



A Quick Guide to Designing your IR Website

Bring Your Brand to Life

When it comes to investor relations, a website is one of the most crucial platforms to educate and engage the Street about your company's offerings and convey brand personality to differentiate yourself.

In an overcrowded and competitive marketplace, it's more critical than ever to leverage web design best practices to bring your brand to life. From your value proposition to financial metrics, investors need quick and easy access to highly digestible content, all orchestrated by a fully seamless experience across devices.

Whether it's your shareholders or potential investors, capturing a user's attention span (on average a mere five seconds) means that your IR website not only has to communicate efficiently and intuitively, but also creatively. Here's a short checklist of what it takes to make a real impact with investors.

Be intuitive

According to a study by Rivel Research, “insight on the Global Buy-side,” 42% of the buy-side says that “ease of use” is what makes a website “best-in-class.” IR sites tend to be heavy in technical financial content, so give your content the space to breathe, and focus on guiding your users. Deliver an uncluttered and focused experience.

Simplify Navigation and Structure

Your website’s navigation should be seamless, so users can easily move from one page to another. Your visitors should be able to find what they want at a glance and explore your site effortlessly. Help guide and engage your visitors by consolidating your menu options, making sure your menu text is short, and leveraging visuals like bold images, icons, and call-to-action buttons.

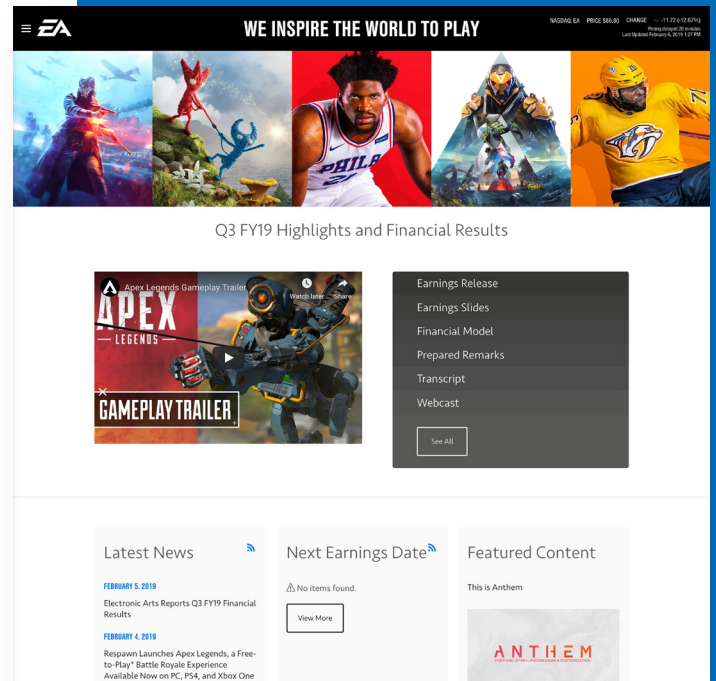
Group your content

As public companies build their roster of events and presentations, it can be tempting to fragment materials by category across several pages. But it’s actually key to group content in one place, for fewer user clicks, and ultimately stronger investor engagement.

