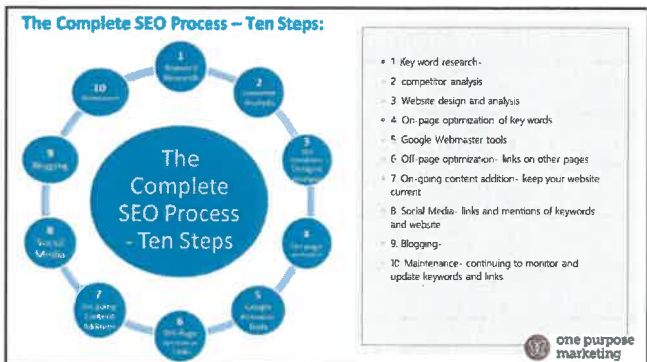




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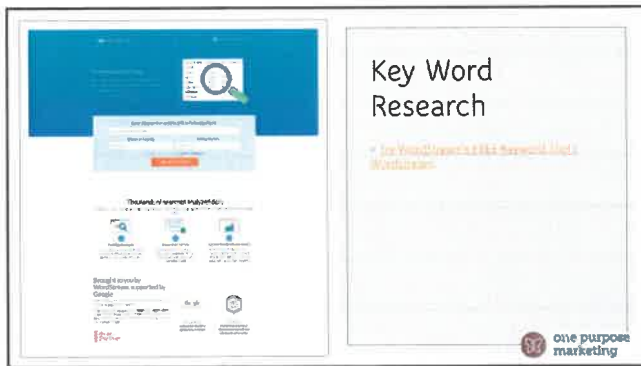
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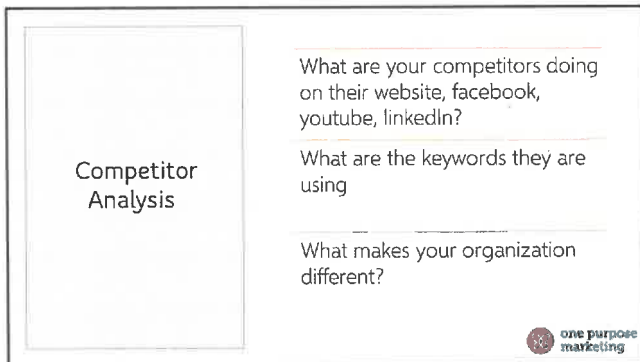
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Website design analysis

10 Elements Every Website Should Have:

- Logical Website Navigation
- Web Design and Layout
- Responsive Design
- Content is Key
- Call to Action
- Recommendations
- Always on Offer
- Strong Writing
- High Quality
- Clear Calls to Action

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WEBSITE DESIGN BASICS

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8

User-Friendly Website Navigation

◦ The most important element for a good website is having a user-friendly navigation. You may be offering the best products or services in the market, nevertheless, they would be of no use, if visitors or potential customers cannot locate them. So how do you ensure the customers have an easy and smooth website navigation? Your website layout needs to be simple and reasonably organized. Additionally, a prominent search and navigation tabs should be placed on top of each and every web page. Links to all the main pages of your website should be present on the navigation tabs.

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Web Design and Layout

◦ Eye-catching **web design and layout** is very important for websites, similar to how attractive merchandising is important for retail outlets. Once a potential customer lands on your page, they take only 50 milliseconds to decide whether they want to continue browsing or stay on your website. The web design should be in line with your branding strategy so that the moment a visitor visits your website; they should be able to understand your company and its values immediately.



10

Responsive Design

◦ Over the years, the increase in the number of mobile phone users has surpassed the ones using computer users. With the growing smart technology, internet will now be more accessible on larger devices like TVs. To capitalize on these booming market segments, it is crucial that websites design are responsive towards all types of devices and screen space.



11

Content Writing


◦ The content on the website provides important details regarding your company and its services. To develop an impactful website; you should ensure that the web content is in line with your company's branding strategy. Conduct rigorous market research to identify and find terminologies or words, which are used by the target audience to search for specific services or products. Good quality content will make it easier for users to understand and relate with your website.



12

Call to Action


- Ensure that your website is equipped with necessary Call to Action or CTA statements. These statements are useful for guiding visitors towards activities which are required for performing activities like doing online purchase, availing discounts, subscribing to your newsletter or promotional emails, etc.



