WEBSITE DESIGN

For Local Business

MarketBlazer

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Introduction

Most local businesses today have a website. A place where customers and potential leads can go to learn more about the company, and possibly even buy their product or use their services.

But websites don't always perform as they should. Maybe you've noticed that your bounce rate is high, meaning that people are coming to the website but leaving soon after they get there. Or maybe you're just not seeing the traffic numbers you would like to. Maybe you don't even have a website yet, but you're in the process of getting one and are wondering how to make it dynamic, so it *does* fulfill its purpose.

When this is the case, website design should be your focus. Of course it's easiest to create the website design you want before your site even goes live, but even if you already have a website, it's easy to make small changes to get the results you want to see.

This report will uncover all the secrets of website design you need to know from a layout users will love, to creating an outstanding 'About' page that will tell visitors everything you want them to know. It will also share SEO secrets that will help your site climb to the top of the search engines' results page so even more potential customers can find your site.

Within this report are all of these secrets and more, so let's get started!

The General Layout

Every great website starts with a great layout. The layout includes many different aspects of the website including where the navigational menu will be placed, what kind of typography will be used, and the colors you'll use. There's a lot to remember, but each aspect of the layout is very simple to create and/or change and a great layout is the first step to getting a professional design that users will love.

Define a purpose

Most local businesses will create a website with the purpose of generating more leads and getting more customers. But putting that on your homepage will not only turn people off, it also won't give those potential customers anything to work with. You need to ask yourself what your customer will be looking for when they land on your site.

Are they looking for products? If so, you'll need your homepage to clearly show where they can navigate to find those products. Is the purpose of your website to entertain? You may want to place images and videos on your homepage. And if it's information visitors will be looking for, you'll also need to place the most important information right on the homepage.

Get a website journal

When you first set about creating a great website design, the chances are that you'll have many different ideas. Some of these will be great, and some of them won't be. You definitely don't want to have one of those awesome ideas only to forget it when you're bogged down with other aspects of the design.

For this reason, anyone who is trying to improve or create a great web design should have a journal where they can jot down different notes so they'll never be forgotten. You don't have to, and in fact shouldn't, use every idea that ends up in the journal. But it's a great way to start brainstorming, sort things out, and keep those great ideas front of mind when you get a bit deeper into the design process.

Sketch it out

Just like every new home is completely sketched out in the form of blueprint before it's built, your website should be, too. Images, content, video, menus, and landing pages should all be roughly sketched out before the website is designed. If you start looking at a

blank screen, you may find that the menu is too big to be placed where you want it; or that a video is going to cover up and run into text onto the page.

There are many issues that can crop up when designing a website and starting without a clear plan is a bit like trying to place a bathroom in a house before the foundation has been laid. A rough sketch can be just that – *rough* – but it can greatly help you (and your web designer, if you're using one) understand what works and what doesn't.

Get a grid

Every awesome website you've ever seen has started with a grid system. This can be done in Photoshop and if you don't have the program, your website designer certainly will. The grid is your opportunity to place the items from your sketch exactly where you want them; and to make sure your site stays consistent throughout with sizing. A grid will support every section of the website and help you get a perfect layout for your website.

Customizing templates

Templates are great when it comes to designing a website. Templates are webpages that have already been designed, making it easy for web designers and local business owners to simply plug in their own information including text and images. But, caution needs to be used when using templates. Because they are pre-designed, it's easy for many businesses to end up using the same one. And when a web designer has seen success with one, they sometimes have the tendency to use it over and over again because they know it works.

The problem with this is that when the same template is used for many different businesses, it stops working at some point. Websites will start to blend together, with none really standing out in the crowd. As a business owner you definitely want your website to stand out, so any template must be customized in order to do so.

Customizing a template simply means changing the fonts, colors, borders, shapes, page sequence and other integral parts of the layout. You can still use the template, but when you customize, you're not bound to every detail used by many other businesses.

Tight typography

When users visit your website they won't know about the sketch you made beforehand, or the grid you used to get perfect placement. But one of the first things they'll notice is the typography, or fonts, used.

The trend for fonts is starting to lean towards bigger and bolder, but this really only works if the rest of the website is kept clean with minimal text and other elements. If the homepage of your website does have a lot of information, including text, video and images, you'll need to use smaller fonts to keep the page from looking too cluttered.

You'll need to play around with different types of fonts before deciding on the one that's perfect for you and your site. But there is one rule of thumb to remember: try not to use more than two different fonts on any one page. Doing so will only bring confusion to the page and make it look tacky.

