



WHY DESIGN MATTERS

FIRST IMPRESSION COUNTS

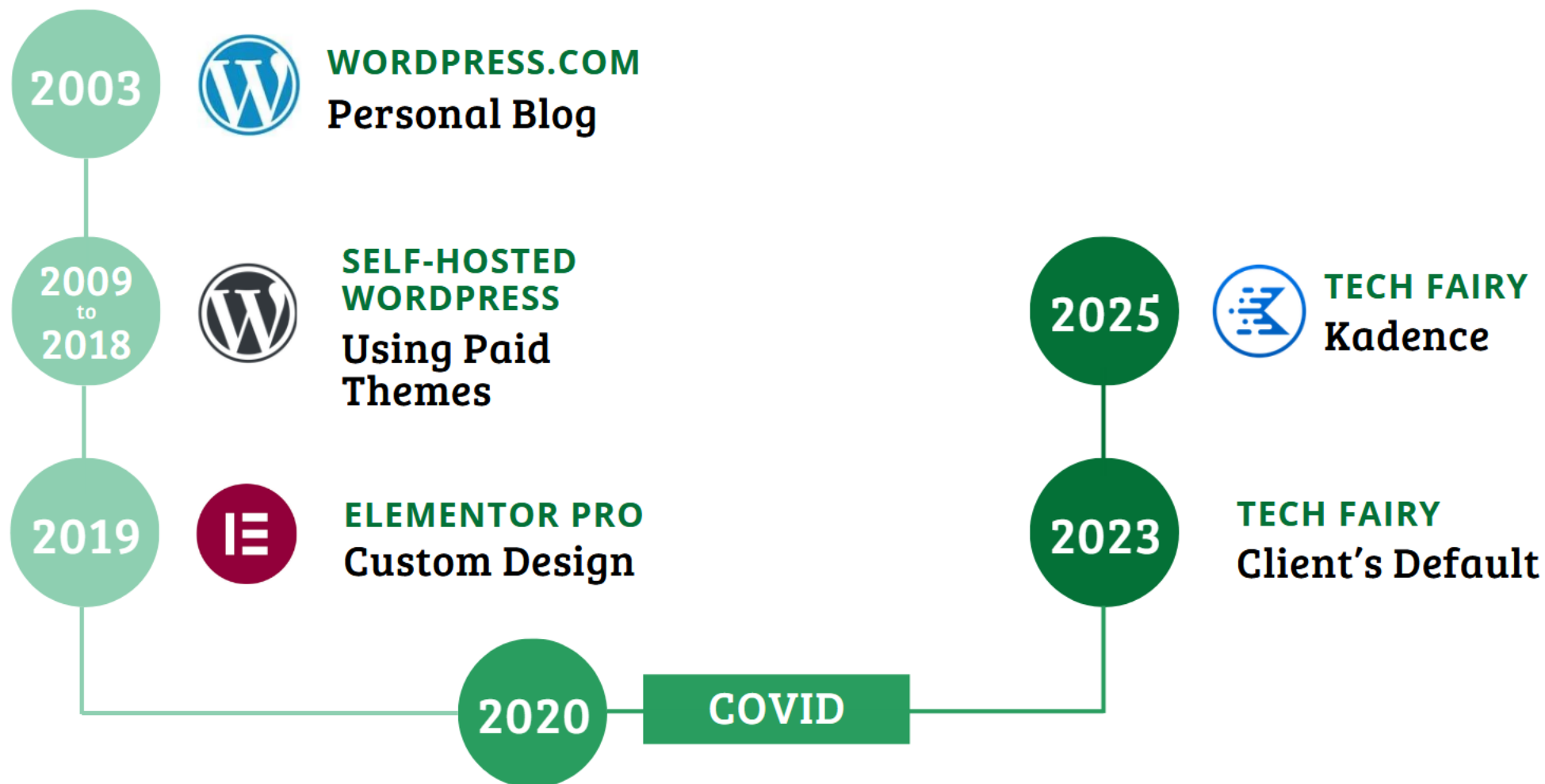


Hi, I'm Zee!

- **Formal education Diploma IT & Advanced Diploma Data Networking**
- **Started freelancing in 2003/4**
- **PlayPause: Brand design boutique agency in 2009**
- **Post-Covid: Zee Tech Fairy**



My WordPress Journey

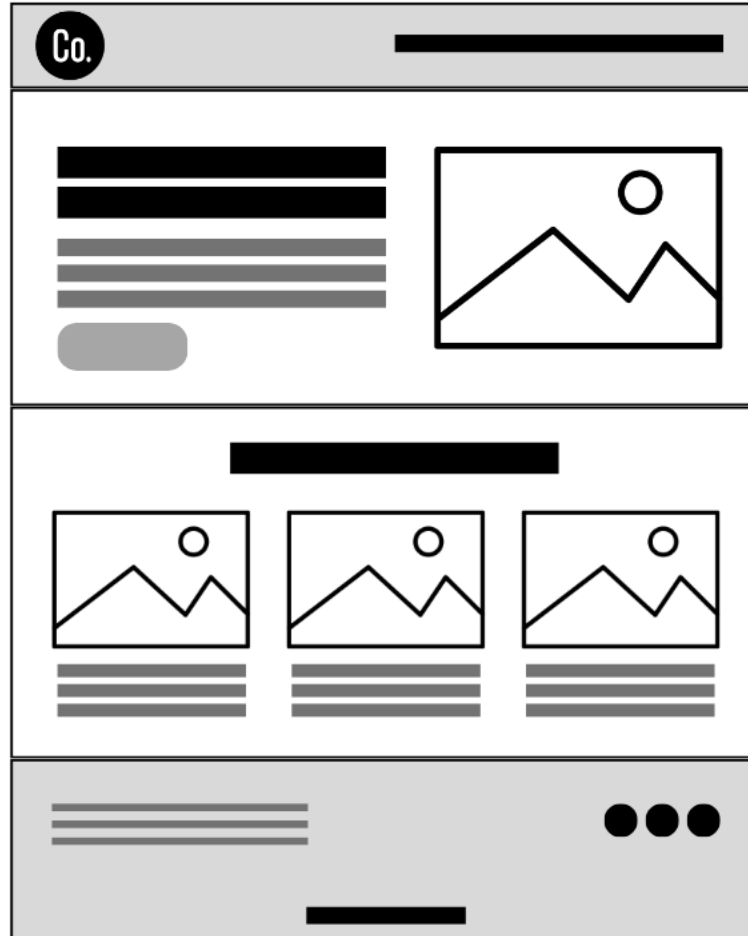




**How does design
matter in a
homepage?**



Website Homepage Structure



HEADER: Logo & navigation

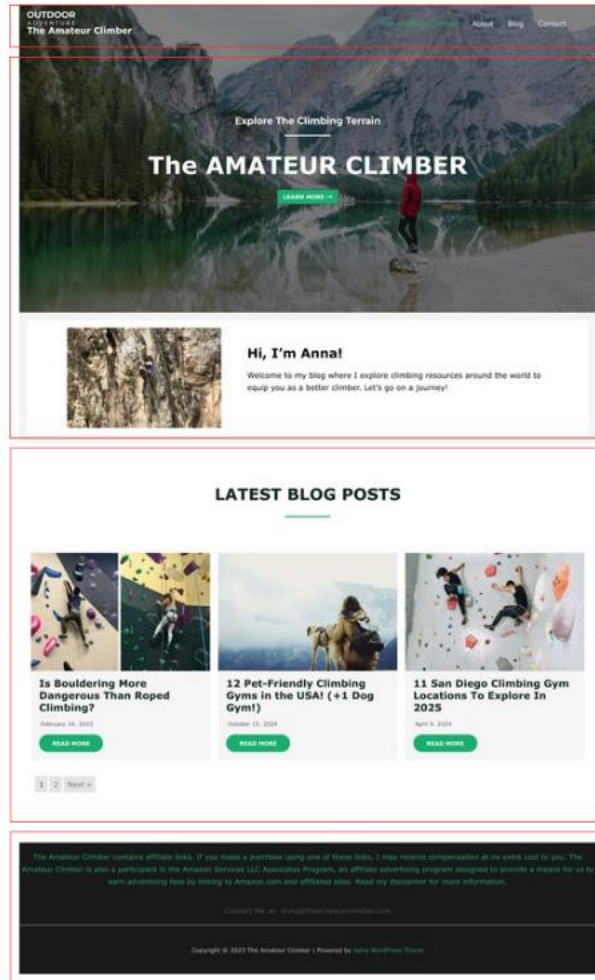
HERO: Introduction to the page/company

BODY: Featured blurb and other text

FOOTER: Contact info, social media links, etc



Website Homepage Structure



HEADER: Logo & navigation

HERO: Introduction to the page/company

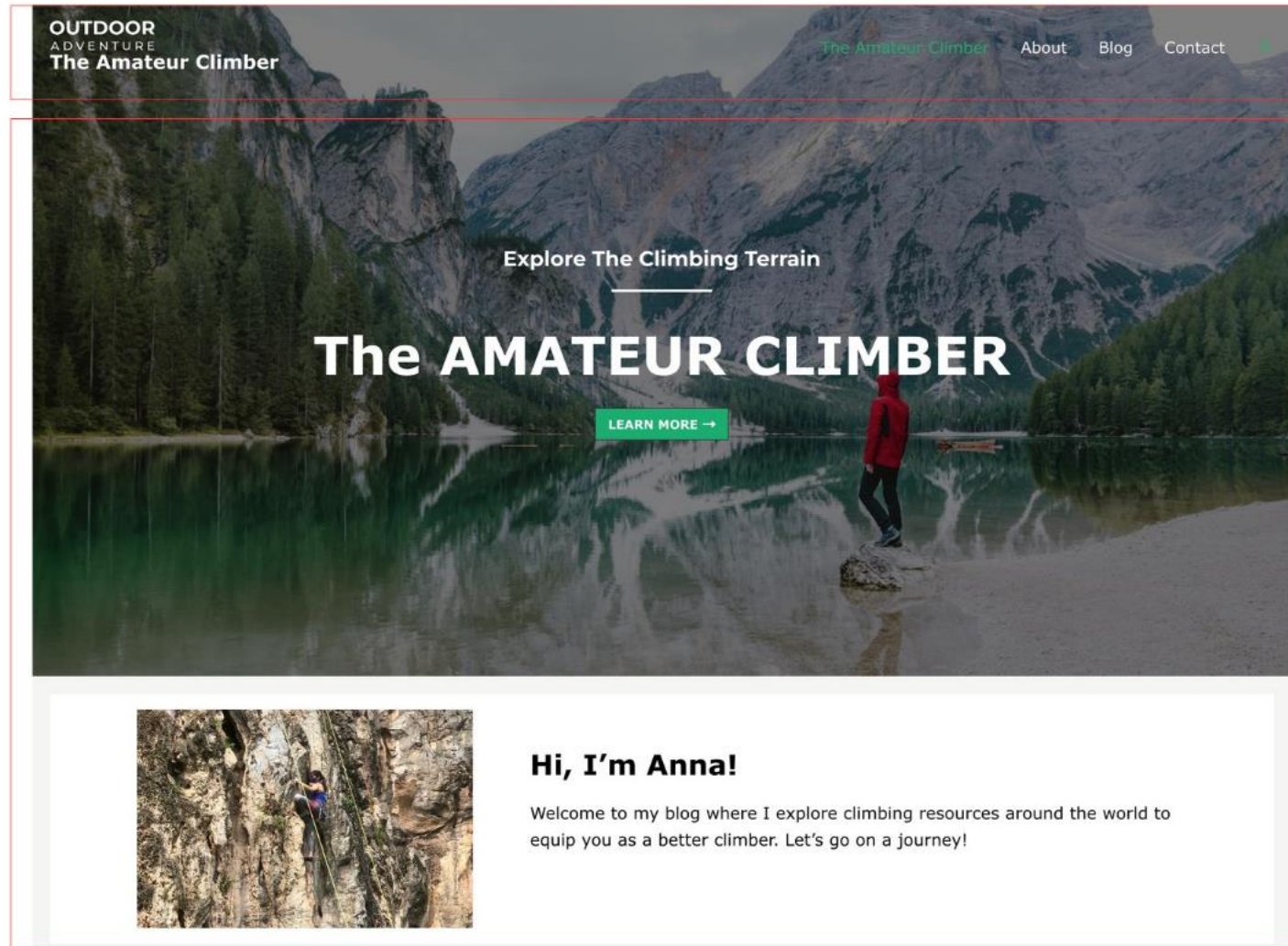
BODY: Featured blurb and other text

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Website Homepage Structure

HEADER: Logo & navigation



HERO: Introduction to the page/company



Website Homepage Structure

LATEST BLOG POSTS



Is Bouldering More Dangerous Than Roped Climbing?