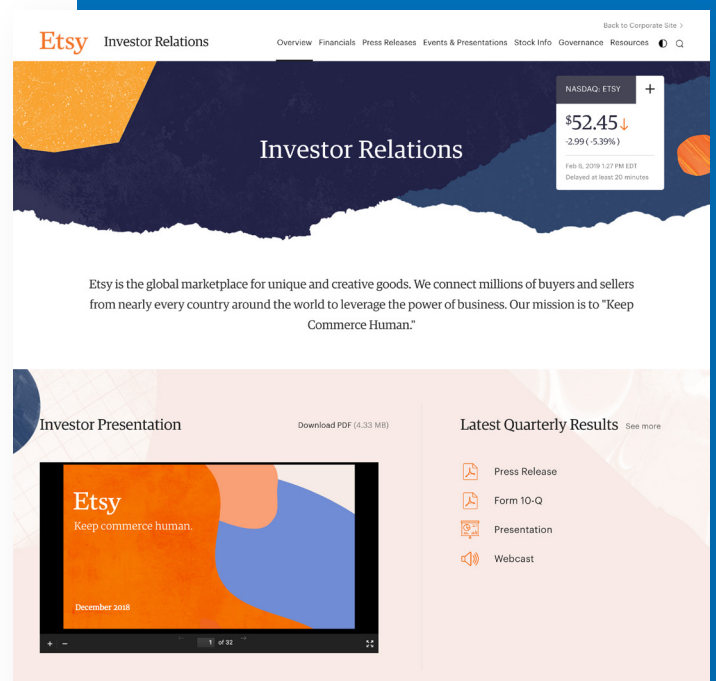
Prioritize key information

Your IR website should be a comprehensive, 24/7 hub of communication for your shareholders, prospective investors, and analysts. It’s essential to showcase your company’s value proposition, along with your essential financial data and events. Let visitors know why you’re a good long-term investment.

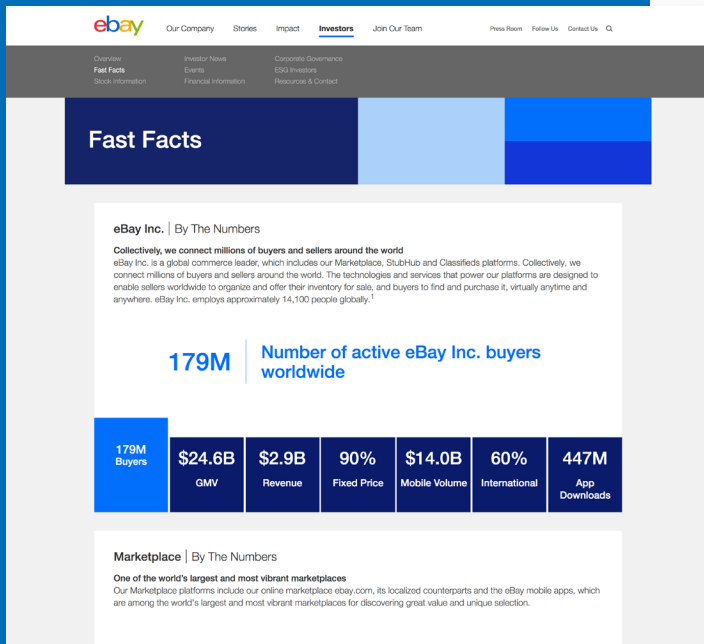
Your company should also appear approachable and accessible, especially as direct investor communication becomes increasingly important. Be sure to prominently post your contact details (consider featuring a “Request a Meeting” button), social feeds, and newsletters.



Electronic Art’s (EA) site is clean and easy to navigate, pairing strikingly colorful images with plenty of white space, and clearly grouped sections for a heavily visual navigation.



Etsy understands the importance of visual design to simplify navigation. They effectively group key content on the homepage, leveraging boldly colorful images and plenty of videos to call attention to their content.



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Be a storyteller

An IR site is more than just facts and stats. Connect the dots for your audience and frame the narrative you want them to hear. Investors look to your website to get a real sense for your strategy, values, goals, policies, and accomplishments, and essentially what sets you apart from your peers.

Feature a “Why Invest?” section on your homepage

Showcase your company's investment proposition in an engaging and instantly understandable way. Support your proposition with a clear and digestible presentation of your company's key information and financials.

