



# 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.

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# 01 Design with your user in mind.

According to this IR Magazine article, “**High satisfaction with IR websites from both IROs and institutional investors**”, just under 4 out of 5 IROs view IR websites as an effective tool in engaging with institutional investors. 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.

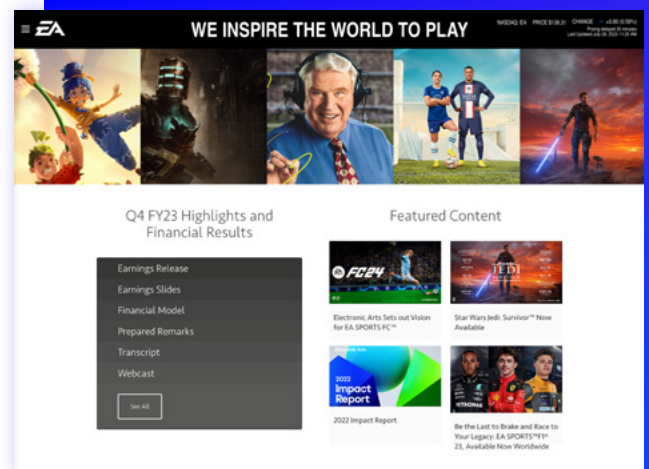
## Group your content.

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 like content in one place, for fewer user clicks, and ultimately stronger investor engagement.

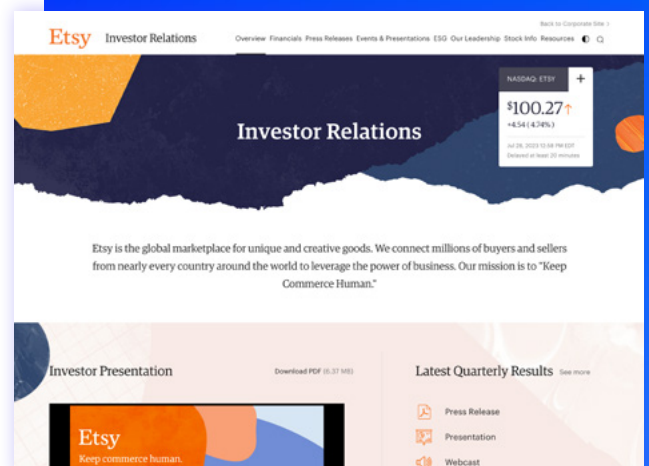
## Prioritize key information.

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.

## 02 Tell a story.

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.

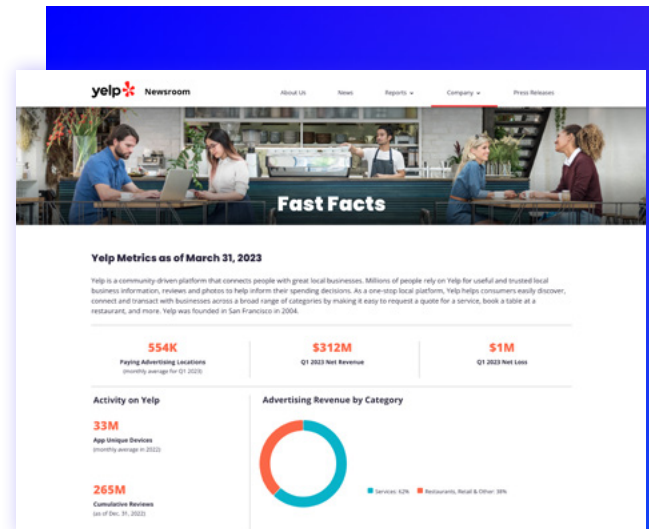
Just because you’re dealing with numbers and reports doesn’t mean you can’t be creative in how you present them. Purposefully use eye-catching icons, infographics and animated graphics to give investors a dynamic visual picture about investing in your company. You also want to make your financial information is 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.

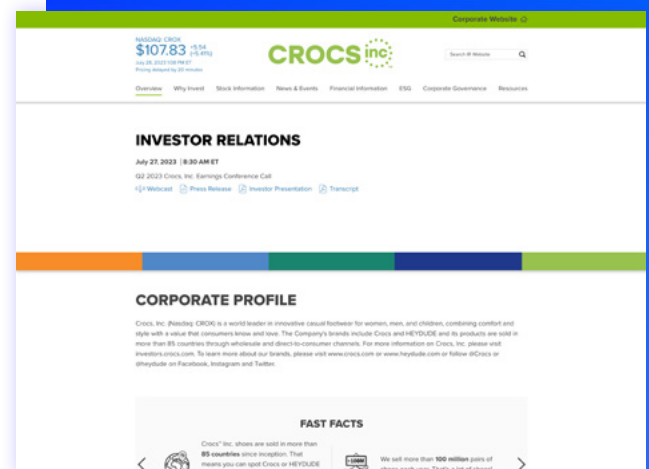
Especially when it comes to events, aim to deliver an immersive experience for your users. Whenever possible, show visual presentations, including videos, downloadable content, and interactive slideshares.