February 24, 2025

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11 San Diego Climbing Gym Locations To Explore In 2025

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BODY: Featured blurb and other text



Website Homepage Structure

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**FOOTER: Contact
info, social media
links, etc**

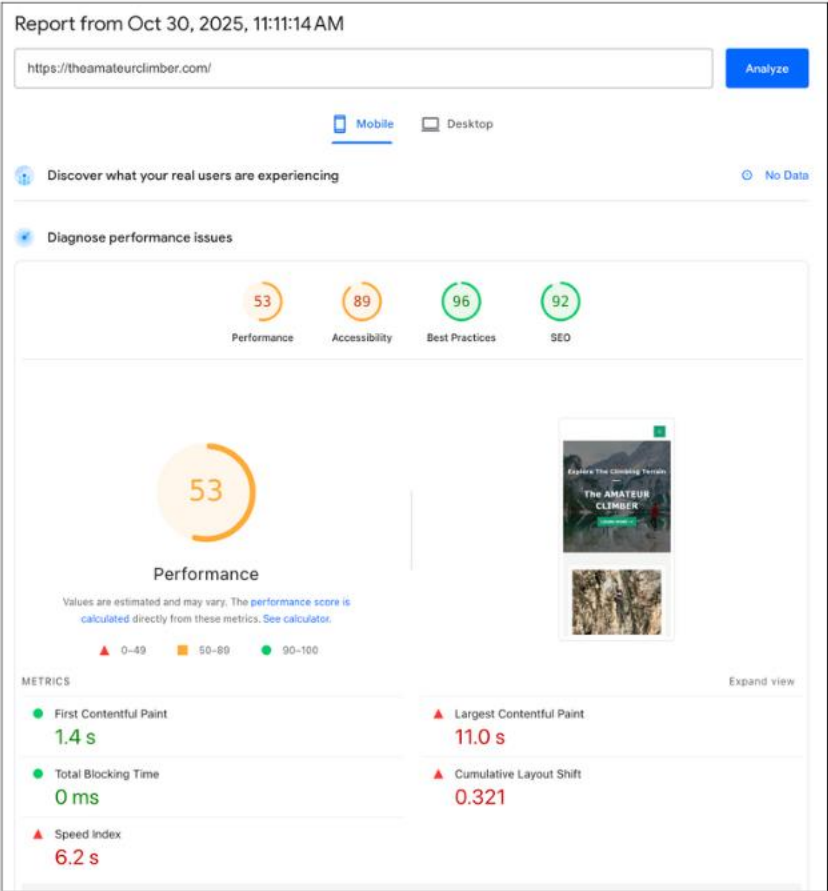
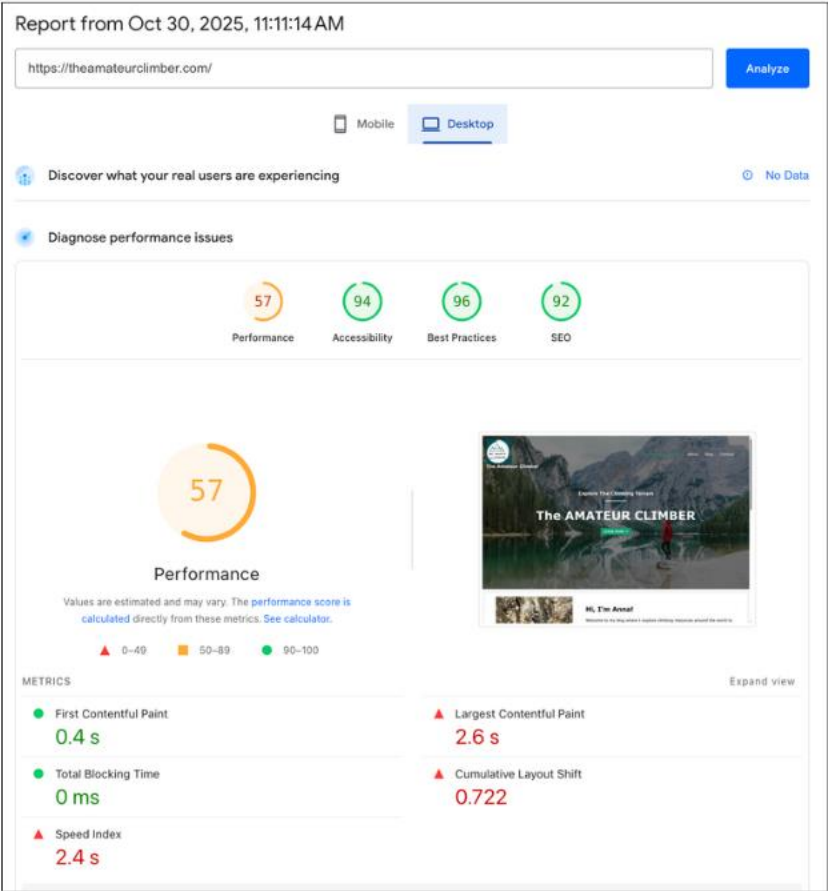
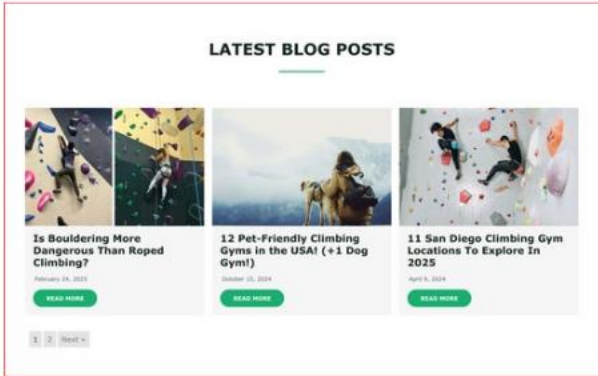
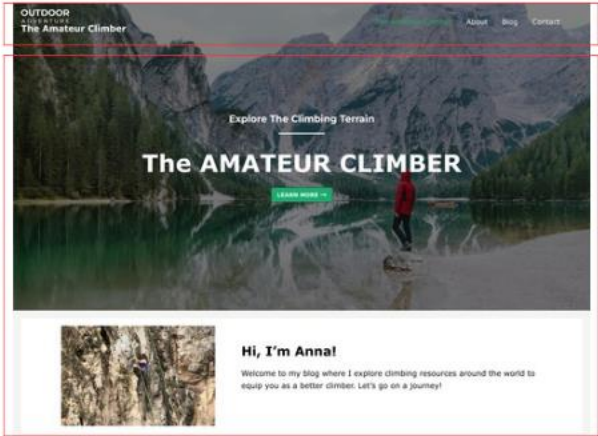


**How does design
matter in a
homepage?**

WHY DESIGN MATTERS: FIRST IMPRESSION COUNTS



PageSpeed Insights





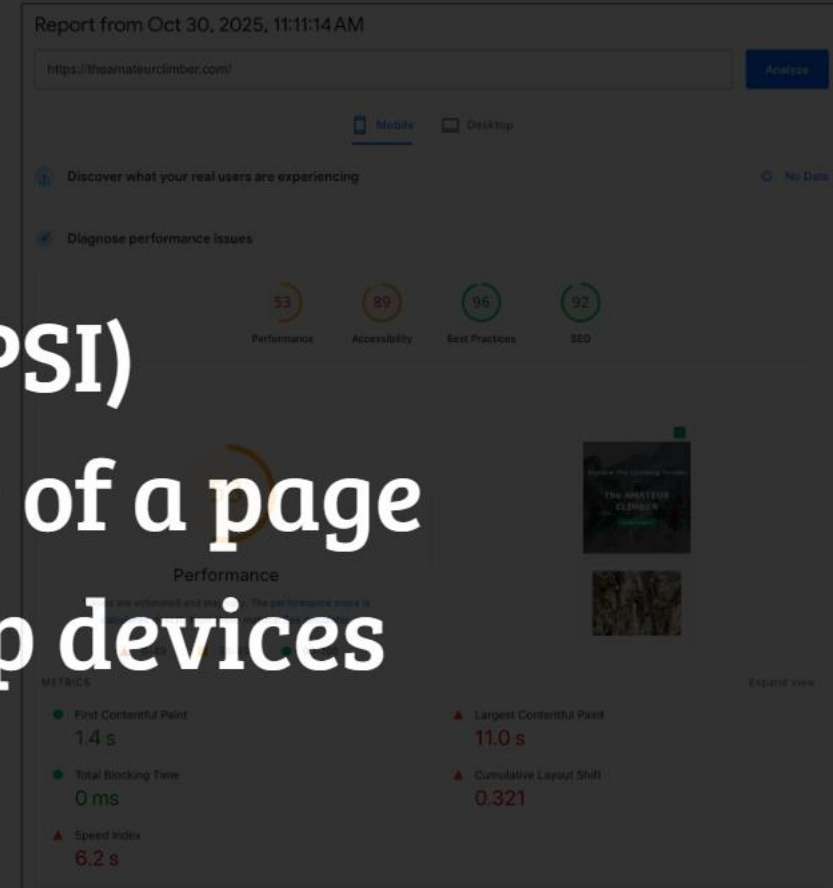
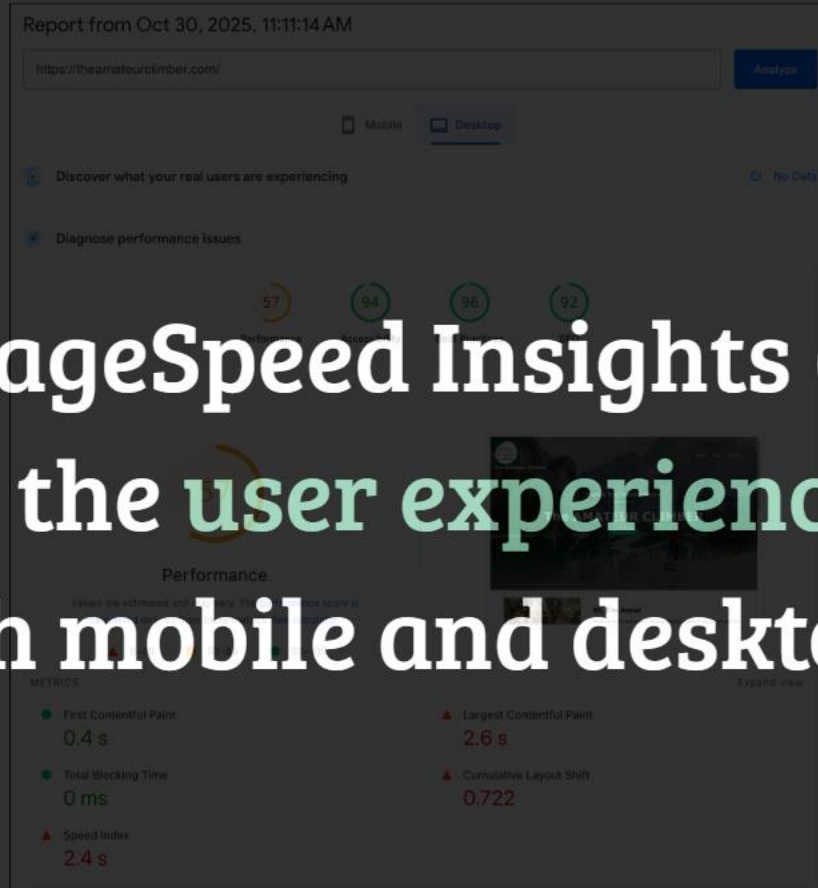
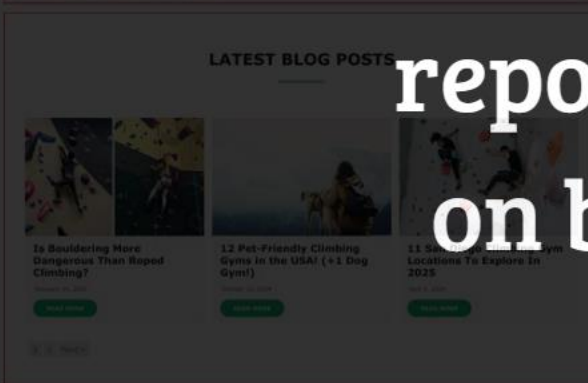
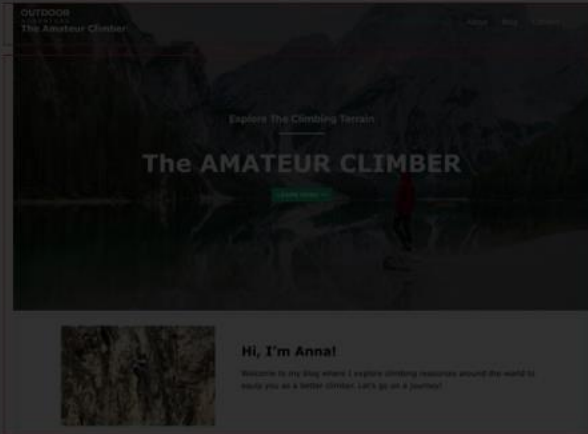
What is PageSpeed Insights?



