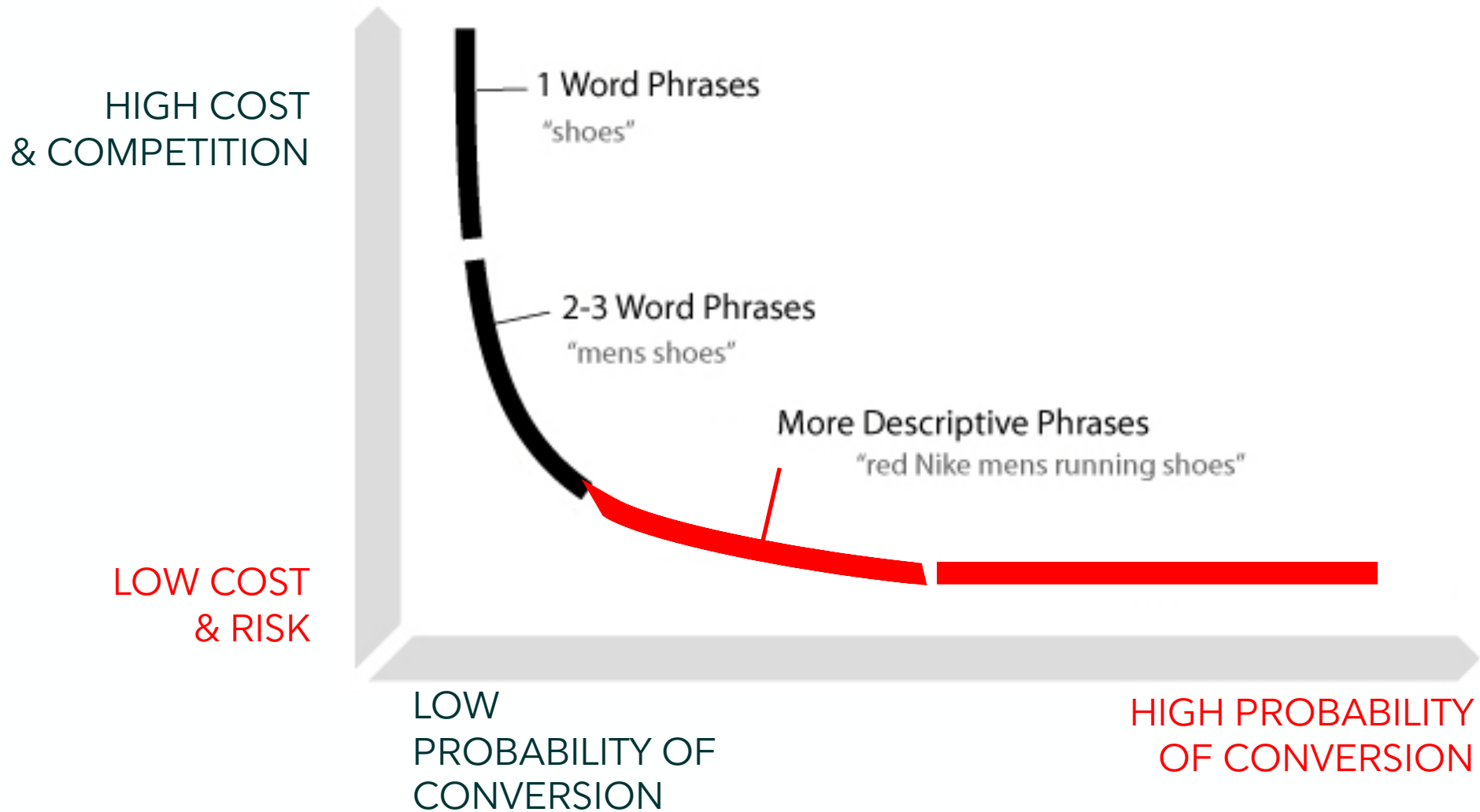
- WHERE people search



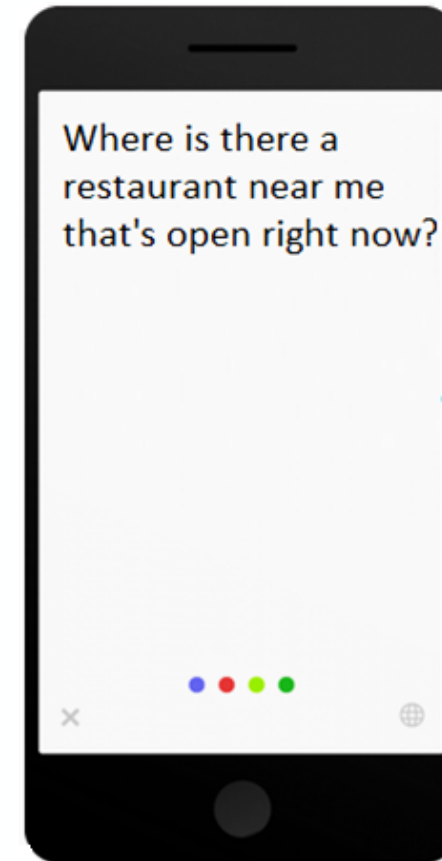
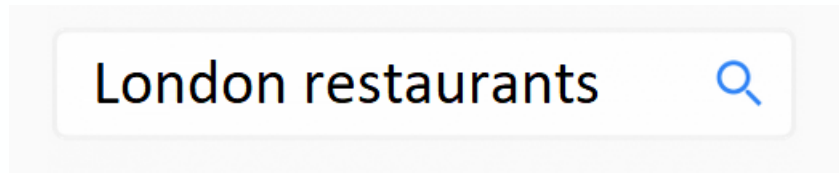
- HOW people get search results