### Find a seamless provider who integrates your tools

Look for a provider who can integrate virtual events and IR website data. This gives IR professionals an in-depth analysis of their potential and current investors activities and better insight into where to spend their targeting efforts.



Yelp’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.



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

## 03 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.

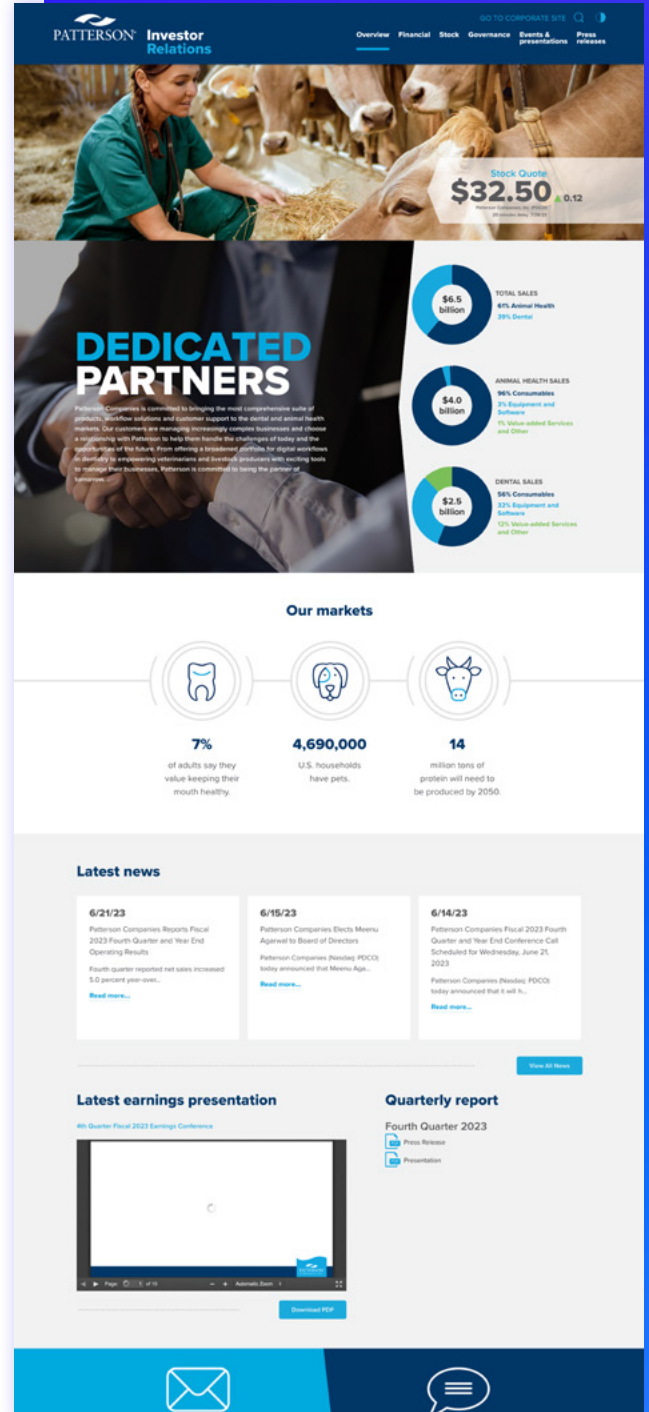
### Deliver information at a glance with icons, animations, and infographics.

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 colors, crisp lines, and clean open space.