PageSpeed Insights

PageSpeed Insights (PSI)

reports the **user experience** of a page
on both mobile and desktop devices



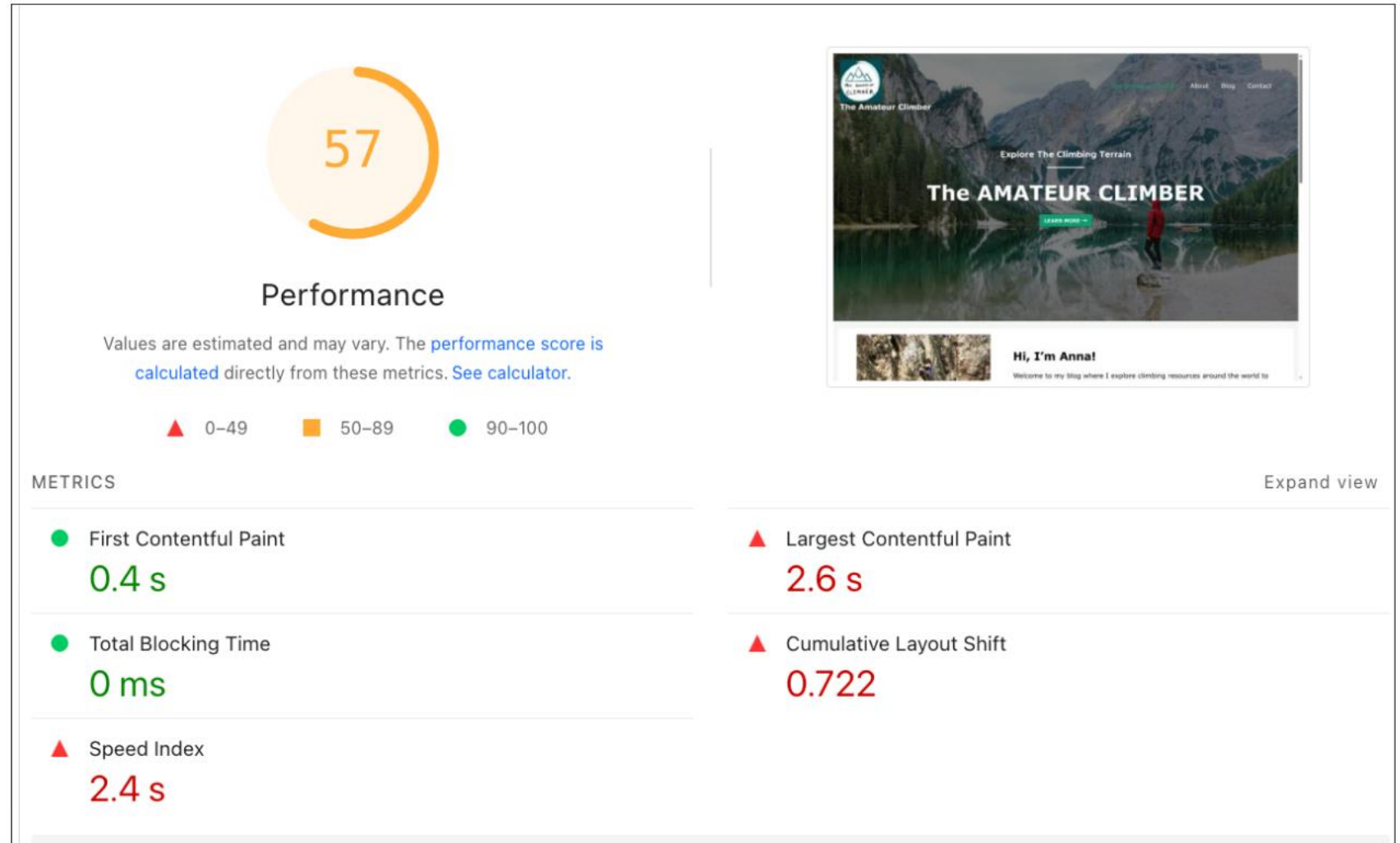


PageSpeed Insights

USER EXPERIENCE ON DESKTOP



First Contentful Paint:
Any part of the page's content
is rendered on the screen





PageSpeed Insights

USER EXPERIENCE ON DESKTOP



Performance

Values are estimated and may vary. The [performance score](#) is [calculated](#) directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100

METRICS

● First Contentful Paint

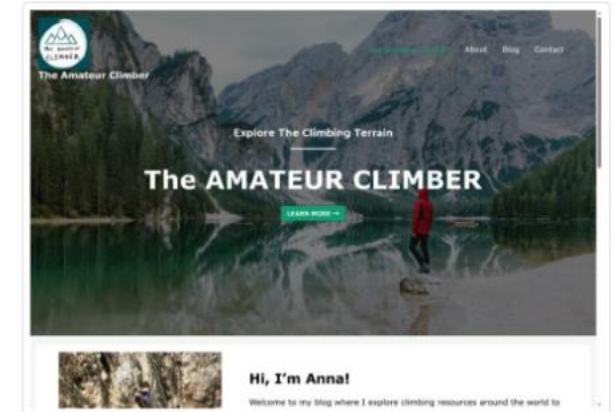
0.4 s

● Total Blocking Time

0 ms

▲ Speed Index

2.4 s



▲ Largest Contentful Paint

2.6 s

▲ Cumulative Layout Shift

0.722

Largest Contentful Paint:
When the page's main content has likely loaded



PageSpeed Insights

USER EXPERIENCE ON DESKTOP



Performance

Values are estimated and may vary. The [performance score](#) is [calculated](#) directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100