13

Testimonials


- With the growing competition in digital market, one of the must-haves for your website is a testimonial section. The testimonial section displays all the comments and appreciations of satisfied customers. This element is brilliant way to increase your website's credibility. The testimonials make new visitors or customers feel comforted and more confident about purchasing on your website. The testimonials can be placed on the home page itself, so visitors can view them on landing. However, there should also be a separate web page especially for customers' testimonials.



14

An Opt-In Offer

- An opt-in offer is a request sent by your website to the visiting customers to sign up for your company's offers or promotional emails. This helps in collecting contact information of the visitors even if they do not make purchases on your website.



15

Story Telling

◦ Brand loyalty is very important for your company, hence it is crucial that the customers should feel connected to your brand. Ensure that the About Us section on your presents the story of your brand and company, so that the customers can relate to it. This will help in adding a personal touch to the website and making a lifelong impression on your visitors.



16

FAQs Section

◦ Number of times the customers have some queries about the products and services. A dedicated page for Frequently Asked Questions (FAQs) which answer all these basic queries is the best solution to guide your customer and help them understand your company and its offerings.



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Contact Information


◦ It is essential that your website displays detailed contact information prominently on your website. This is a good strategy to improve the company's credibility.



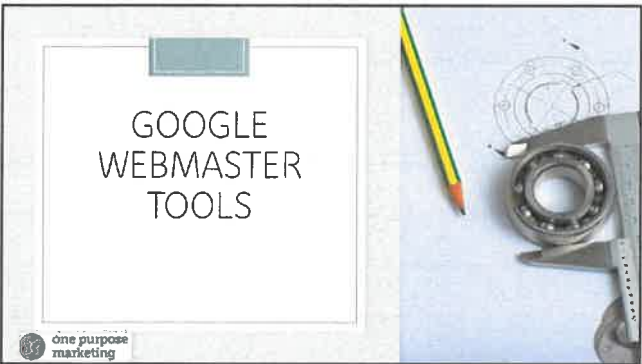
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On Page Optimization of key words

- On-page optimization primarily configures and matches the structural elements of a website with how a search engine reviews a website, against a search query. The more the website is optimized in line with how a search engine shortlists and rank websites, the better its chances of being visible and ranking higher in search engines' results pages. Typically, on-page optimization includes:
- Updating page title and description with relevant keywords and brief information about the website
- Adding alt attributes and descriptions to images and videos
- Removing errors from HTML code and optimizing it for different devices, browsers and speed
- Maintaining a balanced ratio of targeted keywords in all tags, descriptions and content