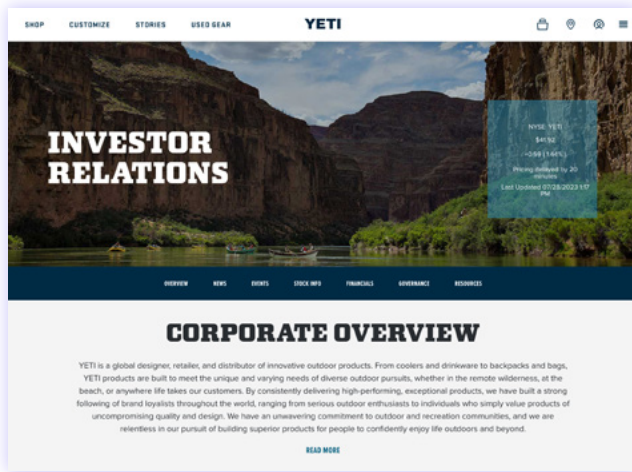
You can also incorporate microinteractions to make technical content and metrics more dynamic. Engage the user with animated icons and graphics. Use infographics to convey large portions of complex information, in easily digestible and powerfully visual ways. They're a particularly effective way to report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

### Leverage video to tell your story quickly and visually.

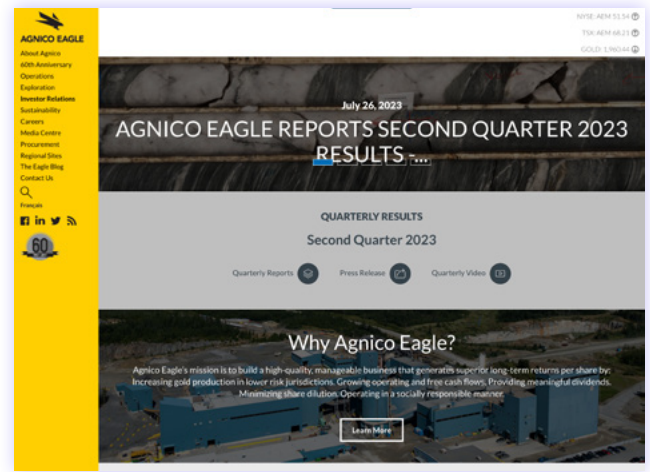
An [InVideo](#) study showed that 96% of consumers increased their online video consumption, and 9 out of 10 viewers said that they wanted to see more videos from brands and businesses. Videos add a human touch and breathe life into static content. It's a quick and impactful way to bring your story to 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.



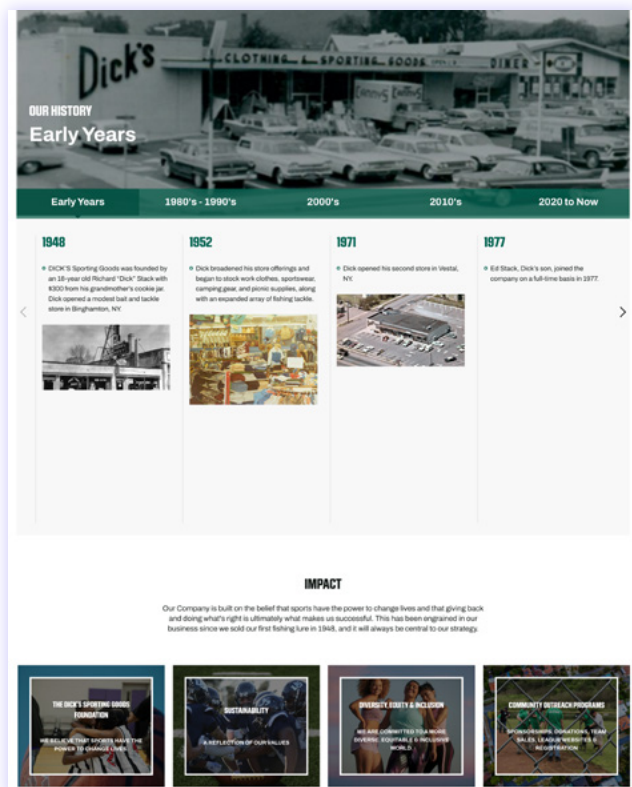
Patterson's use of bright and bold colors, in combination with animated graphics and playful icons, not only communicates a lot of content at a glance, but also gives the brand personality and sets it apart.



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.



Dick's About Us page features a timeline of their history showing their story, longevity, and expertise, which sets them apart from their peers and shows their maturity as a company.

## Consider big and bold colors, typography, photography.

Depending on whether it aligns with your branding, today's trend is for bright colors, large fonts, and bold images. Bright, vivid and crisp colors 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.