# LONGER KEYWORDS = BETTER CONVERSION



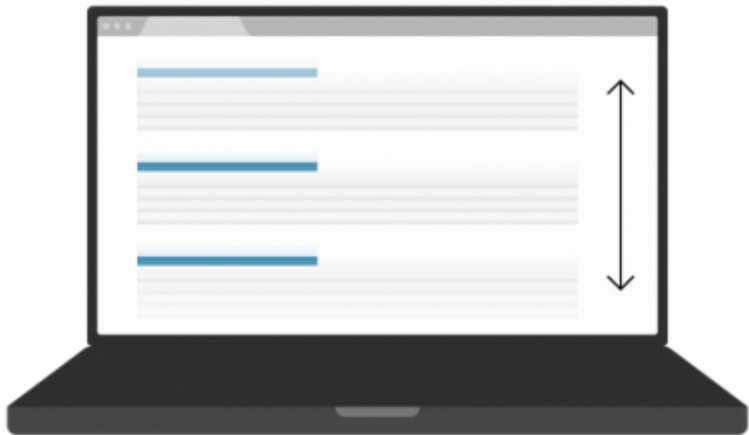
# WHERE PEOPLE SEARCH



- SEO activities must be prepared for keywords you use, because they will be very different than if you typed it out.
- Local business - optimize around terms that voice searches use.

# SEARCH RESULT

List of search results



Voice answer to the question

How many countries are there in the world?

There are 195 countries in the world.



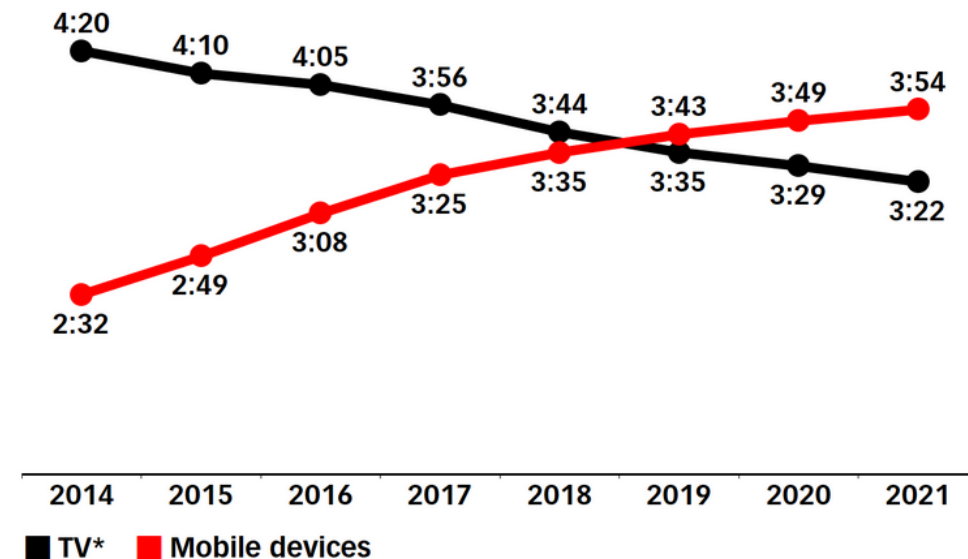
**SEO TREND #3:  
CONTINUED OPTIMIZATIONS  
FOR MOBILE**



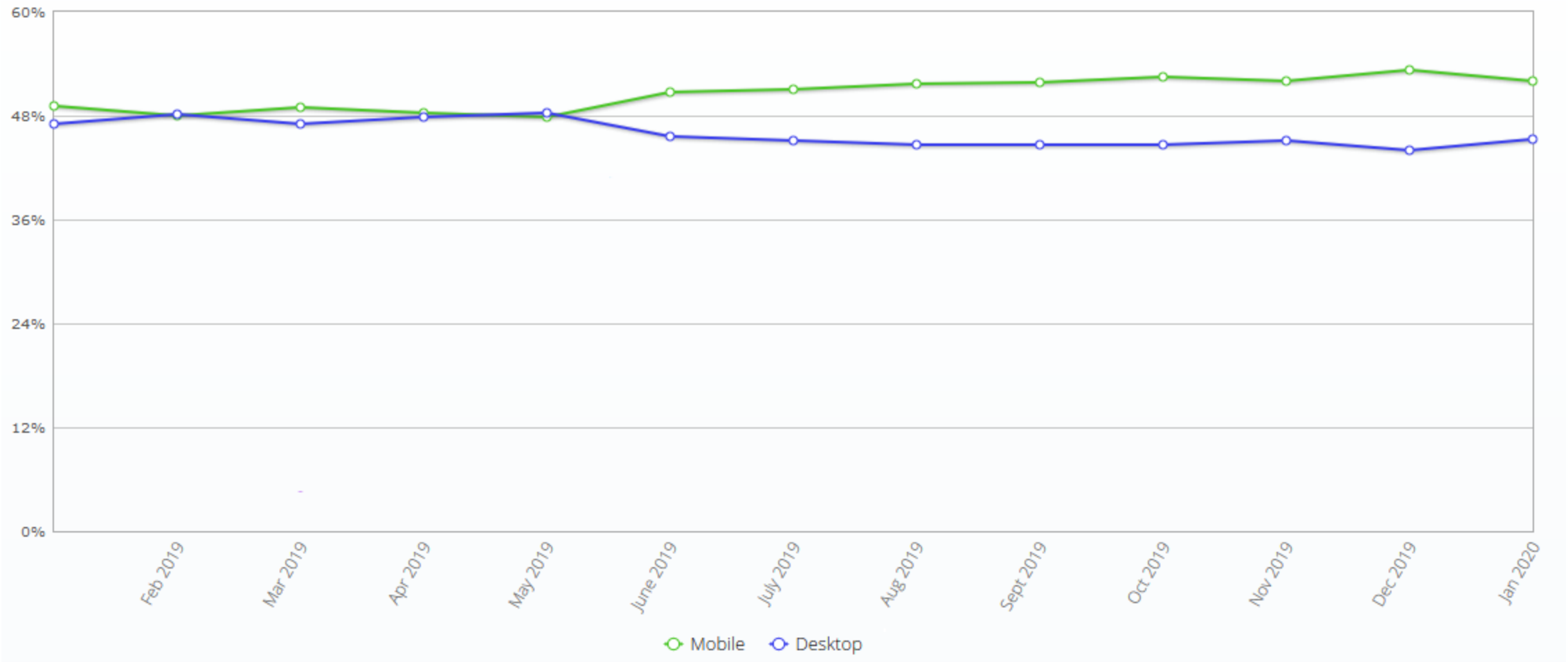
# WHAT ARE THE SEO IMPLICATIONS OF MOBILE ?