METRICS

● First Contentful Paint

0.4 s

● Total Blocking Time

0 ms

▲ Speed Index

2.4 s

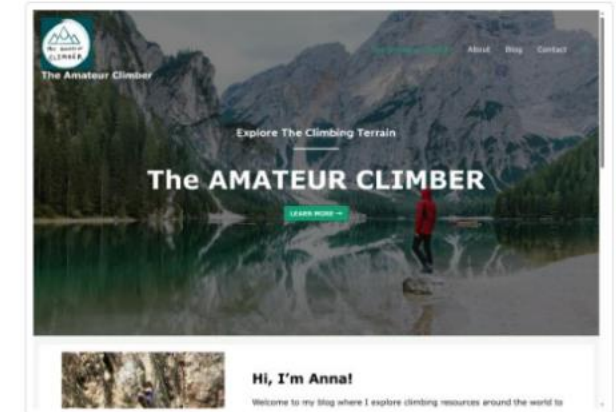
▲ Largest Contentful Paint

2.6 s

▲ Cumulative Layout Shift

0.722

Cumulative Layout Shift:
Every unexpected layout shift

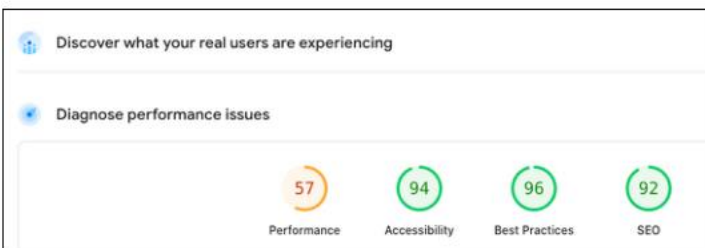


Expand view

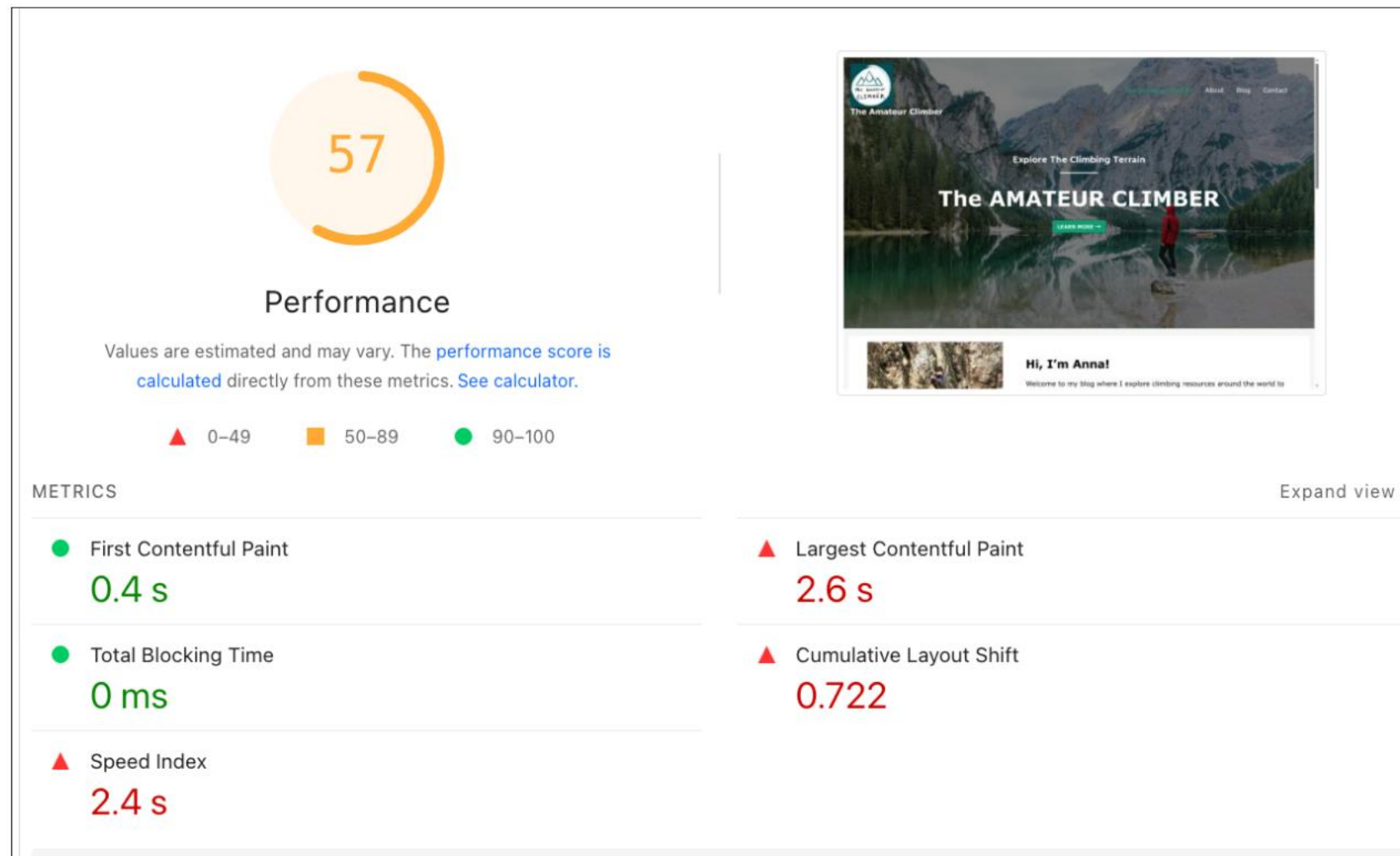


PageSpeed Insights

USER EXPERIENCE ON DESKTOP



Speed Index:
How quickly content is visually displayed during page load



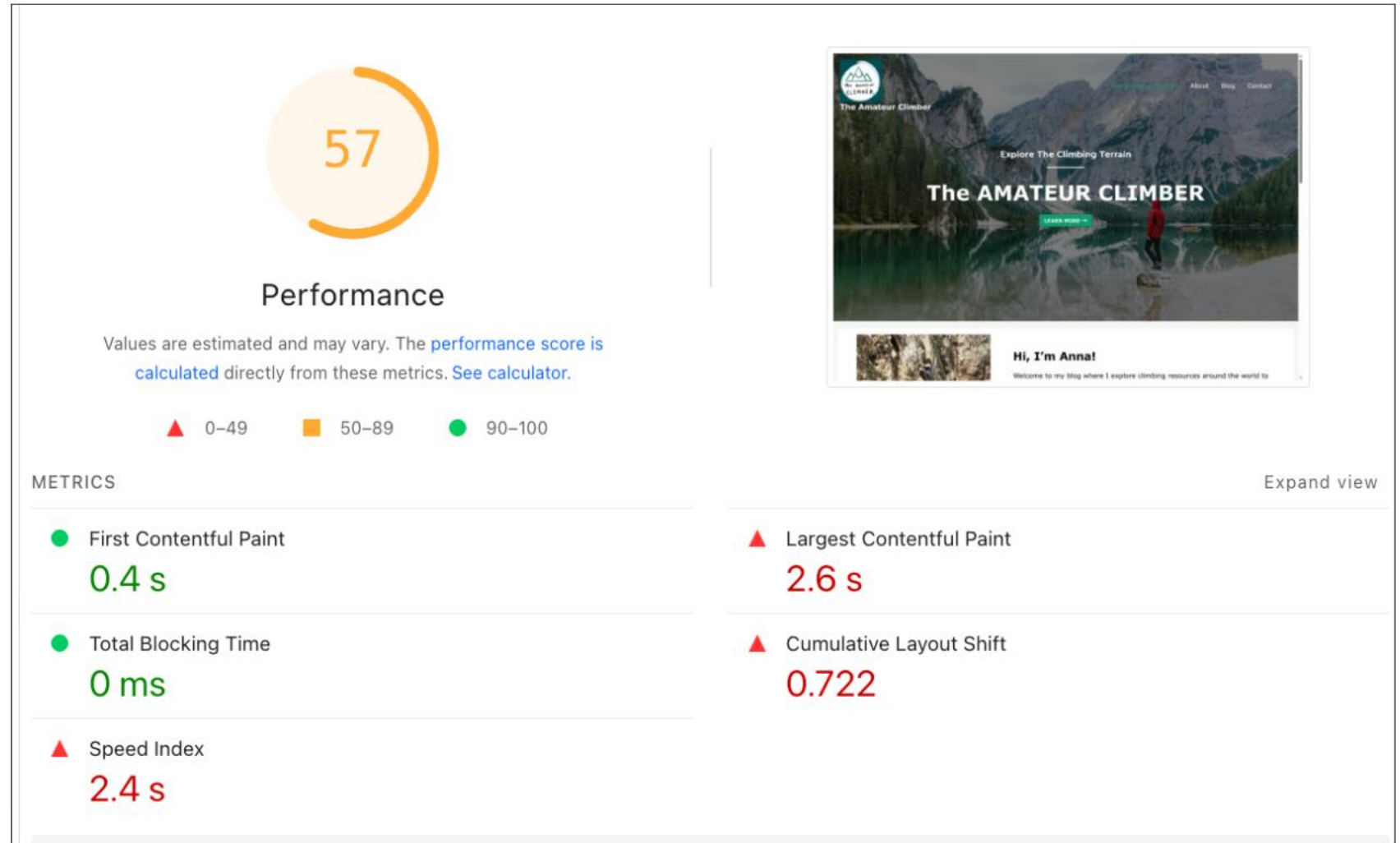


PageSpeed Insights

USER EXPERIENCE ON DESKTOP



Total Blocking Time:
Total amount of time after
First Contentful Paint (FCP)





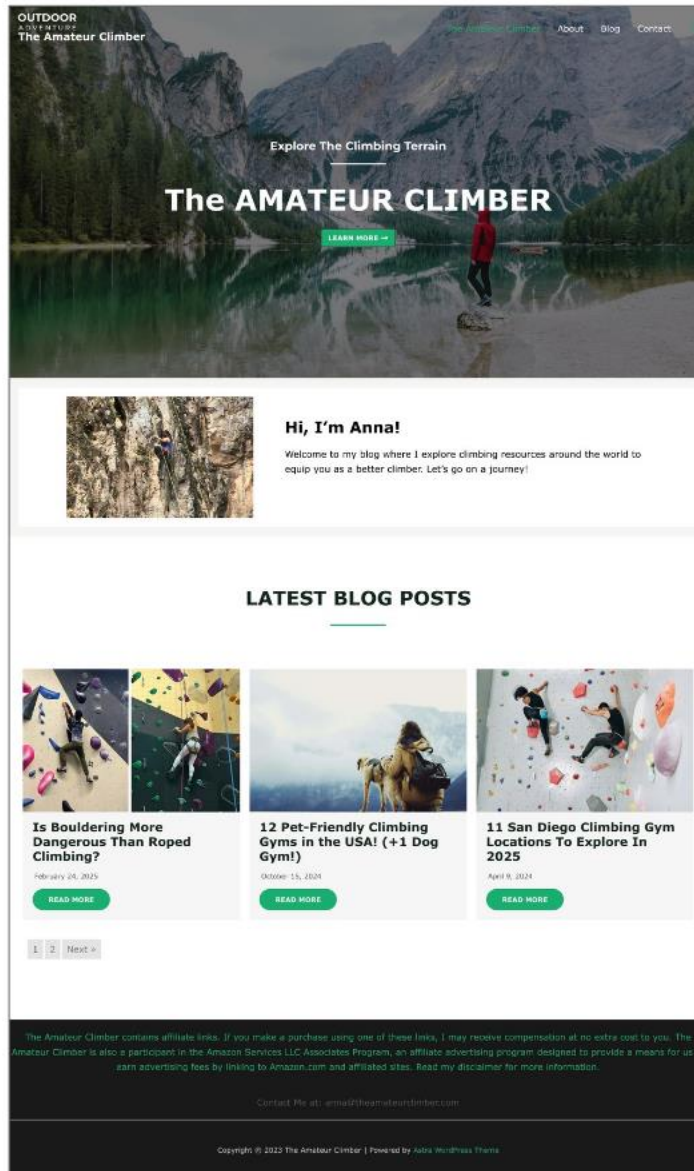
Why Design Matters?



Why Design Matters?

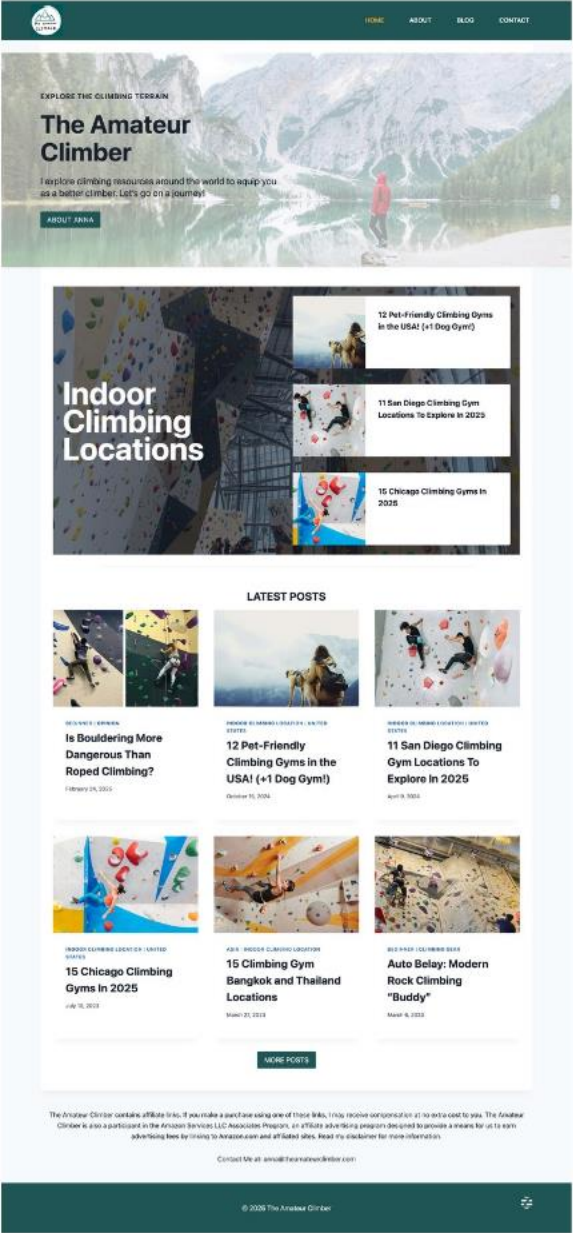
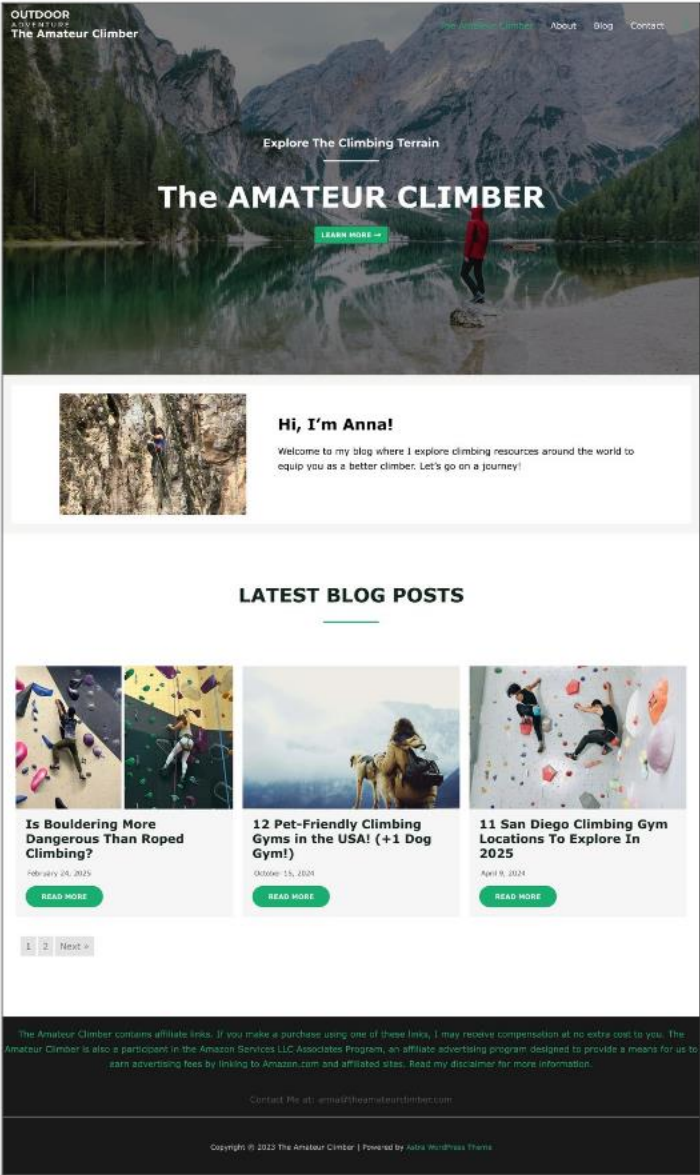
First Impression Counts

WHY DESIGN MATTERS: FIRST IMPRESSION COUNTS

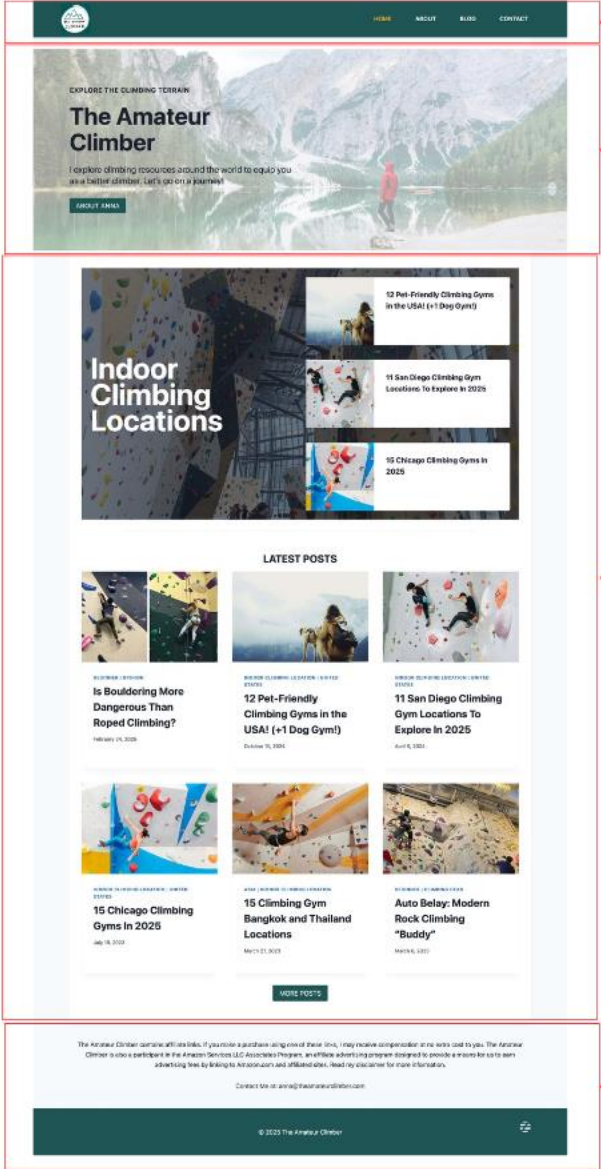


How can design be improved?

