WHAT MAKES A SUCCESSFUL WEBSITE.

Appearance matters

Just like your logo, if your website falls below a certain standard of design your business might fall into the rut of not being taken seriously. If your website looks as if your nephew or cousin slapped it together, then your run the risk of people thinking you're a small, struggling company, therefore moving on to a solid, well-designed, easily navigated site. It doesn't matter if you have an office or not, what matters is how you present yourself to the world through your website.

Content, Content, Content

Focus on what you want to say and make it impactful and informational. A website with run-on copy loses visitors. You never want to overwhelm your visitors with text that goes on forever. Your Home page is very, very important and needs to establish immediately who you are and what you're offering. Remember, your customers want to know what you can do for them.

Photographs and Graphics

Photographs, videos and Graphics are great ways to enhance and show what you do. If you aren't using photographs of your business and need to use Stock photography, then choose ones with relevance and as close to who you are and what you represent. Keep it engaging, if possible have interactive graphics.

Keep it current

Be sure to keep your website updated. There is nothing worse than a website with dated information, links or interfaces. This detracts from your business as an efficient and modern company.

SEO and Social Media

Search Engine Optimization is a big deal! Include in your informational text key words that people normally use when searching for your type of product or service. Use the most obvious ones, and any common variations. Take the time to learn and use title, description and keyword metatags. Or hire someone to handle these SEO basics for you.

More and more businesses are using Facebook, LinkedIn and Twitter to promote themselves. These are good places to build your brand and include the community in what's going on with your business. Make sure your website includes "share" buttons so that visitors can easily share your content.

Designing a Website involves open communication with the client and designers in order to produce an appealing and functional result. All components need to balance the ultimate goal which is to attract customers, hold their attention and make sales.