Coherent color themes

Even if you love every color of the rainbow, it doesn't mean that they should use every single one on your website. Colors will bring life to your website and make certain sections pop, but you have to be careful when using them.

The best way to begin choosing a color for your website is to look at the business itself. Does the company logo have certain colors in it? That's a great place to start because it will bring cohesiveness and continuity to not only the website, but to the brand as a whole.

While a logo can be a great starting point in any website color scheme, it's not necessary to restrict yourself to just that. Including additional colors can be a great way to make a website's design even more interesting and appealing to users, you just have to know how to do it properly. Start by choosing colors that match those you're already using, such as those within the logo and work from there.

Always be careful when it comes to colors, however. Never use colors that may be irritating to the users, or that simply don't make sense on the page. Just because you like neon green, doesn't mean that everyone will feel the same way.

Including images

Study after study has proven that when users go online today, they're attracted to images before text. Images in this case include not only still photos but videos as well, and local business owners and website designers need to be very careful when using them.

There are two rules when it comes to placing images within a website: they must be relevant, and there can't be too many.

Deciding whether or not an image is relevant is fairly easy; all you need to do is decide whether it relates to the other content on the page and if it will capture the user's interest.

For instance, if your local business has shot a commercial, you may want to display it on your homepage. But while it may relate to the other content on the page, especially if you're trying to capture leads, it might not capture the user's interest. No one wants to go to a website just to see advertising. A video of a company barbecue or a virtual tour might be more appealing.

You also need to be very careful when it comes to how many images you're placing within your website. Websites with a lot of images take far longer to load than websites that contain mainly text. And if users have to wait a long time for the website design to load, they'll likely leave that website and go find one that loads a bit faster. So while integrating them is important, it's even more important that you prioritize the images you want users to see the most.

Keeping mobile in mind

The world is going mobile, and that trend isn't one that's going to slow down any time soon, if ever. Because of this, keeping mobile users in mind when designing a website is one of the most important things a local business owner can do.

One reason for this is because customers don't only search at home now. They may be out shopping and want something to eat, so they search for restaurants that are nearby. If you're one of those restaurants and you don't have a mobile site, your website may not appear properly on their smartphone, which could potentially mean a lost customer you could have reached otherwise.

Even when customers are in the comfort of their own home, many still choose to just whip out their tablet or smartphone to search rather than boot up their desktop and sit down to look. Again, if the website isn't optimized for mobile website design, the user may only be frustrated by having to scroll up and down and side to side, and leave to find another website that is optimized for mobile.

Making sure your website design is optimized for mobile is important for another reason that has little to do with the user. Search engines, Google in particular, has also realized the growing trend of users going mobile and have incorporated this into their algorithms. When websites aren't optimized for mobile users, search engines may penalize them by placing them lower in the search results, meaning that less traffic will make it to the site.

Navigating navigation

Navigation simply refers to how easy it is for users to move around different parts of your website. Making navigation as easy as possible for users is important because you want visitors to see every section and every part of your website. That is why you included those sections, after all.

But not only do *you* want users to see all the different sections, *users* also want to see the different sections. And if you haven't made it easy for them to do so, they'll quickly become frustrated and leave for another website; one that has made navigation easy.

In order to have easy navigation, it's important that pages have a logical page hierarchy, preferably with clickable buttons and categories telling users what to do and how to get where they want. When it comes to navigation, web designers use what's known as the "three click rule". This means that users should be able to get to wherever they want to go within a website in just three clicks.

The left-hand side of the page is also very important when trying to make navigation easier. Users typically tend to look for information along the left-hand side of the page, and in the top left corner. Keeping this in mind, this is where important information, clickable buttons and calls to action should be placed. The right-hand side of the page, specifically the top right corner, are largely ignored by users so important information should not be placed here.

Clear calls to action

A call to action (better known as CTA in the world of website design) is just that – a call to your visitors for the action you want them to take. Subscribing to your newsletter, contacting the company for more information, or buying a product are all calls to action, but there can be many more as well.

Calls to action typically show up on websites in the form of clickable buttons, forms, or fields where they enter information such as their email address. They are very important for every website, so when designing yours it's very important that you think about where you want them to appear on your website.

Be the king (or queen) of content

'Content is king' is a phrase that originated almost as soon as websites started appearing online, and it's one that's not going anywhere anytime soon. Content is crucial to a

website, it's how visitors know what you're about, what your company does, and what action they are encouraged to take.