WHY DESIGN MATTERS: FIRST IMPRESSION COUNTS



WHY DESIGN MATTERS: FIRST IMPRESSION COUNTS



HEADER: Logo & navigation

HERO: Introduction to the page/company

BODY: Featured blurb and other text

FOOTER: Contact info, social media links, etc

WHY DESIGN MATTERS: FIRST IMPRESSION COUNTS

[HOME](#)[ABOUT](#)[BLOG](#)[CONTACT](#)

HEADER: Logo & navigation

EXPLORE THE CLIMBING TERRAIN

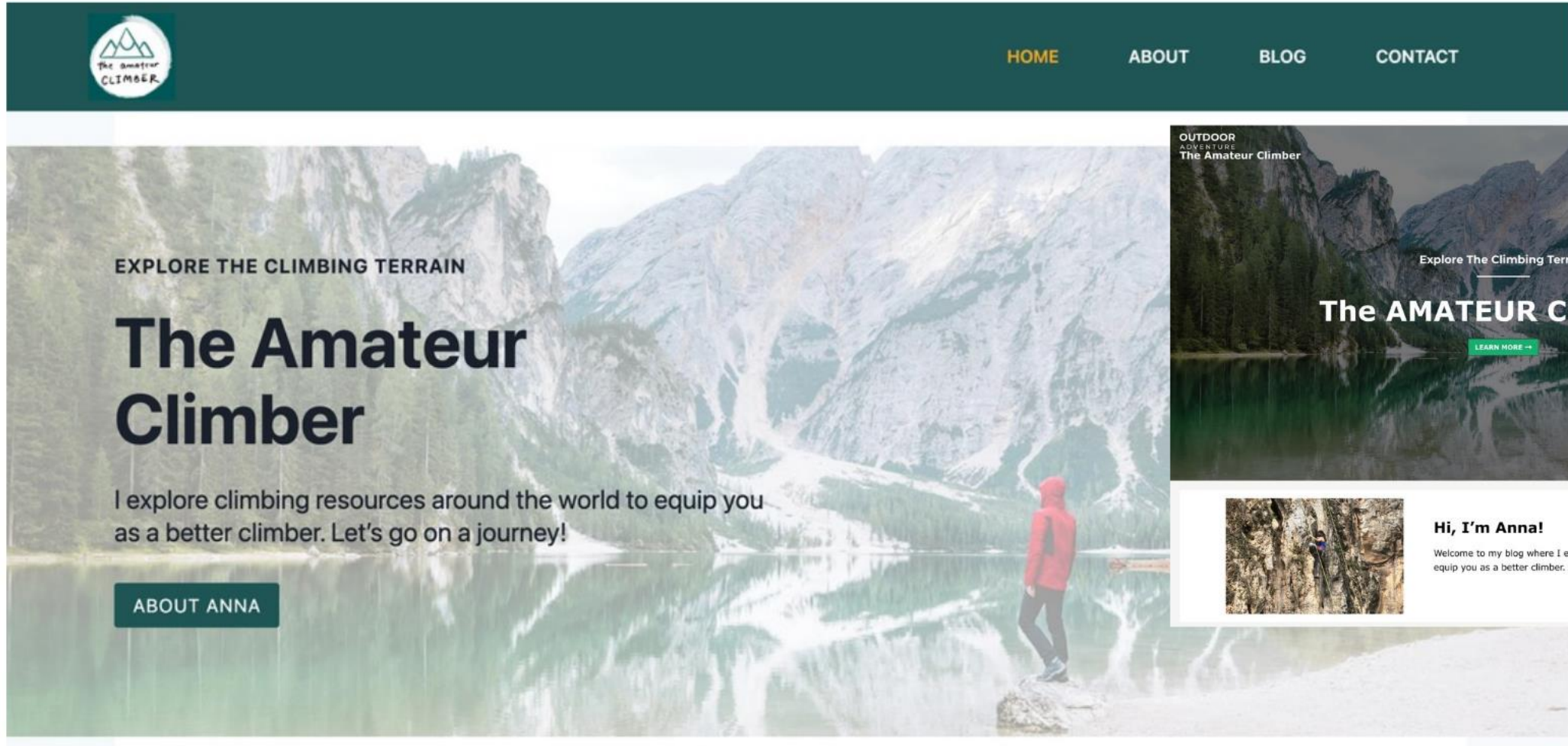
The Amateur Climber

I explore climbing resources around the world to equip you as a better climber. Let's go on a journey!

[ABOUT ANNA](#)

HERO: Introduction to the page/company

WHY DESIGN MATTERS: FIRST IMPRESSION COUNTS



BODY: Featured blurb and other text

The article layout features a large background image of an indoor climbing wall with various colored holds. On the left, the title 'Indoor Climbing Locations' is written in large white text. On the right, there are three white rectangular boxes, each containing a small image and a text blurb. The first box shows a person with a dog on a climbing wall. The second box shows two people climbing. The third box shows a person climbing. The entire layout is framed by light blue vertical bars on the left and right sides.

Indoor Climbing Locations



12 Pet-Friendly Climbing Gyms in the USA! (+1 Dog Gym!)



11 San Diego Climbing Gym Locations To Explore In 2025



15 Chicago Climbing Gyms In 2025

WHY DESIGN MATTERS: FIRST IMPRESSION COUNTS



BODY: Featured blurb and other text

LATEST POSTS



BEGINNER | OPINION

Is Bouldering More Dangerous Than Roped Climbing?

February 24, 2025



INDOOR CLIMBING LOCATION | UNITED STATES

12 Pet-Friendly Climbing Gyms in the USA! (+1 Dog Gym!)

October 15, 2024



INDOOR CLIMBING LOCATION | UNITED STATES

11 San Diego Climbing Gym Locations To Explore In 2025

April 9, 2024



INDOOR CLIMBING LOCATION | UNITED STATES

15 Chicago Climbing Gyms In 2025

July 19, 2023



ASIA | INDOOR CLIMBING LOCATION

15 Climbing Gym Bangkok and Thailand Locations

March 27, 2023



BEGINNER | CLIMBING GEAR

Auto Belay: Modern Rock Climbing "Buddy"

March 6, 2023

MORE POSTS

WHY DESIGN MATTERS: FIRST IMPRESSION COUNTS



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MORE POSTS

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READ MORE

1 2 Next »

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FOOTER: Contact info, social media links, etc

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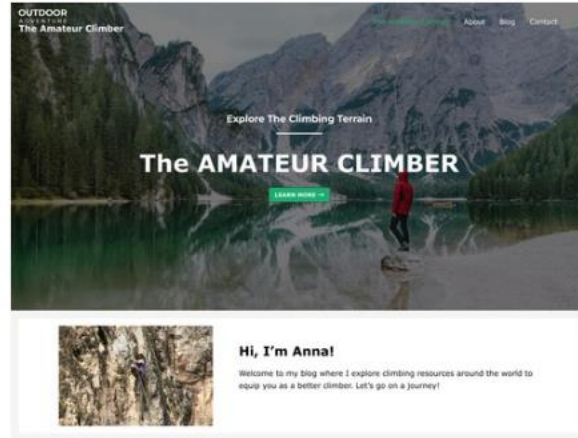
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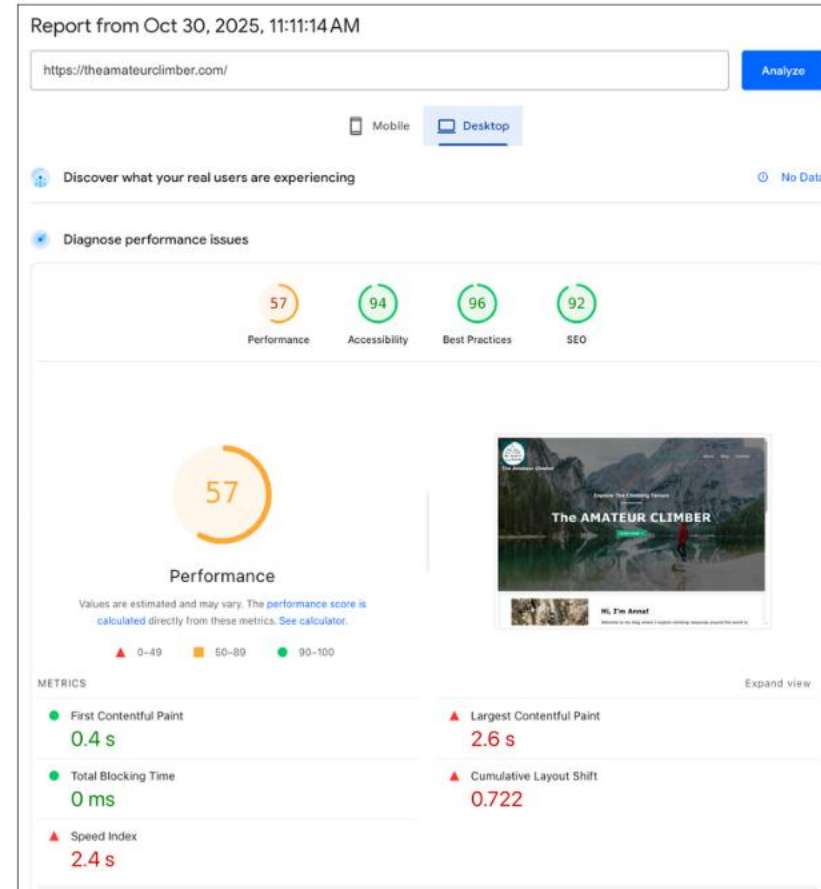
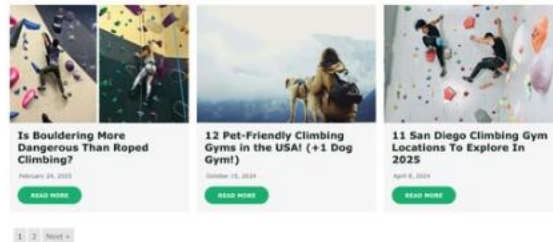
**How has the
design improved
the PSI?**



PageSpeed Insights - Before (Desktop)

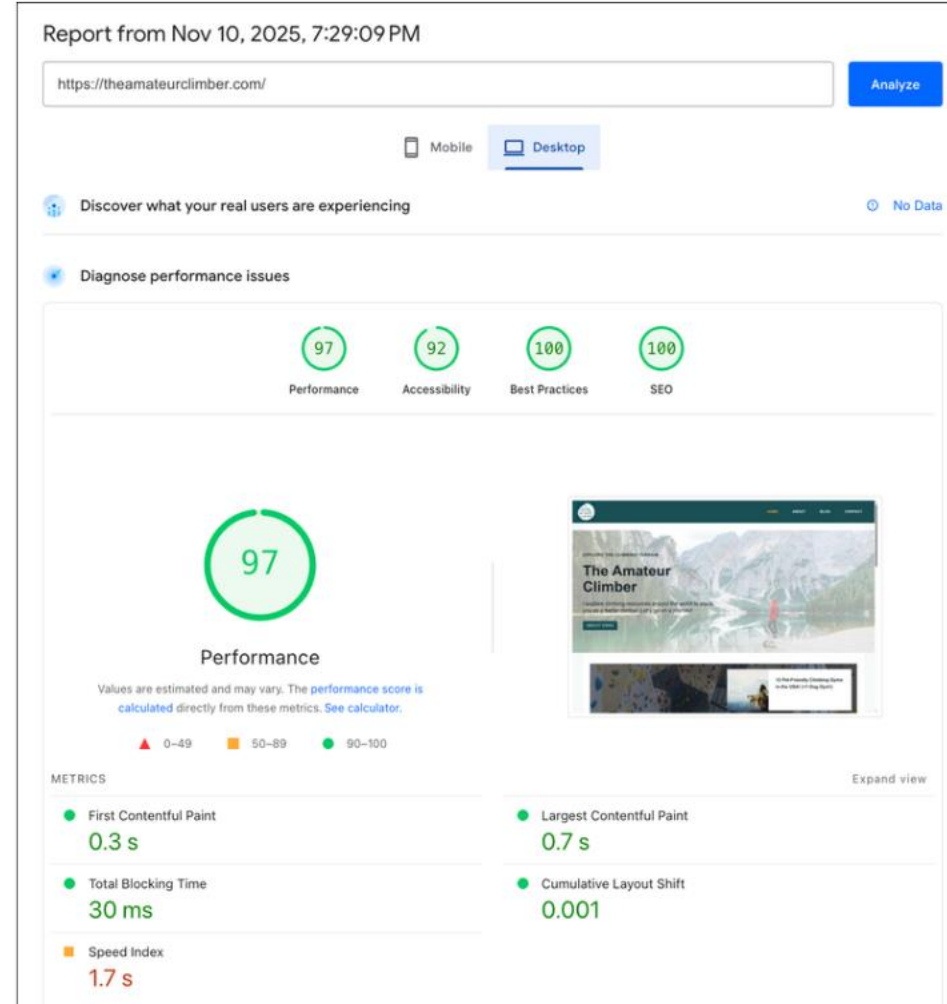
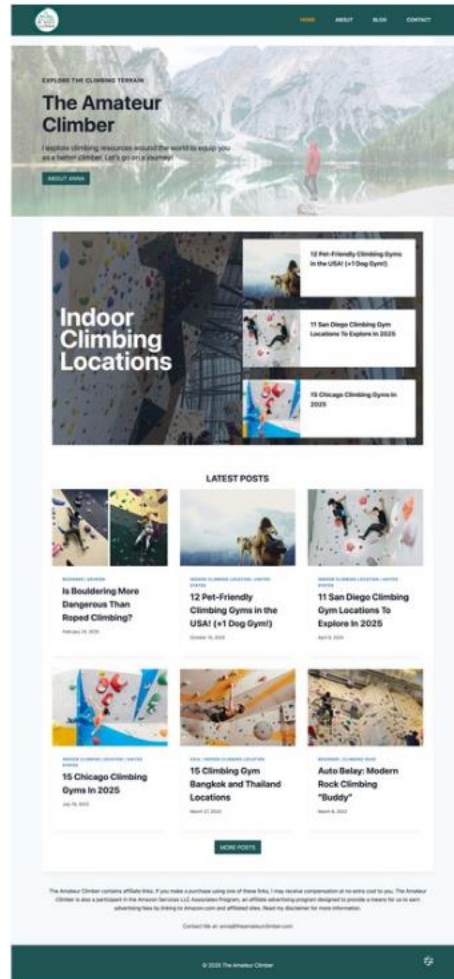