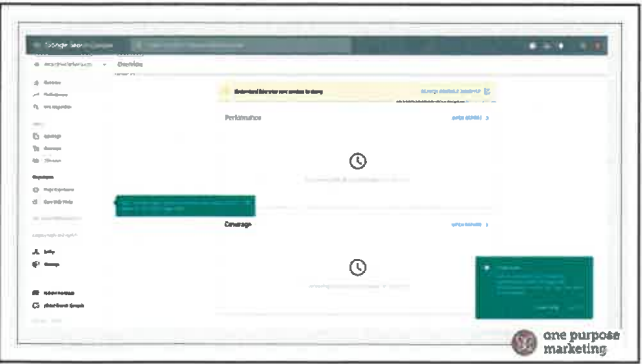
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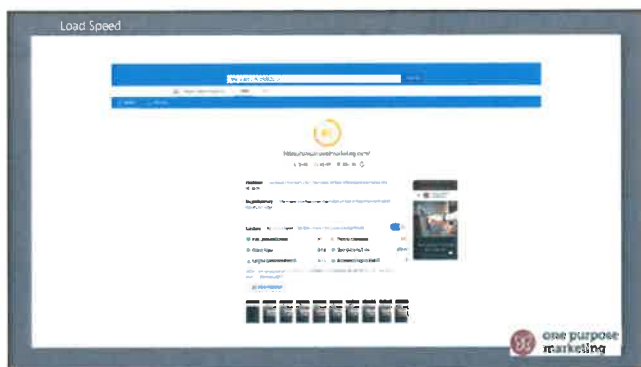
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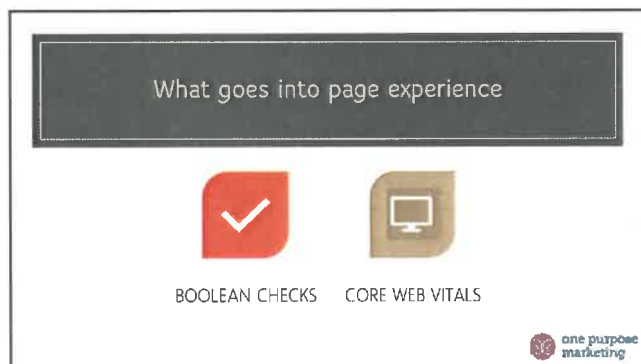
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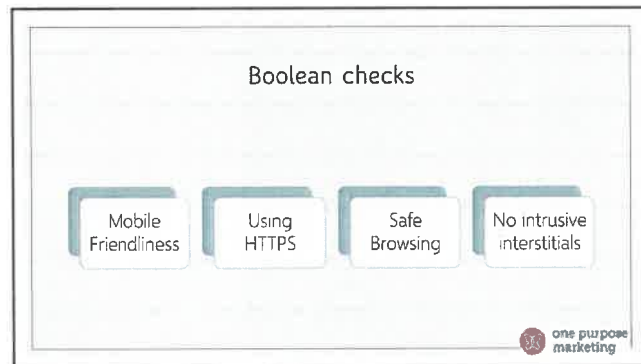
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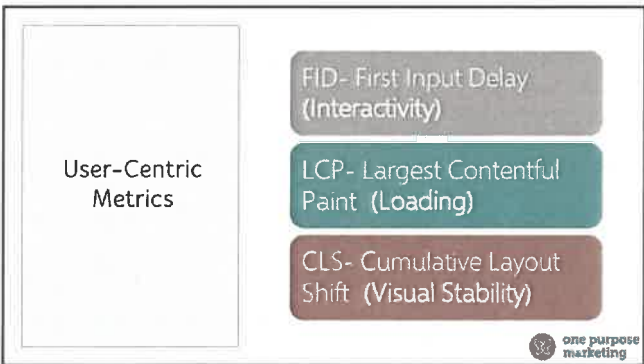
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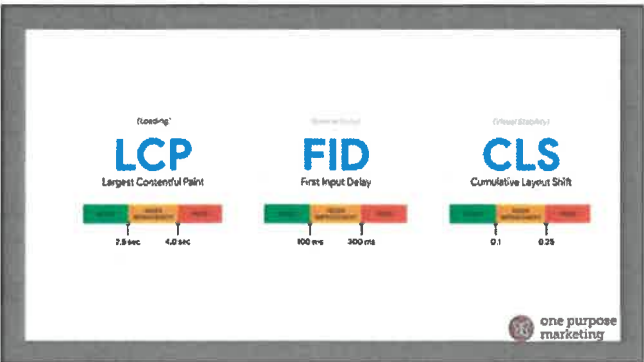
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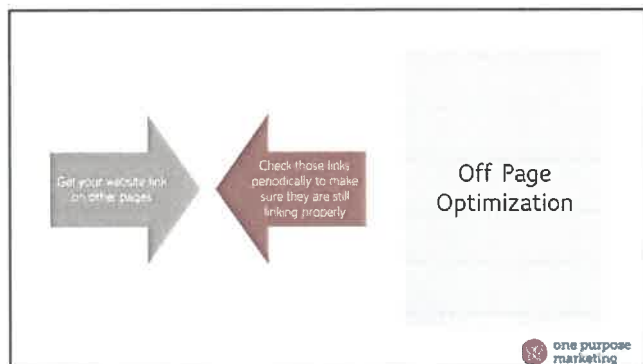
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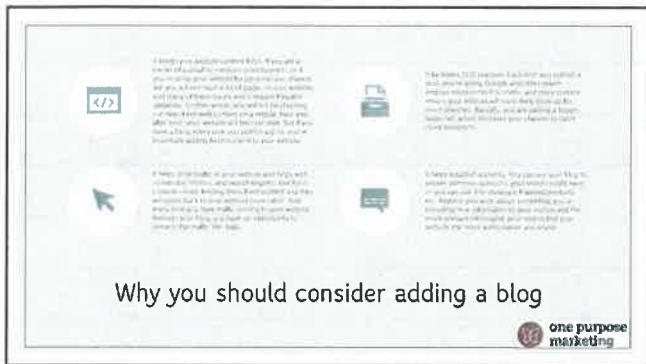
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4 Easy Tips to implement today

- 1 Be sure your website has the keywords associated with how your customers search to find you
- 2 Link your website to your social media and mutually link your website through your social media posts
- 3 Ask your customers for testimonials and reviews frequently
- 4 Have a system (schedule) for updating your social media and website



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QUESTIONS



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