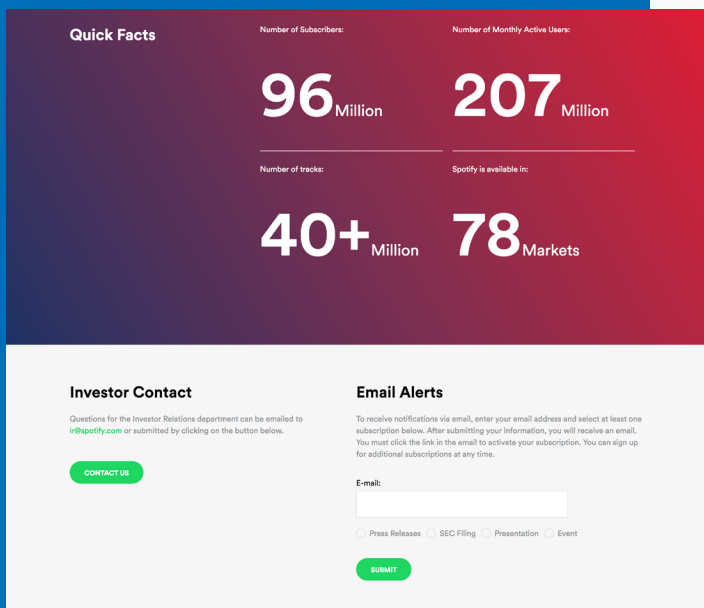
Bring your financial information to life.

Just because you're dealing with numbers and reports doesn't mean you can't be creative in how you present them. Purposefully use eye-catching icons, infographics and animated graphics, to give investors a dynamic visual picture about investing in your company. You also want to make your financial information as easily digestible as possible. Consider featuring a “financial summary table,” to consolidate data across a number of years, so investors have easy access to a broad range of content at a glance (instead of having to click year by year).

Capture your events in a way that makes the user feel like they were there.

Especially when it comes to events, aim to deliver an immersive experience for your users. Whenever possible, show visual presentations, including videos, downloadable content, and interactive slideshares.

eBay's “Fast Facts” page provides a quick snapshot of their investment proposition. They powerfully showcase why to invest, along with key financials and stats and strikingly colorful graphics.



Spotify's “Quick Facts” section boldly shows key stats at a glance for why to invest.

Be visual and interactive

Ensure continuity with your corporate brand

IR is a key part of your company's public facing presence. Make sure that your IR site communicates your branding and is consistent with the look and feel of your corporate site.

Deliver information at a glance with icons, animations, and infographics

Leverage design for high impact visual storytelling. Custom icons, animations, and infographics can impactfully convey and simplify complex information at a glance. Flat design is an especially popular and minimalistic approach, featuring two-dimensional illustrations with vivid colours, crisp lines, and clean open space.

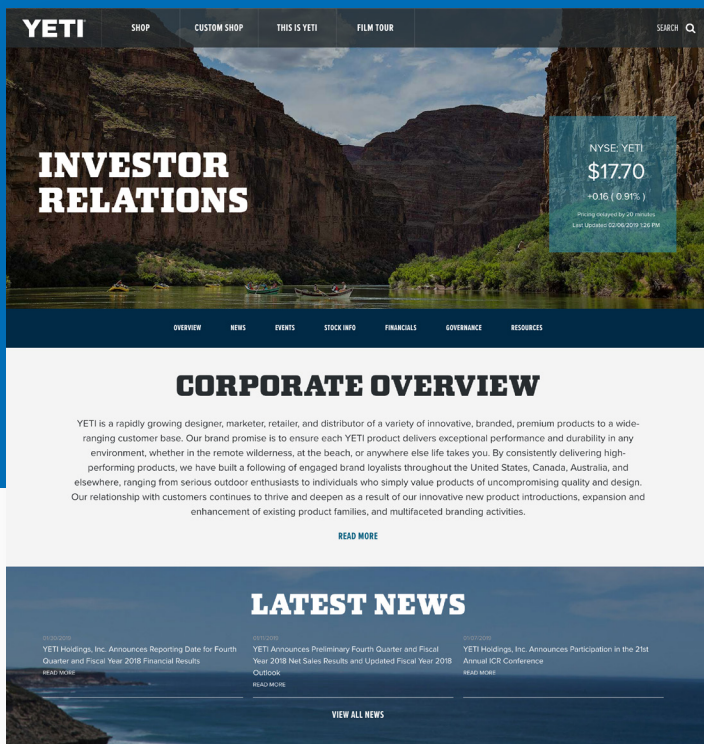
You can also incorporate microinteractions to make technical content and metrics more dynamic. Engage the user with animated icons and graphics. Use infographics to convey large portions of complex information, in easily digestible and powerfully visual ways. They're a particularly effective way to report on company growth and sales.