LATEST BLOG POSTS





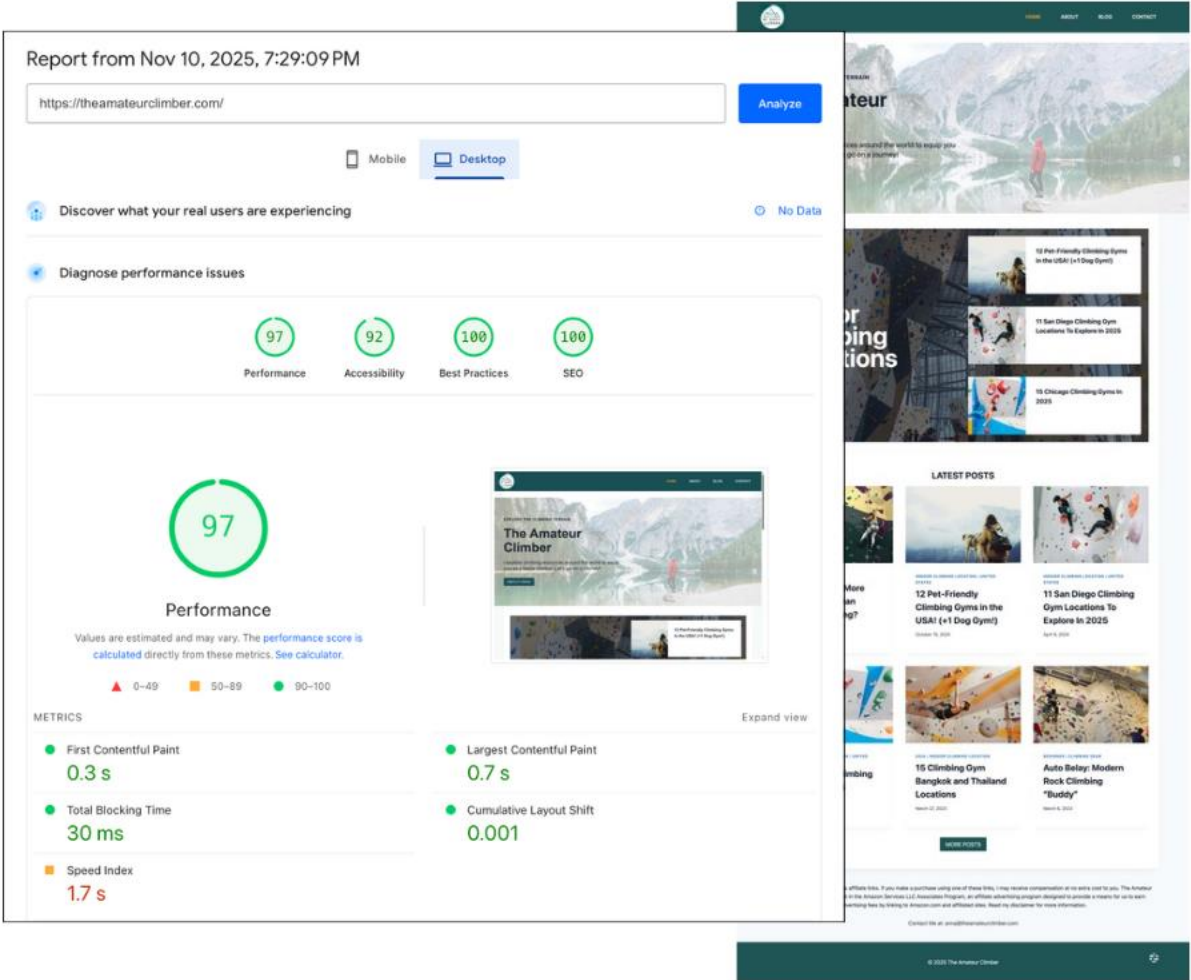
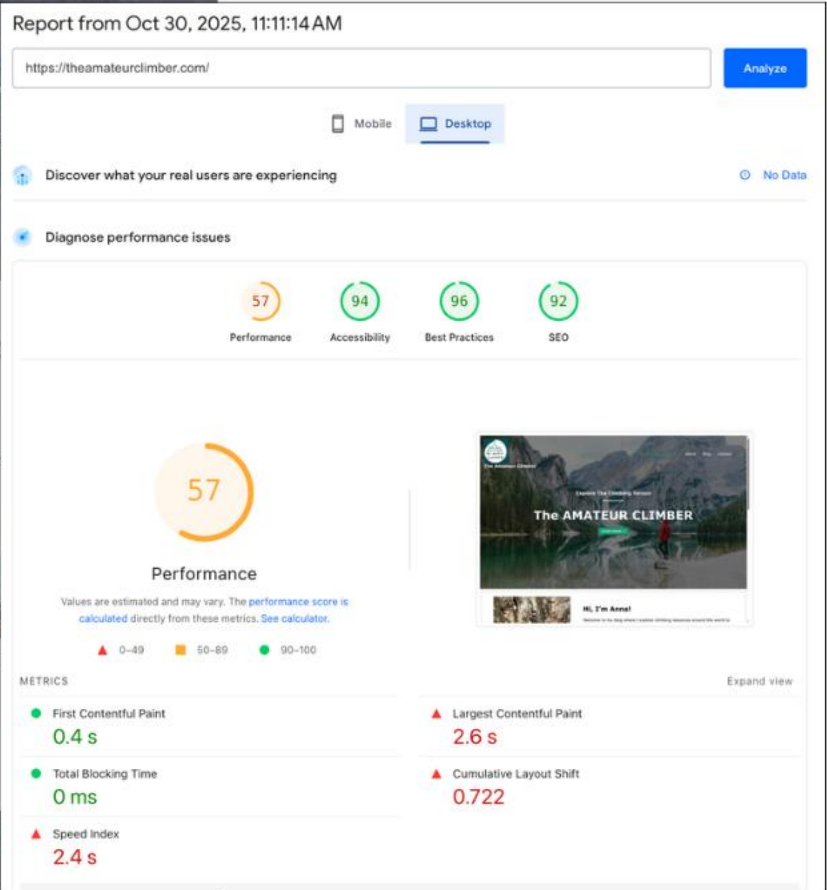
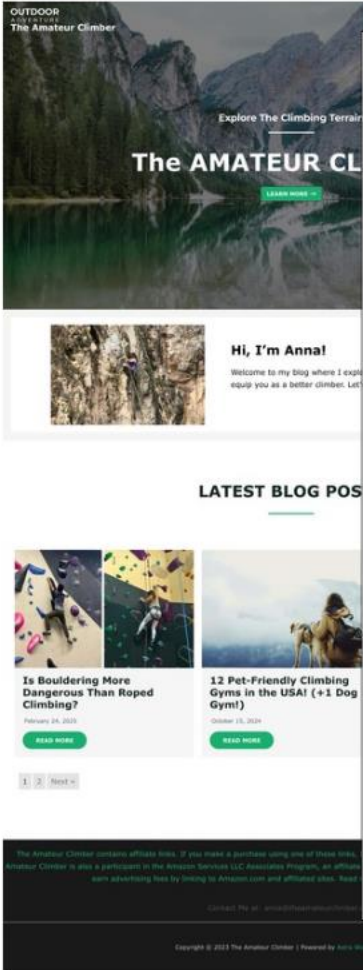
PageSpeed Insights - After (Desktop)



WHY DESIGN MATTERS: FIRST IMPRESSION COUNTS

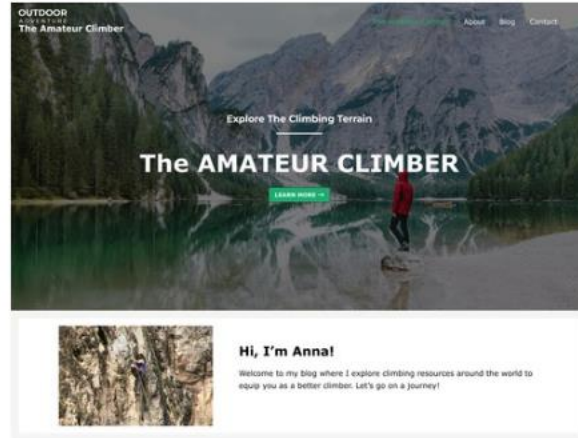


PageSpeed Insights - Comparison (Desktop)





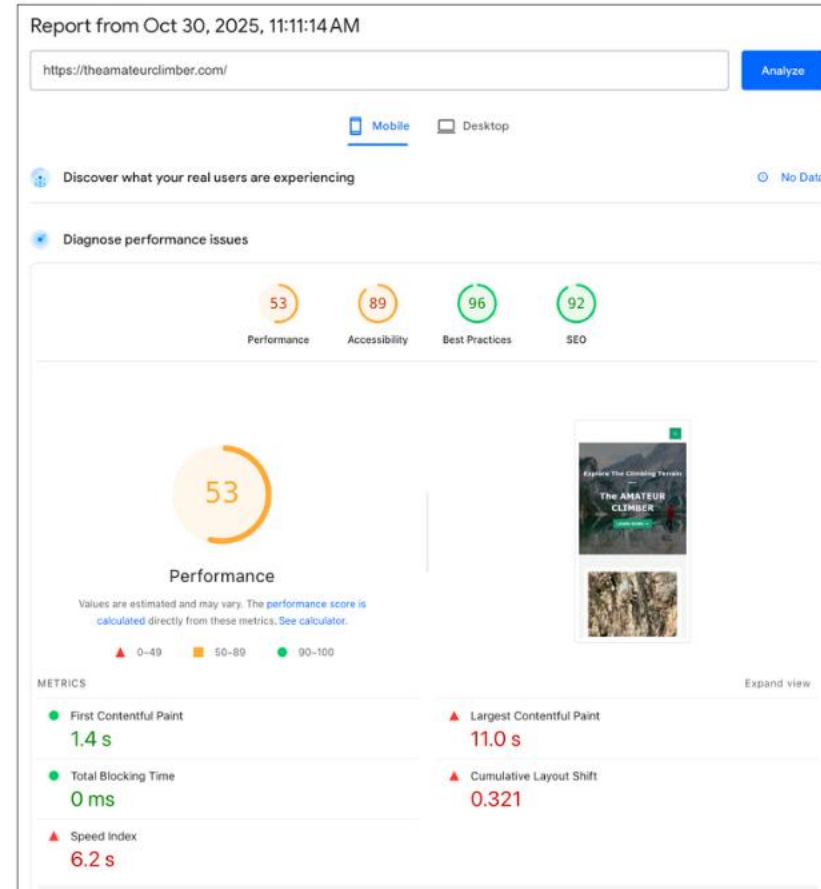
PageSpeed Insights - Before (Mobile)