There is so much to know about content that there have been millions of blog posts and articles written on this one topic but in the end, clear and concise is always best. Don't stuff your landing page with huge sections of text; the chances are people just aren't going to read through all of it. Use your landing pages to get your point across quickly and concisely. If you have lots of information to convey to visitors, place a blog button on your page and write individual posts. It will still give them access to that information, but it won't clutter up your website either.

In some cases, there may be a lot of content you want on your website that simply doesn't fit within a blog layout. For instance, if you're a contractor that offers many different types of services, you may not want a blog post just to identify each individual service. Grouping content into categories within the website can help with this, but make sure you don't fall into the trap of including every single service individually.

For example, if you offer plumbing services in addition to other services, you may not want individual sections for each type of plumbing. Instead, just have one category for 'plumbing' and a different one for 'roofing' and another for 'flooring services'. People will still know where to go to find what they need and your website won't look congested.

Generating Leads on Your Website

Every business owner wants to generate leads from their website. For many, it's their entire reason for having a website. But you need more than a dynamic design and outstanding content in order to do it.

When it comes to generating leads on your website, you can either choose to have one lead-generating landing page, or you can include a lead generation tool on each and every page. Whichever you choose, it's important that you do lead generation right, so that you not only get all those leads you want, but that you also increase your site's trust factor, credibility and authority. Below are the best practices to use to help you do just that.

Think about your end goal first

Just like you had to consider your website's purpose before designing or redesigning it, you also have to do this when it comes to lead generation. What type of leads are you trying to get? Is it someone who buys something as a first-time customer? Or someone that calls the company for more information or to order a service? Do you want people to sign up for your newsletter, or do you want them to fill out a form? Knowing what your end goal is will help you better determine elements such as call to action placements, form sizing, and more.

Make your contact number clearly visible

While you may wish to include your contact information in small print at the bottom of a webpage, your phone number should be much more clearly displayed. This holds true for all websites, even those providing a digital service such as a web host, or running an e-commerce store. Even if you don't expect customers to ever call you, having a contact number displayed will instill trust in customers and make the business seem more credible.

Don't force customers to write the number down

This is most important for local businesses that do want and expect customers to call. Customers today are on their smartphones *a lot*. And as we already know, they use those smartphones whether they're out in the neighborhood looking for a business or whether they're at home doing a simple search.

Contact numbers are a lot less effective when the customer is forced to write the number down, close out of their search and manually input the number into their phone. Don't

make them do this! Make the contact number a clickable button that users can just click on and press one button to make the call. This will have leads coming in far quicker than simply displaying the number.

Post short forms on every page

Forms are a great way to generate leads, but there are things you should keep in mind when using them.

The first is that forms should appear on every page, and they should be kept short. Of course you don't want a lengthy form taking up most of the pages on your site, so asking for just a couple of details such as their zip code, name and email address is a great way to capture their interest first.

By asking for just a few details in the initial form, you not only leave room on your webpage for other information, but it also entices those leads you want to fill them out. No one wants to give out all their information right away, especially when they're simply looking for more information, so keeping the forms short will also increase the chances that the forms work for lead generation.

Lastly, placing forms above the fold of a website will also increase the likelihood that users will actually fill them out. While many people have heard of 'above the fold' when it comes to publications such as newspapers, the term can also be used when referring to websites.

Above the fold in website design refers to the portion of the webpage that is visible in a browser window when the page first loads. Anytime a user needs to scroll down to see more information, that information is considered to be below the fold. Placing lead generation forms above the fold increases the chances that users will notice them and fill them out, especially when there are arrows marking it on the page that can draw the user's eye.

Include testimonials

There's a reason that review sites such as Yelp are so popular. People want to know what other people, real people, have thought about a product and/or service after they used it. Typically, customers will first ask their friends and family members if they've used the product or service and after that, or when that doesn't generate any suggestions, they'll go to review sites. You could spend time trying to get your business onto those review sites (and you should, eventually) but you can also incorporate this right into your web design.

By placing testimonials within your website, it allows customers to see what actual real people have to say about your business. And it gives you total control over those testimonials and the ones you want to show. Testimonials are one of the best ways to convey the powerful impact your company has had on others, so why not show them off?

Some business owners choose to incorporate videos and images along with their testimonials, but beware when considering this option. Remember, this type of media will slow your website down when visitors are trying to upload it, and you may want to save that bandwidth for other, more important media (such as a product how-to).