Leverage video to tell your story quickly and visually

A Hubspot study says that 59% of executives prefer watching videos over reading text, with 92% of these mobile users sharing video content with their network. Videos add a human touch and breathe life into static content. It's a quick and impactful way to bring your story to life and show technical details that might otherwise seem dry to a more generalist audience. Organically integrate video content across your website. Consider using a scrolling "slider," to consolidate multiple videos from a variety of voices across the organization. Experiment with looping video segments, to highlight specific sections of your website.



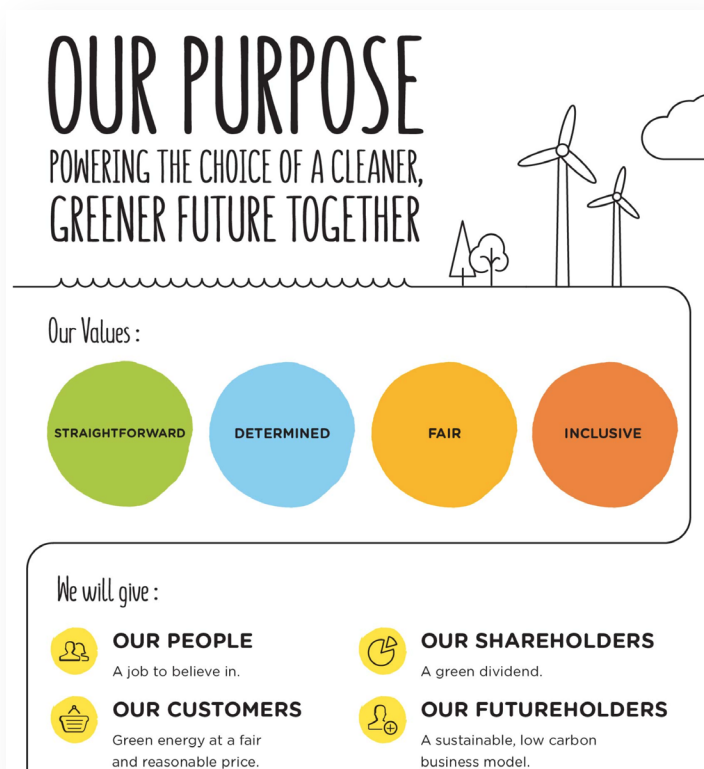
Patterson's use of bright and bold colors, in combination with animated graphics and playful icons, not only communicates a lot of content at a glance, but also gives the brand personality and sets it apart.



Yeti leverages big and bold typography, coupled with stunning landscape photography, for a clean and impactful site that conveys a confident brand who knows where it's going.



Agnico Eagle's About Us page uses real and engaging photography to reflect their brand's authentic personality.



Consider big and bold colors, typography, photography

Depending on whether it aligns with your branding, today's trend is for bright colors, large font, and bold images. Bright, vivid and crisp colours can portray a strong and confident brand personality and quickly catch the attention of investors. Consider pairing this with large or even oversized typefaces and headers. The impact is dramatic, but still minimalist and clean. Big and bold photography can also catch the eye of investors and make a lasting impression. Ditch boring, generic corporate stock photos for striking real-life images that reflect your company's authentic personality and tone.

Give your company a "face."

Humanize your brand with photos and videos of your team members, leadership, work culture, and clients. A message from your CEO or CFO can also add a personal touch.