LATEST BLOG POSTS



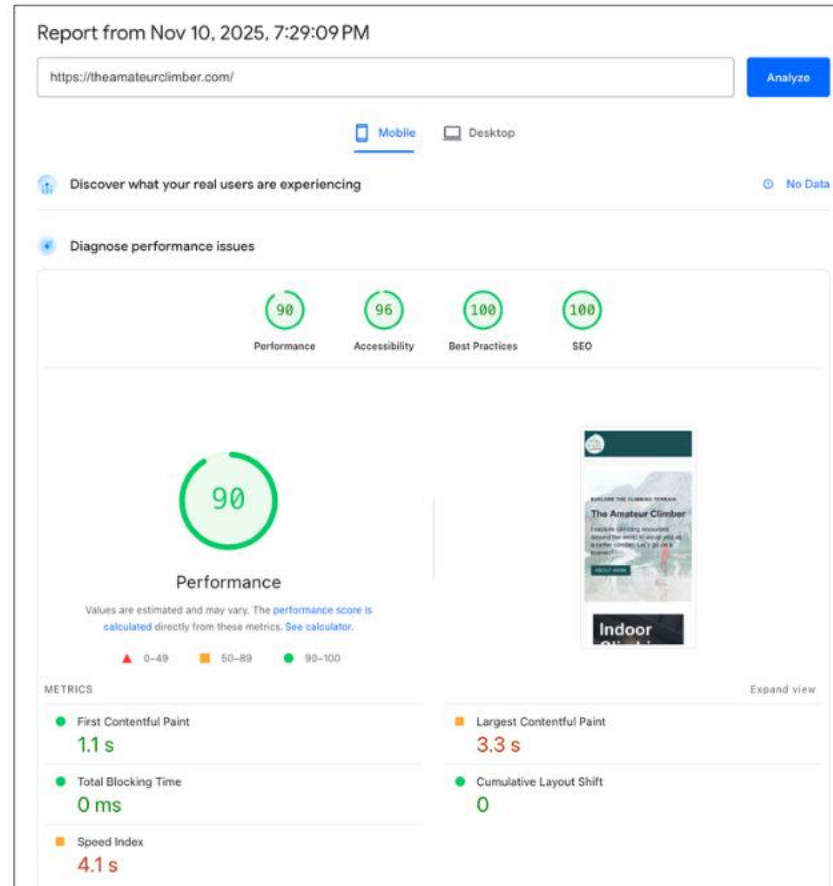
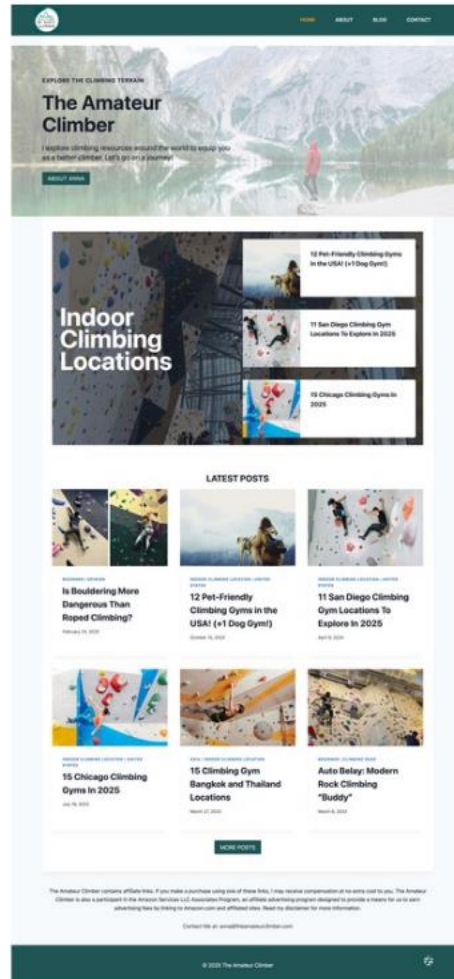
1 2 Next »



WHY DESIGN MATTERS: FIRST IMPRESSION COUNTS

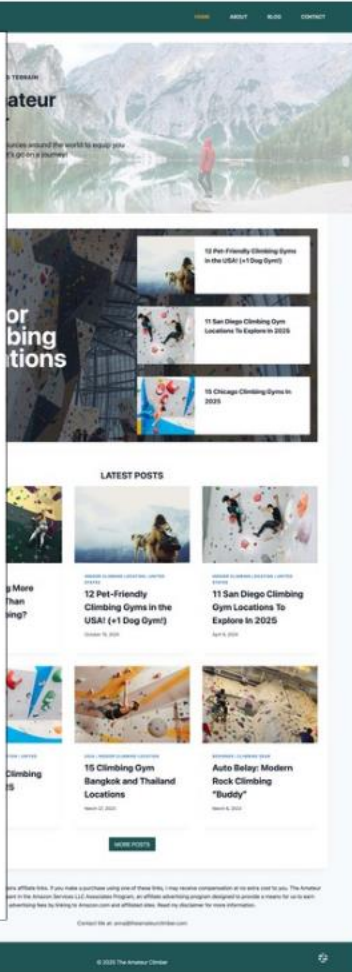
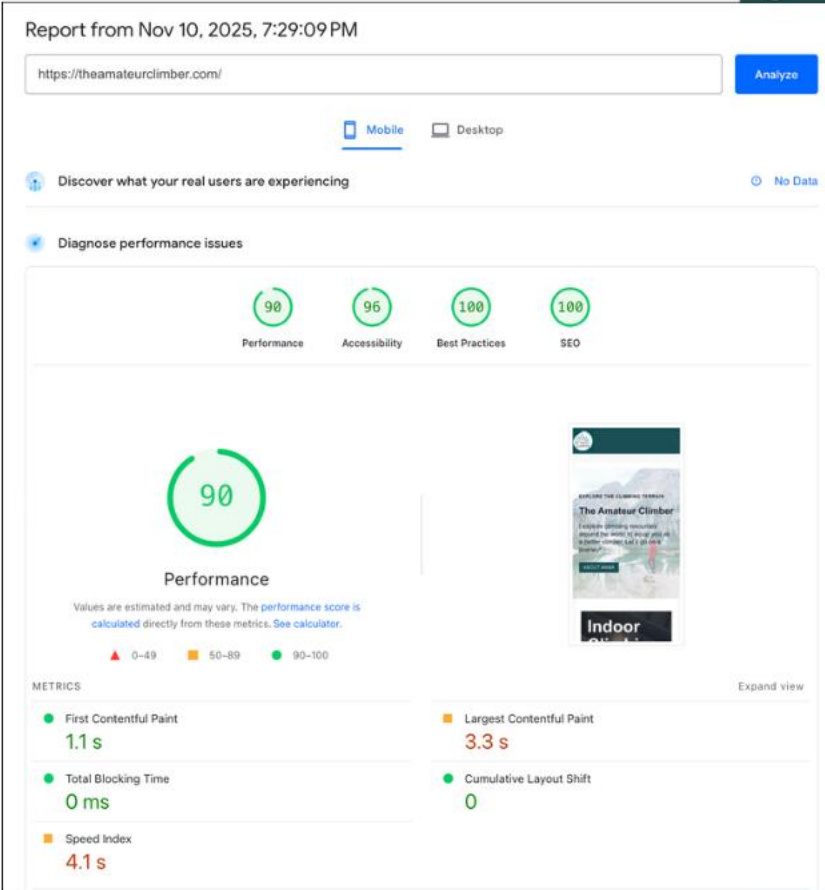
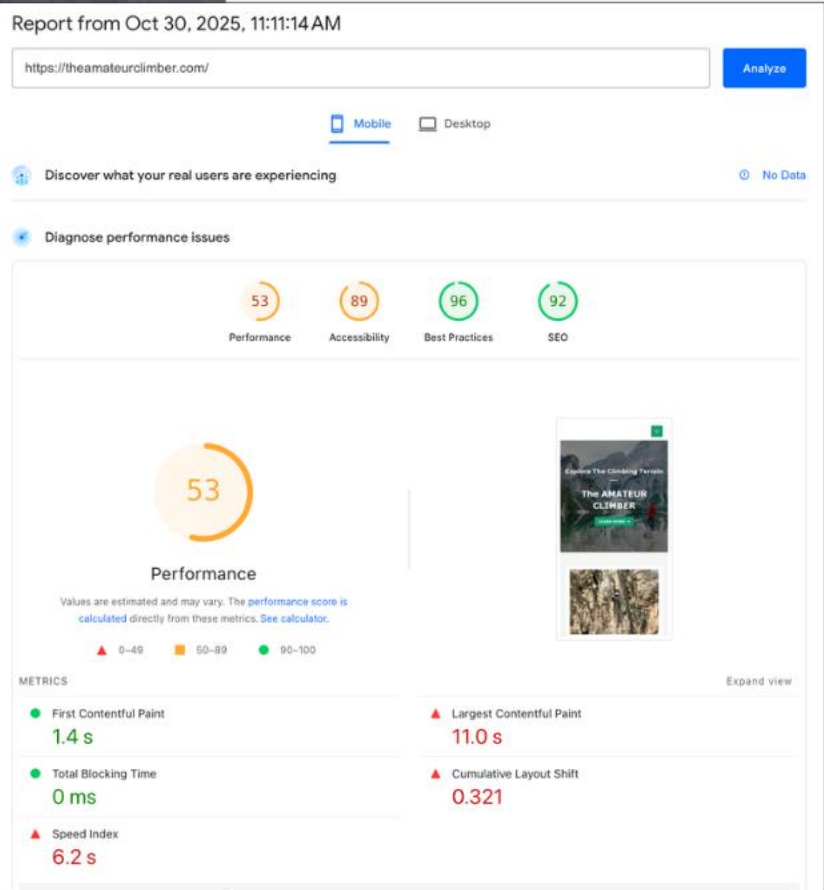
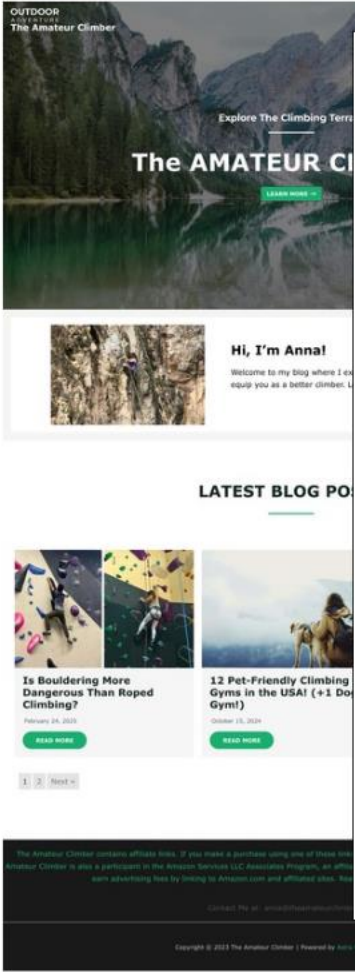


PageSpeed Insights - After (Mobile)