Add useful videos

Video has already been talked about quite a bit within this report, but it's for good reason – video works, plain and simple. However, there is a caveat that comes with this. Videos, just like any other aspect of web design, need to be used properly and strategically. Simply posting a video that's one big ad for your company won't work. You need to speak *to* your customer and not *at* them. Ads generally talk at the user, but a useful guide, how-to or even a question and answer period will give them helpful information that they can actually use.

When used properly, videos within a website can be highly effective. Because they make users feel more informed and confident of their purchase, business owners that incorporate them into their web design typically see higher conversion rates and more generated leads than those that do not.

Use powerful words

This goes along with the 'content is king' line of thought. You should fill your content, especially in your call to action, with words that make the user feel empowered. Words like 'get', 'feel', and 'have' are strong, active powerful words that will spark the user to feel something and due to that feeling, will persuade them to do something. The words you choose have a huge impact on how many leads your website generates.

Leave some room

When someone walks into your business, do you constantly talk to them leaving no room for pauses in the conversation? Of course you don't. And do you follow them around while they try to make a decision? Probably not. You probably make your pitch and then leave them alone for a few minutes to let them sort out the information, check out your services or browse your products.

This concept also applies to your website. While it's tempting to fill every space on your website with information, it's not very effective. Leaving whitespace can help emphasize certain content, photos or call to action buttons. Without it, your webpage will not only look cluttered, but it can also detract from the most important aspects of the website you want to draw attention to. So resist the temptation to fill up every last space. It's unnecessary effort on your part, and your website will be better off without it.

Creating auto-responders

Auto-responders are emails that are automatically sent to a customer's email address once they have taken a particular action on your site, such as subscribing to your newsletter. These can be a great way to generate leads and turn that first interaction into an ongoing relationship.

There are many types of auto-responders that are very effective at getting a company more leads and turning potentials into bona fide customers. Examples of auto-responders could be thank you emails, welcome emails, and follow-ups that include reminding the customer of sales, promotions, or simply the call to action you want them to take.

Setting up auto-responders is very simple and can be done with an auto-responder program such as:

- [Aweber](#)
- [MailChimp](#)
- [iContact](#)
- [Constant Contact](#)
- [InfusionSoft](#)
- [GetResponse](#)
- [1ShoppingCart](#)
- [Autoresponse Plus](#)

Test and test and test

Every business is unique, and while one element of lead generation will help one business take off, it can also prove to be ineffective for another business. The bottom line is that you don't know which of these tips will work for your business until you try them. And even if one element, such as incorporating testimonials, works very well, there may be another one that works even better. The chances are that before your website was live, it underwent a number of tests to ensure it was working properly.

The same is true for lead generation tactics. You need to try one and test it to see how it performs. Then try another, and leave it on your website to test that one. You never really know what will work and what won't until you start testing the many different elements.

Creating a Killer 'About Us' Page

The 'About Us' page on your website isn't just another page to fill web space; it's one of the most important pages on your website. This is where visitors will go to learn more about your business, what you do, what you can offer them, and who you really are as a company. Too many businesses simply jot down a short, impersonal message about what their company does and leave it at that. But this is a big mistake.

Your 'About Us' page is a chance for you to establish trust between you and your customer, communicate key facts and ultimately, create a relationship between you and every single visitor your website gets. It's also the first place most visitors will go, especially if they've never been to your website before. Below are some ideas to get you started on making a killer 'About Us' page so that soon, customers don't only know about you, but you're the first place they turn when they need your product or service.

A mission statement

Your business may have a mission statement already and if it doesn't, you should create one. A mission statement is a short statement that tells the customer what the company's purpose is, how it operates, the kind of product or service it provides, and the fundamentals of the company. In short, it lets the customer know quickly what they can expect from the company, and why providing the product or service is so important to the business.

By the time the visitor has landed on the 'About Us' page, the chances are good that they already have a basic idea of what the company does. For instance, it's unlikely they would land on a real estate company's 'About Us' page if they were looking for a tailor in the area. For this reason, the page shouldn't just tell customers what you do, but rather why it's important to you.

For instance, if a company was an app creation company that had just designed a new app, their mission statement likely would not say, 'We're the company that created the OrganizeIt app,' and leave it at that. But it might say, 'We want to make your life easier and more organized than ever before. We get excited about creating new features and products that will organize the details, so you can get on with the rest of your life.'