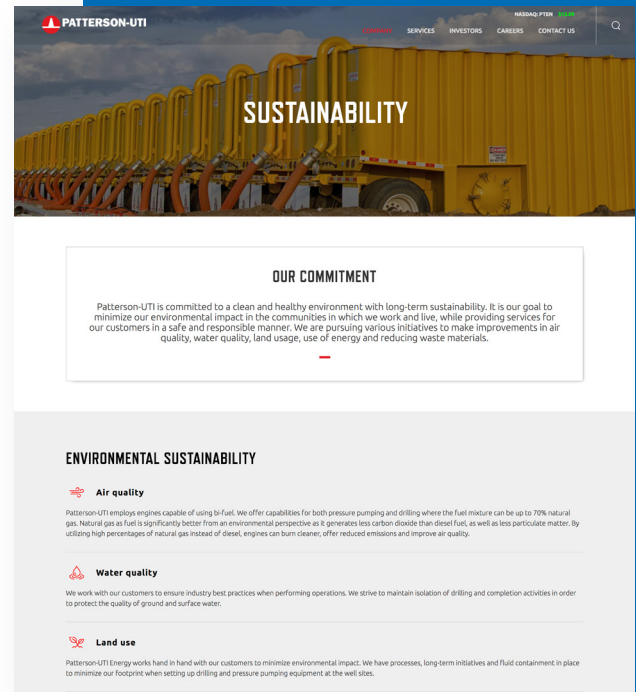
Good Energy's About Us page uses a colorful and playful infographic that impactfully communicates their purpose and sets their brand apart from their peers.

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Brand your company for ESG

Share your ESG positioning and success stories

Environmental, social, and governance (ESG) now plays a pivotal role in an investor's decision making. As a key and growing trend in IR, ESG has become an essential focus for companies globally. It's now also a critical part of how you position yourself with your investors and brand your company. Leverage your website to share your strongest ESG initiatives and showcase your success stories.



Patterson-UTI's ESG page shows their brand's personal and well-integrated approach to ESG initiatives.

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Optimize for mobile

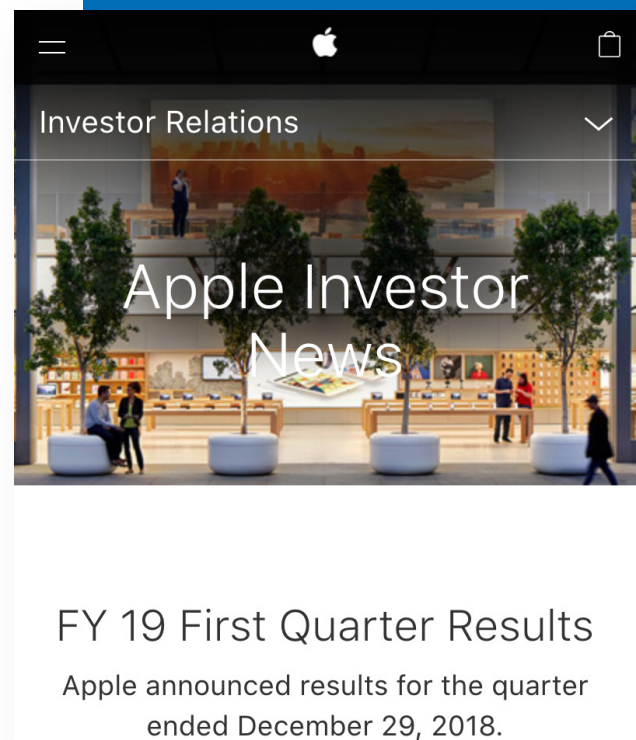
According to an IR Magazine survey of 300 institutional investors, 83% of investors rely on mobile to do their work, and 68% look at investor-related content throughout the day. Today's users access websites across multiple devices and screens.

Stay economical about space and user attention span.

Find intuitive ways to organize information for mobile, such as the long scroll. Use graphics that are instantly consumable, like icons and infographics, and maximize on microinteraction opportunities.

Ensure that your mobile site layout is optimized across all devices.

Adapt complex content into more digestible pieces for the small screen, such as your events calendar and stock chart. You'll also want to prioritize content that works better on mobile. For example, users will likely be more keen to look up an upcoming event on their phone, as opposed to downloading a report.



Apple's IR site uses the long scroll to make navigation intuitive and interactive on any mobile device.



All examples in this guide are proudly taken from our clients websites. At Q4, we know how to convey your story and elevate your brand, in a way that engages your investors and differentiates you from your peers. "Studio" websites leverage industry best practices, leading design trends, and best-in-class user experience.

To learn more about building an optimal IR website for your company, please contact sales@q4inc.com.

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