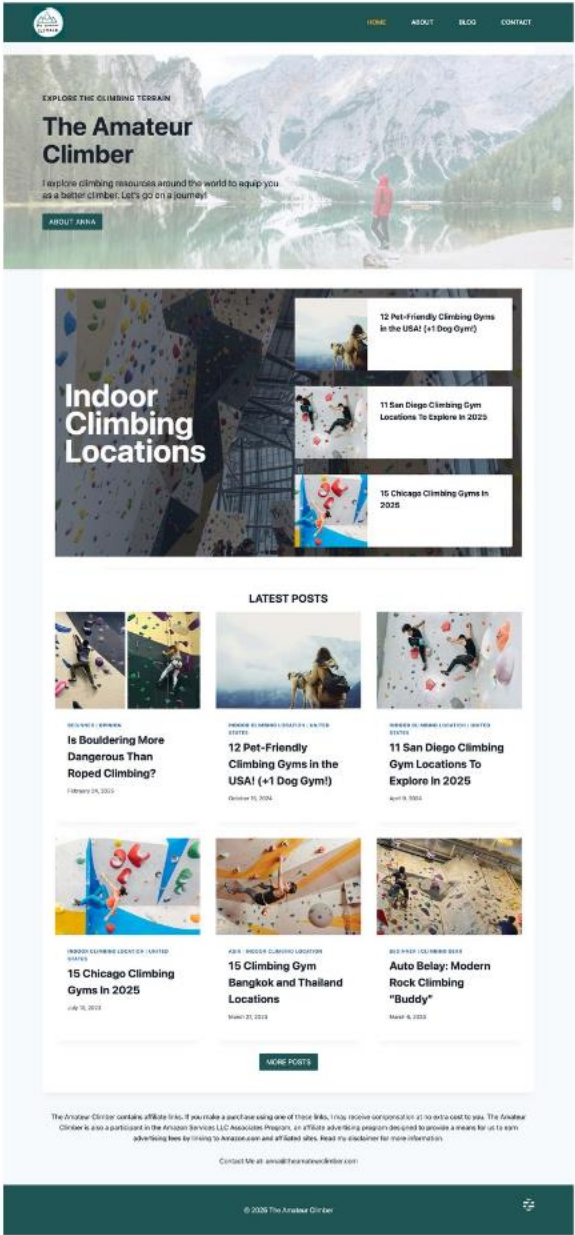
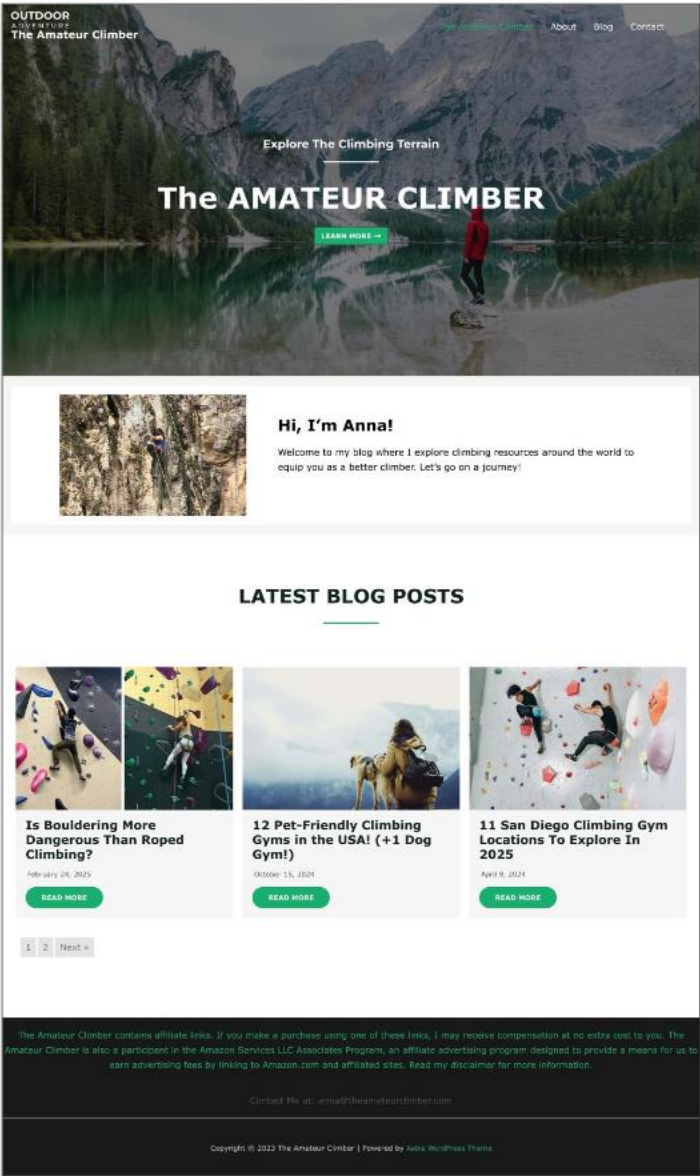
PageSpeed Insights - Comparison (Mobile)



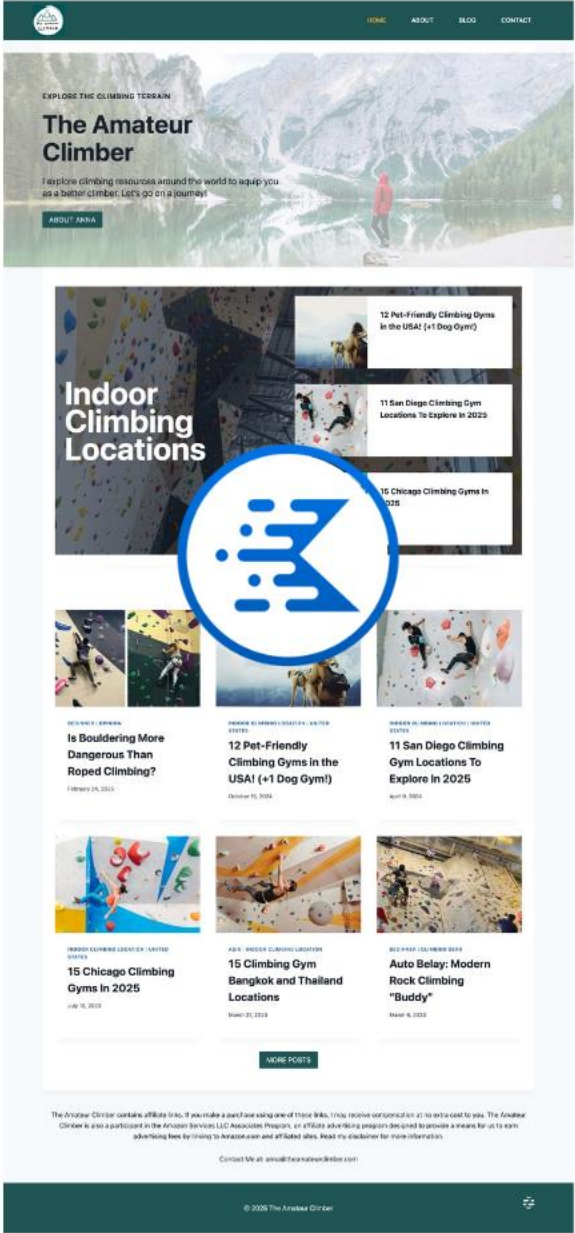
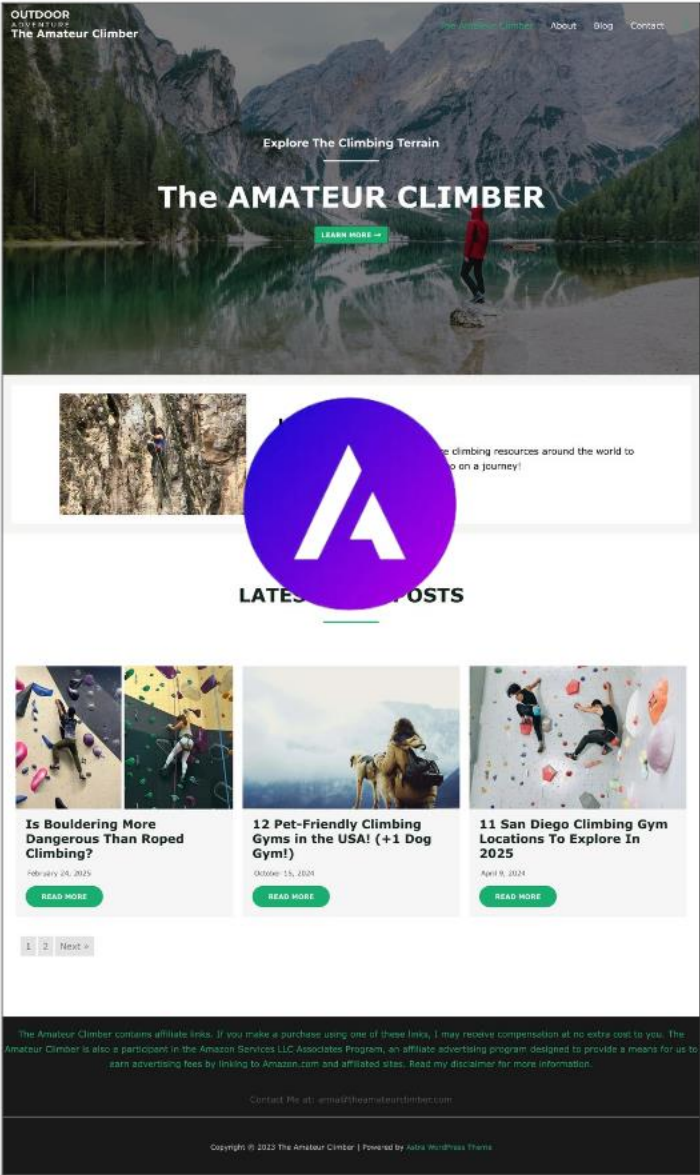


**How was the
design
improved?**

WHY DESIGN MATTERS: FIRST IMPRESSION COUNTS



WHY DESIGN MATTERS: FIRST IMPRESSION COUNTS



Recommended Image Sizes

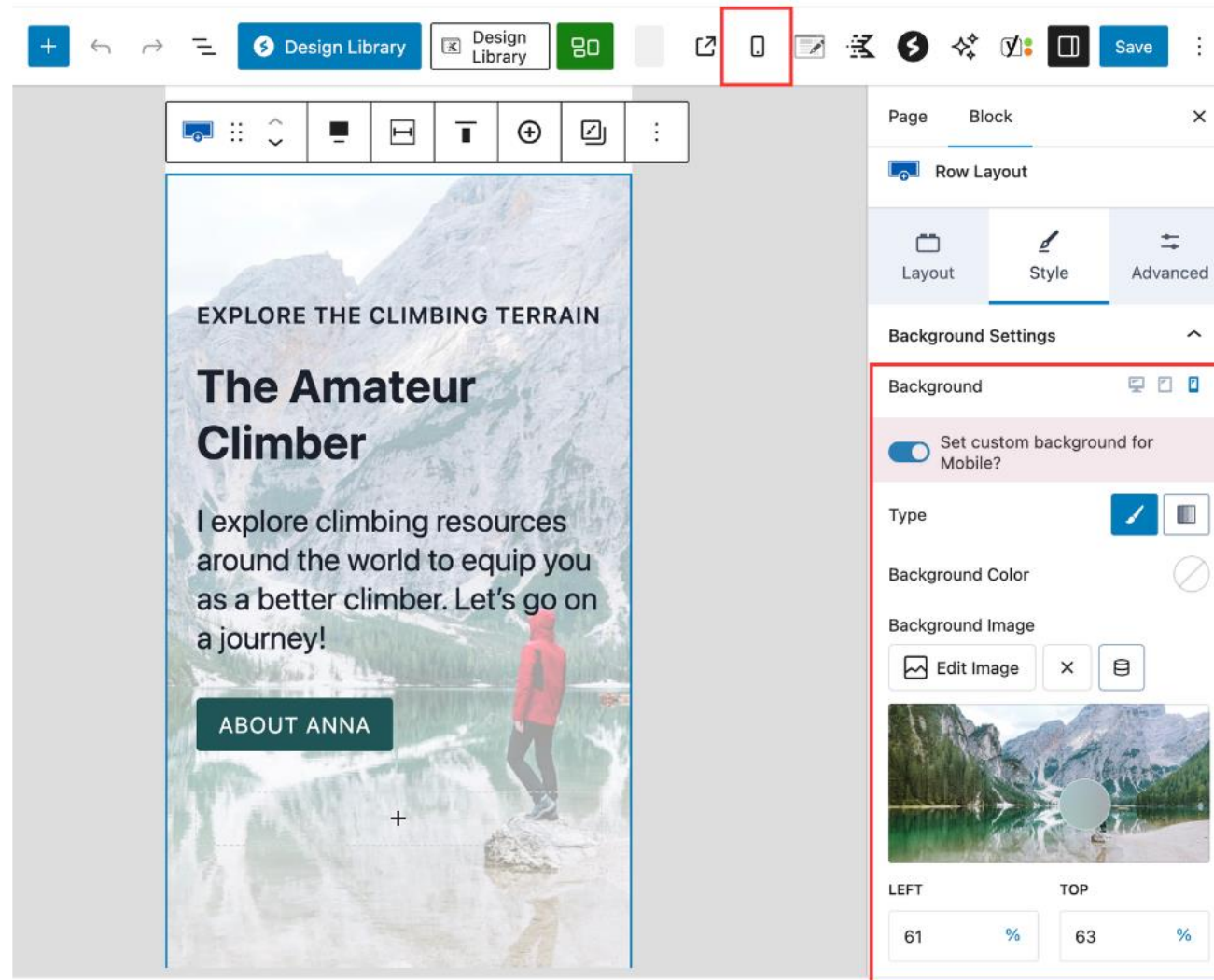


Recommended Image Size (Mobile)





Recommended Image Sizes (Mobile)





Why Design Matters?

First Impression Counts



Any Questions?



ZeeTechFairy



ZeeTechFairy.com