# 04 Brand your company for accessibility and ESG.

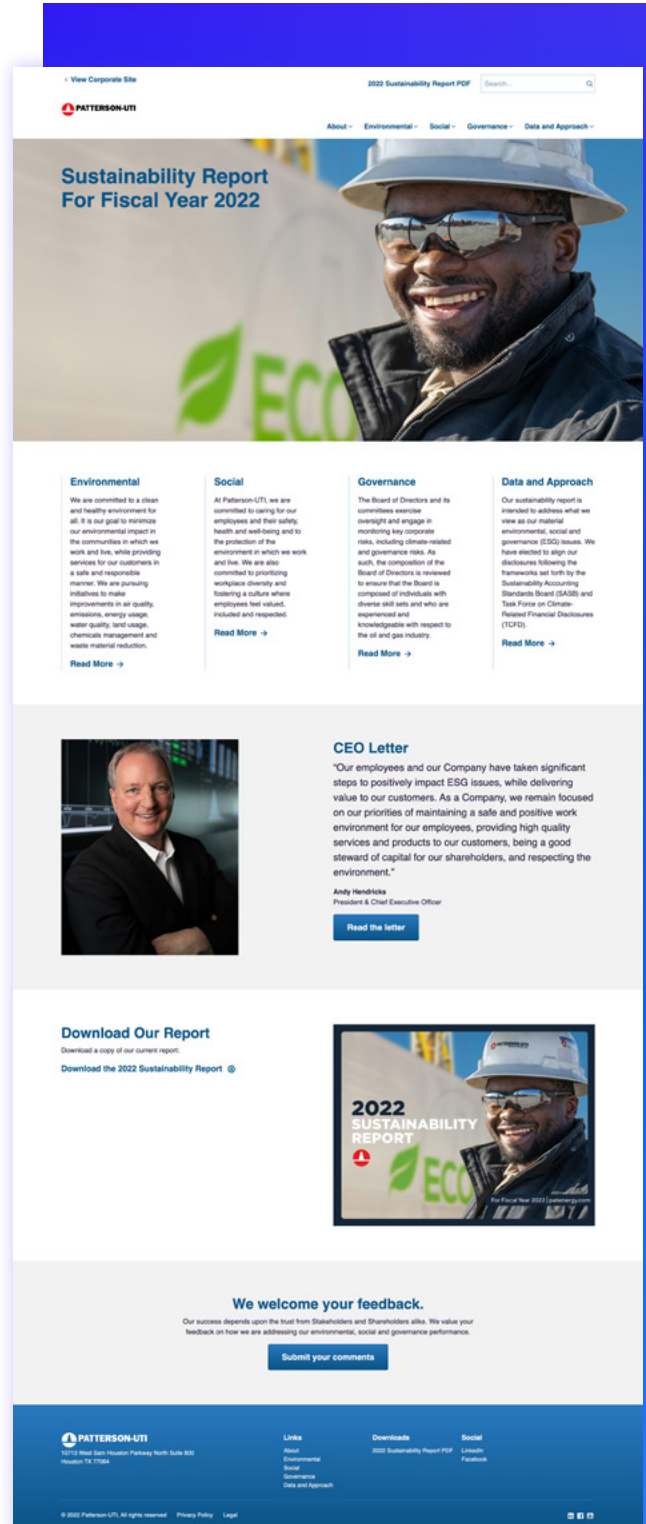
## Highlight accessibility efforts.

Accessibility is focused on ensuring there are no barriers to providing an equivalent user experience to all. Websites, tools, and technologies should be designed and developed so that people with disabilities can use them, removing barriers to accessing and fully utilizing websites. The advantage of having a **fully accessible website** is that it builds trust and inclusion in your brand across all stakeholders and gives you access to your full potential audience.

This [IR magazine article](#) highlights how not having an accessible website can damage a company. The article shares the story of a hearing-impaired shareholder requesting an accessibility update to a company's IR website so she could review an audio file. The company, unable to comply, suggested the shareholder – a corporate executive – have her guardian listen for her. With that, the shareholder decided to reinvest her money elsewhere. This is one of the many reasons you need to update your website if it is not currently accessible.

## 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 global focus for companies as this EY sustainability report shows 87% of the C-Suite respondents believe sustainability and ESG initiatives are very to extremely important. 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.

## 05 Optimize for mobile.

As of February 2023, **52.08% of the total web visits are currently mobile**. Today's users access websites across multiple devices and screens. A mobile optimized website increases the likelihood of engaging your visitors because visitors will spend more time on your site navigating through content as long as the site is easy to use. They will also be able to interact effectively with your site, whether it be by liking content, clicking on Call to Actions (CTAs), or contributing to your comment sections.

### 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.



CMC Materials 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. We 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](mailto:sales@q4inc.com).