- Google robots only access websites as if it were on a mobile device
- “Mobile First” is new reality for 2020
- Mobile revenues are set to exceed these of the web market
- Continuous growth of time spent online on mobile devices

**TV and Mobile Devices: Average Time Spent in the US, 2014-2021**  
*hrs:mins per day among population*



# DESKTOP VS MOBILE MARKET SHARE WORLDWIDE



# MOBILE UX WILL KEEP ON AFFECTING SERPS SIGNIFICANTLY

CONSUMERS SEARCH WITH LOCAL INTENT ACROSS DEVICES

**4 in 5** consumers conduct local searches on search engines. They search on:



 **88% Smartphone**



 **84% Computer/Tablet**

# SUMMARY

Long-tail keywords are natural language patterns typically found in **voice search**



The longer-tail keyword the more likely they are searched verbally rather than manually

Model that takes into account **all possible variations, syntax and inflection**



Do not concentrate on a shortlist of key words but optimize entire content

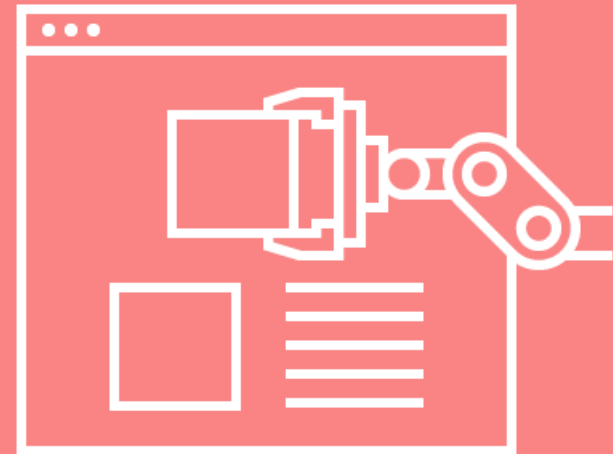
**Stop treating SEO as an add-on to your digital strategy.**



**Treat it as a key element of your business plan!**

WHAT'S NEW IN 2020

# Let's continue with trends in website design



# WEBSITE TREND #1: ACCESSIBILITY

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Websites should be accessible for everyone - regardless of their ability.

- Inclusive design principles
- New legislation is being introduced
- Accessibility is important as part of Google Lighthouse audit
- Use Global Colors and Global Design to adhere to WCAG standards



# EXAMPLES OF COLOR CONTRASTS

**Aa**

Contrast = 9.03 AAA

Text  
**#E4D670**

Button Text

	Aa	Aa	Components
WCAG AA	✓	✓	✓
WCAG AAA	✓	✓	

**Aa**

Contrast = 9.03 AAA

Text  
**#252178**

Background  
**#E4D670**

Button Text

	Aa	Aa	Components
WCAG AA	✓	✓	✓
WCAG AAA	✓	✓	



# WEBSITE TREND #2: DESIGN LAYOUT

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The layout of websites has significantly changed over the past 10 years.

Do you remember when this was a trendy design for websites?