The difference is that the former mission statement is very formal and more importantly, doesn't convey any emotion at all. The latter on the other hand, is inspiring and makes

the customer feel something, which may turn them into a conversation rather than one more statistic to add to the website's bounce rate.

If you're unsure of what your mission statement should be, ask yourself a few questions. Why does your company do what it does? How do you help your customer? What problem do you solve? How can you explain your work without using any jargon that those not in the industry can still understand?

One of the key ideas behind a mission statement is that it's just that – a statement, not a novel. Keep it to no longer than two sentences and you'll get that clear, concise content every website should be after.

Include real, live people

This doesn't mean that you have to include a chat box within your 'About Us' page. The chances are that if you have a chat or message box, it appears on every page of your website anyway. But it does mean that you have to not only *talk* about yourself, but also *show* yourself. Include pictures of staff members, events that your company has either hosted or attended, or even of clients that you have helped.

Remember, this is your 'About Us' page, and so it's time to talk about *you*! You'll most likely dedicate the rest of your website to talking about your customer and their needs (or at least you should), so this is your one and only chance to really let them get to know all *about you*!

Don't keep the talk revolving around the business alone

As a business owner, you probably eat, breathe and sleep your business. And if you have really dedicated staff members, they might too. But let's be honest. Not every single second of anyone's day is dedicated to their work, and the 'About' page is a great place to show some personality.

So don't be afraid to be quirky and fun on your 'About' page, and feel free to go ahead and allow staff members to include their personal hobbies and interests within their bio. Remember, this is a chance to let your customers get to know everything about you, so you don't have to keep it entirely formal or business-focused.

Don't forget to talk about the company

While it's okay to show your fun side on the 'About' page, remember that visitors are still coming here to learn more about the company – so don't forget to talk about it! While you

don't have to keep it super formal, you should still include some talk about what the company does.

Don't be afraid to highlight the things you're really proud of. That may be that you offer outstanding customer service times, the diversity of your staff members, or how many people you have working in each department. There is likely something that you brag to new customers about the first time you meet them, and the 'About' page is a great place to do it!

Include a call to action

About 90% of all 'About' pages do not include a call to action and this is a big mistake. Why make the effort to be so fun and quirky and inform potential customers about what you can do for them without providing them with a way of doing it?

Now is the time that you have your visitors' attention, so make the most of it by giving them a call to action to *act* upon! If you don't, they'll have to click back, possibly through multiple pages, and they may lose that momentum and excitement and possibly, their excitement in the meantime.

When you provide a form or other call to action along with the pertinent details, visitors won't even have to open a new tab to contact you. And that can make a world of difference between simply traffic to your site, and conversions through your website.

Using SEO to Your Site's Advantage

When it comes to the design of your website, the element of SEO cannot be overstated. SEO, or search engine optimization, refers to creating a site that is not only seen by the search engines, but actually encourages them to list your website within their top page results. Google is still the search engine that websites should try to cater to the most, as they create and use algorithms that can either greatly help a site, or greatly hinder it.

The problem is that Google's algorithms are constantly changing. They've released Panda, Penguin, Hummingbird, and thousands of others; and they're all focused on finding the best and most relevant content relating to search requests and delivering those back to the user.

Without using SEO, a company may spend hours filling webpage after webpage with helpful and useful content, only so that they can never be seen by the user. But that can be changed dramatically by just incorporating some useful SEO tactics into the content and other aspects of website design. Below are some of the most helpful hints to get your website ranked high in the search engines, and seen by those potential customers you're trying to reach.

The age of your site

Google likes older sites; that's just the way it is. When a website has been around for a long time, Google feels as though it can trust it and so, it will give older websites a higher search engine ranking. This leads many new website owners to think that there's nothing they can do about it. After all, the website was created when it was created, and there's nothing that can change that date. However, this isn't completely true.

That's because Google doesn't count the age of any website by the date it was created, but rather the date that it was indexed by Google, meaning the date that Google actually discovered the website and started taking it into consideration. This means that if a new domain name is purchased, but nothing is put onto the site or done about it for months or even years, Google will not index it. Once content is placed onto the site and it starts being updated regularly, Google will index it, and in Google's eyes, a new website will be born.

While it's true that you can't do anything about the date you buy your domain name, the takeaway here is to start updating and uploading content onto the site as soon as you

purchase the domain name. Sooner is better than later in this case, as this is the 'age' Google will use when assigning search engine results.