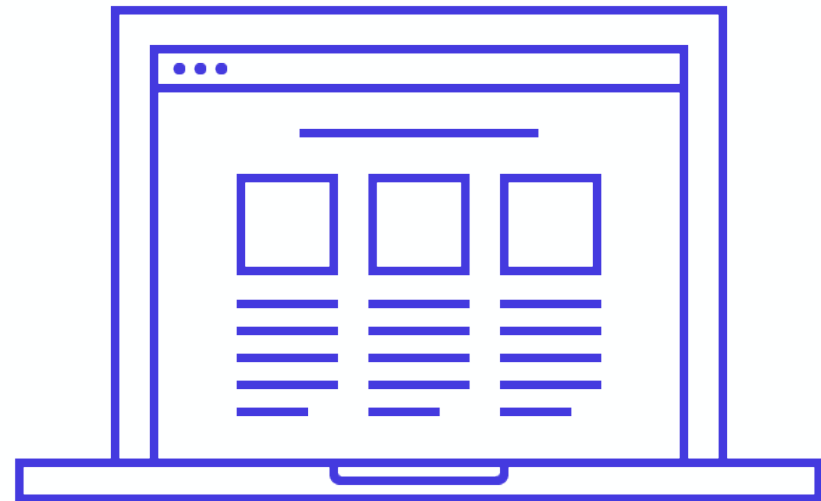
# TREND #2: DESIGN LAYOUT

Website layout can impact how a visitor engages with your SMB clients' website.

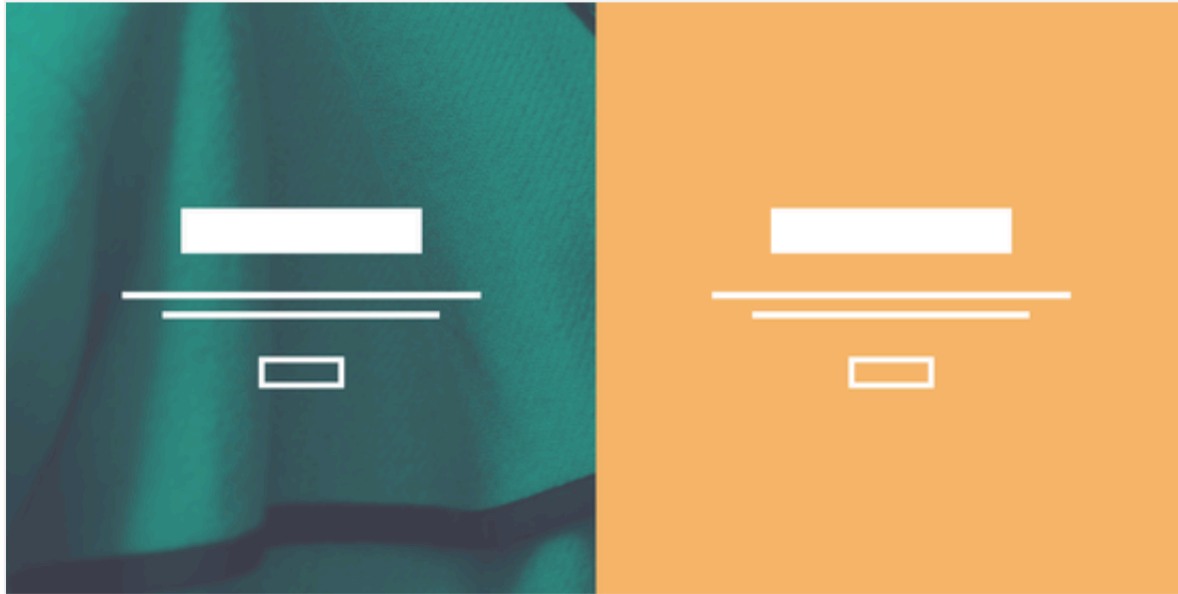
In 2020, the design layout trends to consider are:

- Layouts with white space
- Split screen layout

Both trends focus on making content easily scannable for visitors, and also work great on tablets and mobile!