Authority

Once a website has reached a certain age that Google believes it can trust, it will then start to determine the authority of this page. Google does this by seeing how many other sites have linked to the sites, and the authority of those sites. If for instance, the American Heart Association linked to another health-related page, Google would place that website in a higher search ranking, because the site with greater authority – the AHA – already had authority with them.

Think of every link to your website as a vote for your website. If that vote comes from a private individual, it may not mean as much and may not get you the search rankings you're looking for. But if that vote comes from an established and authoritative website, it will mean much more to Google – and to your site.

Building authority can be very difficult, especially for brand new websites. But business owners should make an ongoing effort to continually get links to their websites to build that authority and increase their search engine rank.

Content is king

Never get tired of hearing this phrase that has become somewhat cliché with the web design world because it's not going anywhere for a long time, if ever. It's true. Content is the most important aspect of any website and for a long time, website owners simply pushed content onto their site as quickly as possible, regardless of the quality of it.

But that's a game that can no longer be played. Google has come up with many ways to identify SEO scams, and websites that are just crammed with irrelevant and useless content is one of them. Content is important, and it's also just as important that the content is updated regularly, not just posted one time and then left to sit and grow stale for years to come. But even more important than any of this is that website content needs to be helpful, informative, and useful to readers. Google's main goal is to deliver this type of content to users and when it doesn't find it, it will quickly lower the search engine ranking of websites that don't help them provide it.

Using keywords properly

So we were just talking about website owners that once stuffed their page with any content they could find, regardless of the quality. When they did this, they also stuffed that content

full of keywords they wanted to rank for. Keywords are the words that users enter into the search engine in the first place in order to find the information they're looking for.

It used to be thought that the more keywords a website had, the better. And if that website could also include variations of a keywords (recipe, recipes, best recipes, easiest recipes, etc.) it was even better. But that is no longer the case. This too is another SEO scam that today Google will quickly squash. Remember, Google is focused on finding useful relevant content, so you should be focused on creating it.

The general rule of thumb today is that fewer keywords are better, and that any one keyword should not show up within text more than 3 – 5 times. Any more than that and it will appear to Google that the content is simply 'keyword-stuffed' and that content will be penalized.

Longer-tail keywords, meaning phrases that include 3 – 5 words, are also becoming more attractive to Google, so website owners should try to incorporate these as well.

Improve your page speed

Pages that take a long time to load won't get Google's approval when it comes time to rank them. Again, Google wants to deliver the best pages back to the user, and users don't want pages that take more than three seconds to load.

There are many ways to improve a page's loading speed including [Google's Page Speed](#), [GTMetrix](#), and [Varvy's Page Speed Tool](#), to name just a few. While local business owners may be unsure of how to optimize their website, even when using these tools, a web developer or their web hosting company will be able to help.

Go mobile

The majority of users today are searching online through their smartphones and tablets. And as such, Google once again wants to make it as easy as possible for them to find and view the results they're looking for. It's been for a few years now that Google has given preference to mobile websites, but in 2016 they made it clear that those sites that were not mobile-friendly would be penalized.

Not only will your website not appear in Google's search rankings if it's not optimized for mobile users, but users that do manage to find it on their mobile devices may end up at a website that appears broken or sometimes, won't even display at all. This can not only lose you search engine rankings, but potential leads as well.

In today's world of web design, there's just no way around it. Your website must be optimized for mobile search if you want to reach the most potential customers.

Conclusion

Everyone at some time or another has come across a website so awesome that they couldn't leave, or that they told a number of people about. Some websites are so awesome that we do both – spend hours on it before spreading the word. The one thing these websites all have in common is that they started with an awesome design, and yours can, too!

A great website will grab the attention of users, evoke emotion, and ultimately, make users want to stay on it and interact even further with the company. Keep all of these things in mind when creating your website and laying out the design for it, and remember that your website is another form of a business card for your company.

It's a direct reflection on you and your business. People will judge it and at the same time, make a judgement on your entire brand when they come across it. It's for this reason that website owners spend so much time and effort on creating an awesome website that people will spend time on and share with others. And it's why you should invest just as much into yours.

Next Steps

Are you wondering why your prospects don't find you on Google? Why your website doesn't generate traffic and leads like you thought it would? Why your competitors seem to show up for coveted keywords?

With our Total Online Presence Audit and the subsequent plan of action we build for you, you'll have a complete picture of your current online presence and a roadmap to help you do the things you need to do to dominate your market. We will create a comprehensive audit of your online presence and deliver a detailed report that shows you the highest priorities for optimizing your online presence.

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