# EXAMPLES OF DESIGN LAYOUT

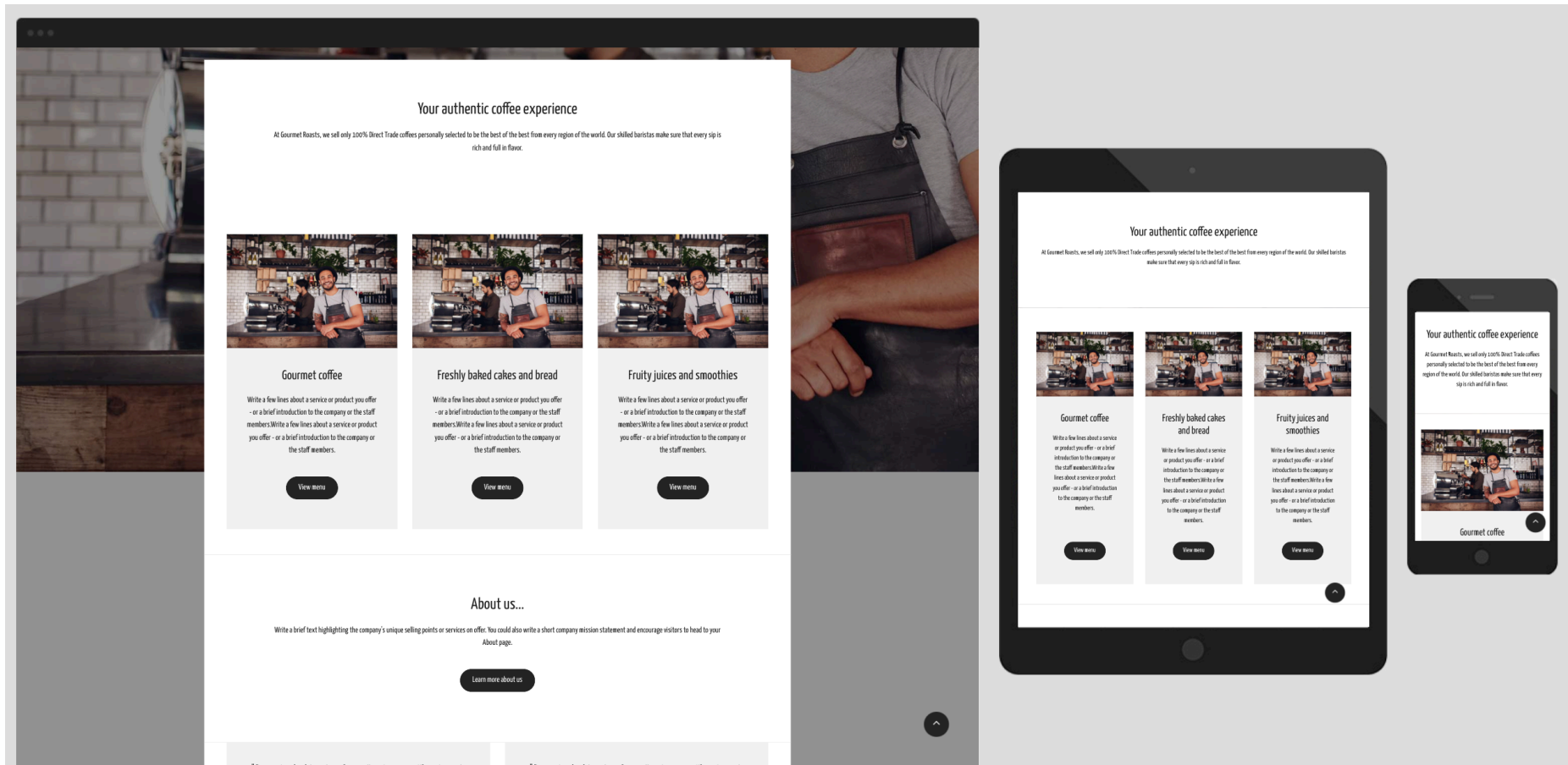


Split screen design

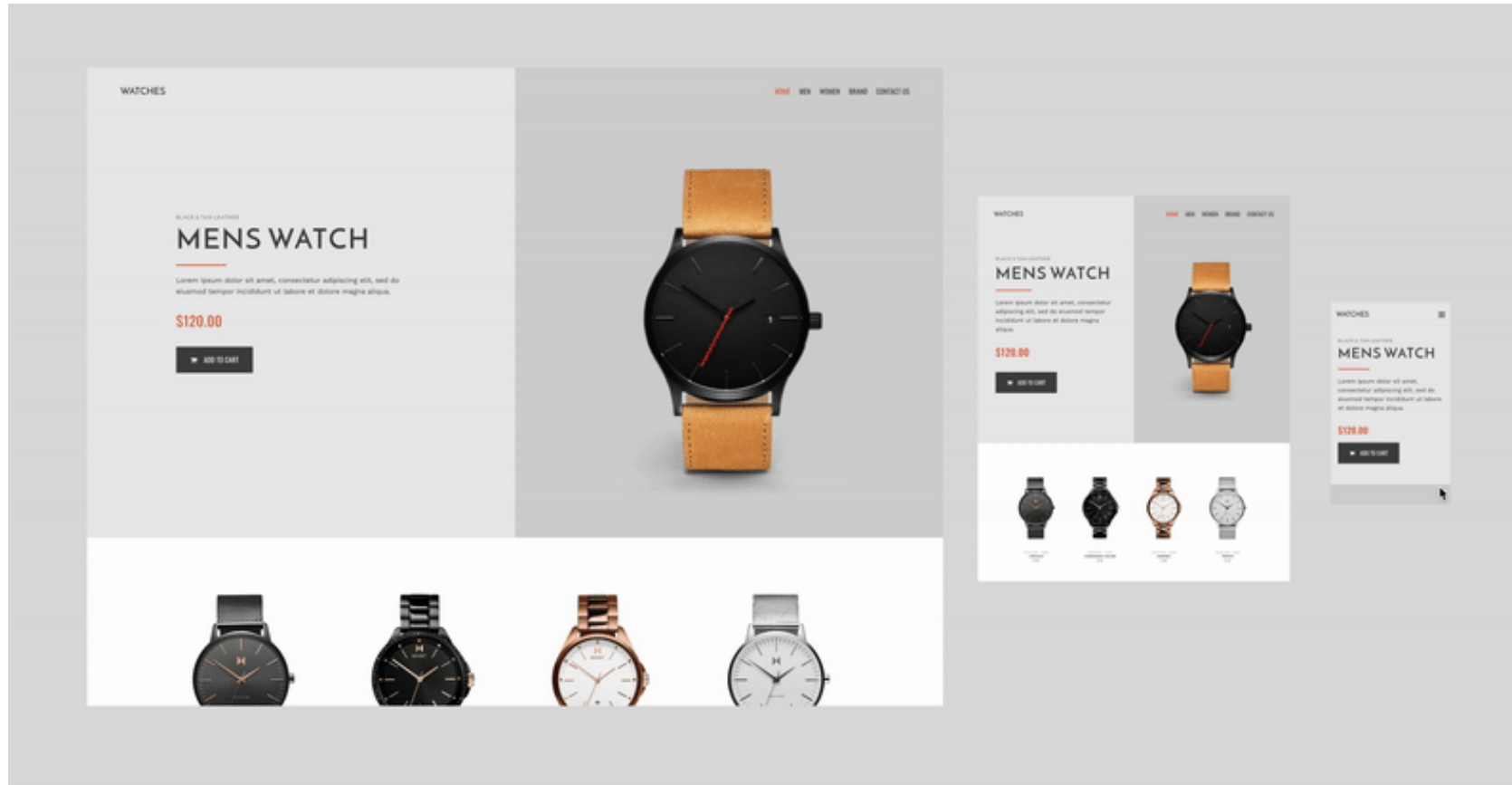


White space

# EXAMPLE OF WHITE SPACE LAYOUT



# EXAMPLE OF SPLIT SCREEN DESIGN



# WEBSITE TREND #3: ENGAGING DESIGN

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Website visitors needs a clear path to conversion on a website.

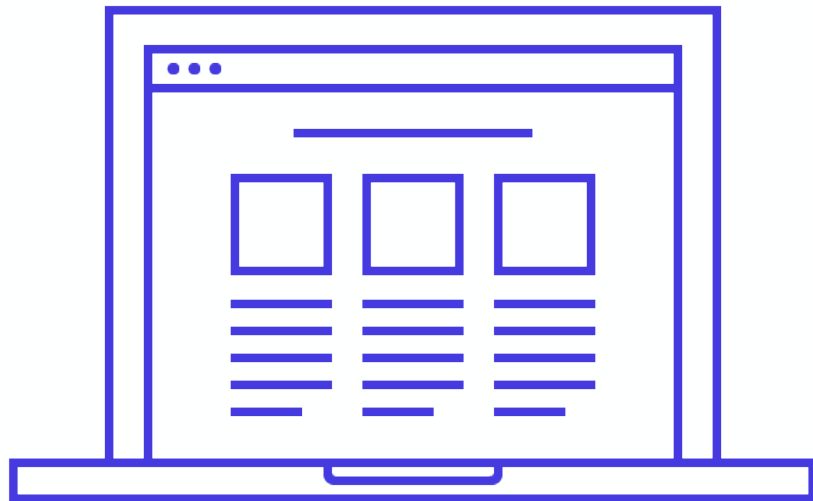
What do you think is the intended path of conversion for visitors on this website?





# TREND #3: ENGAGING DESIGN

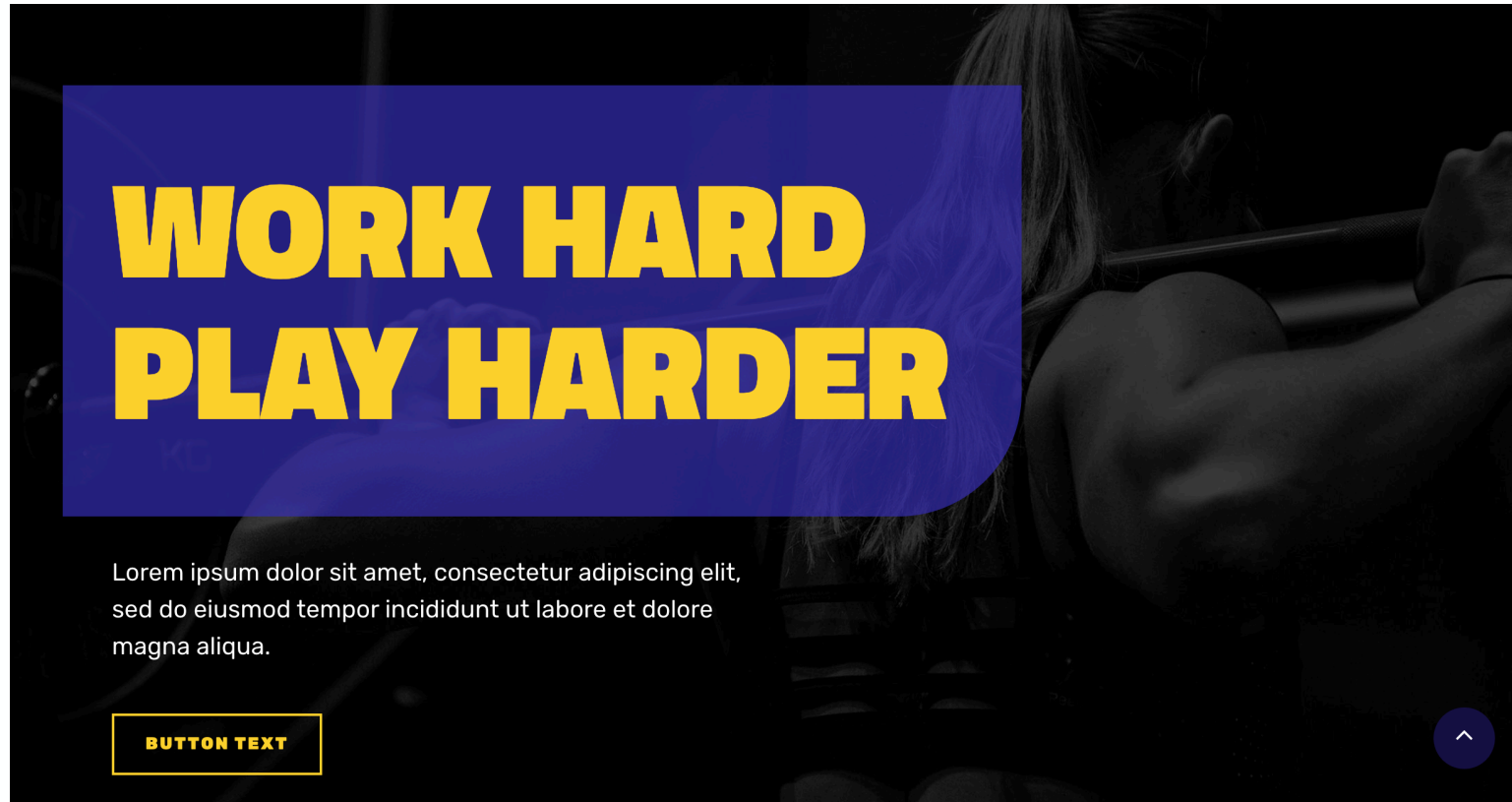
Driving traffic to your website is great - but you also need to engage visitors!



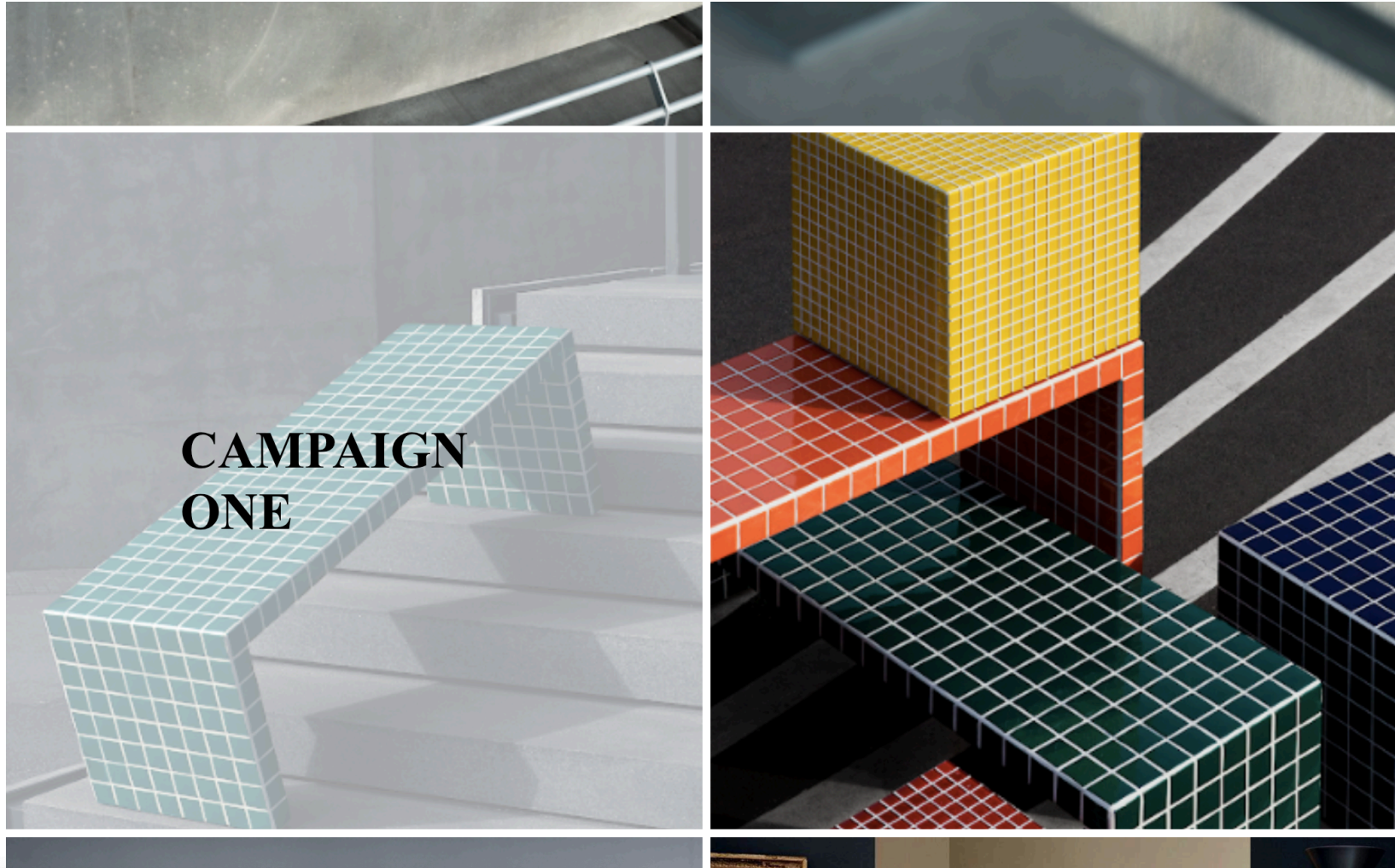
Key trends to consider for engaging design on website in 2020 are:

- Row sliders
- Clear CTA & navigation
- Button colors & hover states
- Bold typography

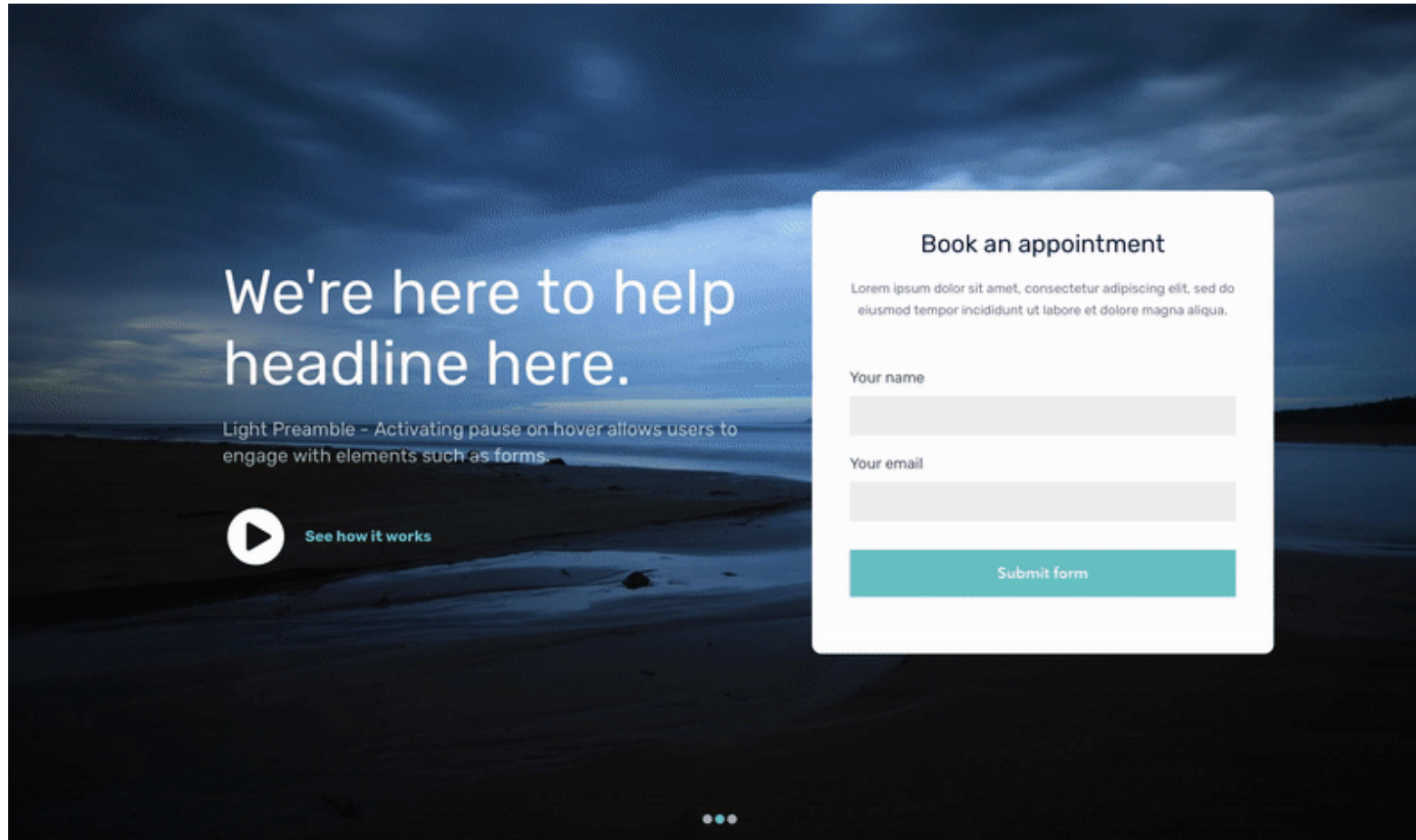
# AN EXAMPLE OF BOLD TYPOGRAPHY



# AN EXAMPLE OF HOVER STATES



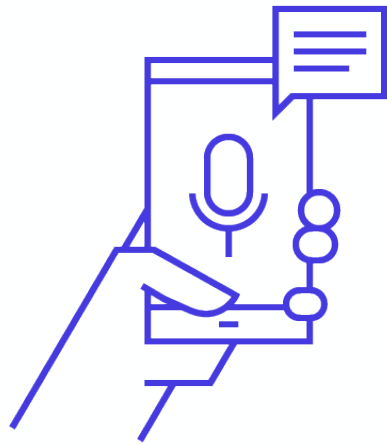
# EXAMPLE OF ROW SLIDER WITH CTA



# QUICK SUM UP

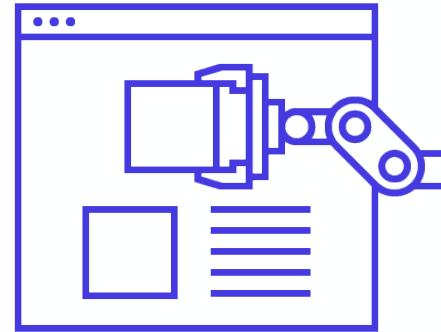
# A QUICK SUM UP

Key 2020 trends to keep an eye on for your SMB clients



## SEO Trends

1. Natural language search
2. Voice search
3. Mobile SEO



## Website Design Trends

1. Accessibility
2. Design layout
3. Engaging design

# GET YOUR COPY!

We're launching a 2020 Guide to Website Design Trends.

The Mono Education & Design team has been hard at work putting together a Guide: Website Design Trends 2020.

You'll get a pre-release copy in the follow up email with their tips and tricks, and how to implement them on Mono Websites!





# QUESTIONS?





# FEEL FREE REACH OUT:



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# THANK YOU



**Meet Mono & Sunrise System at:**

March 16-18 at Cloudfest

May 24-27 at Siinda & vdav

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