COMPETE NOW
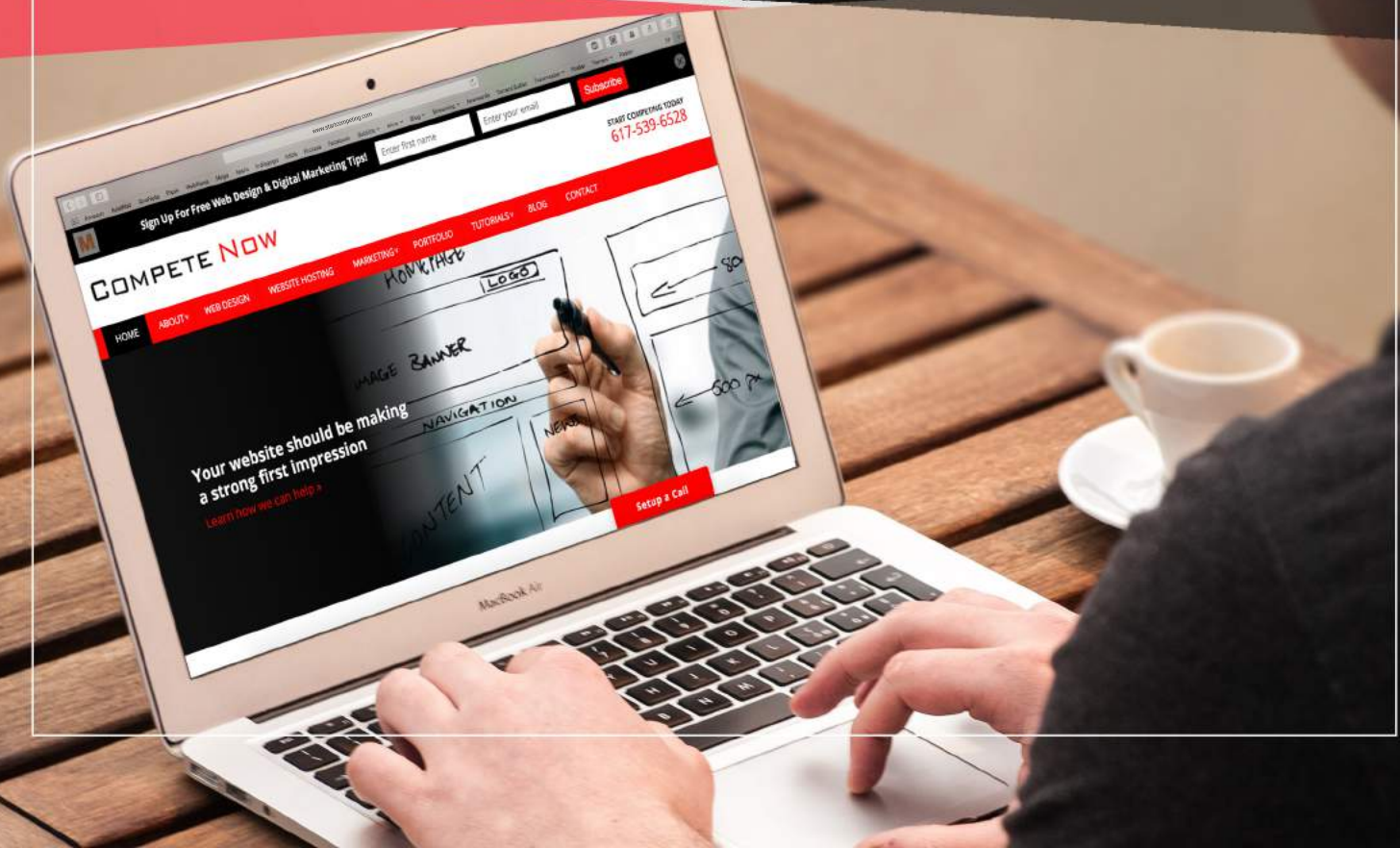
THE **DO'S** & **DON'TS**
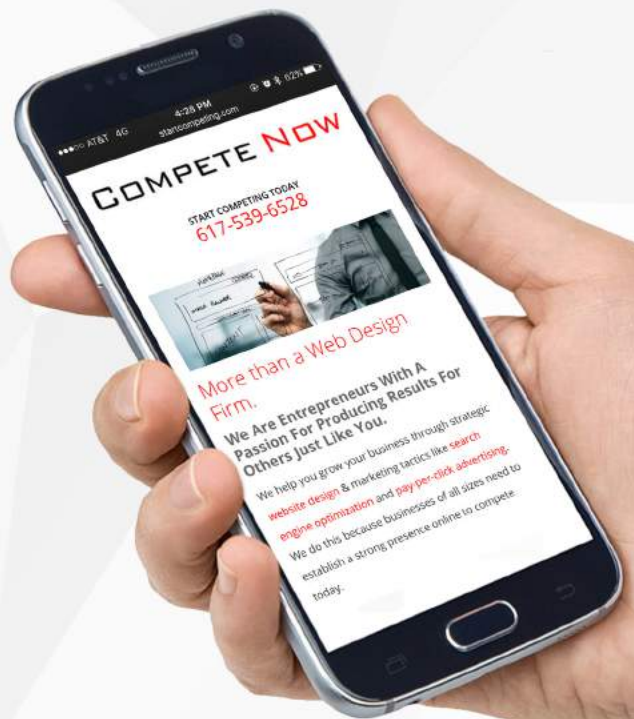# OF WEB DESIGN

CONSIDERING A NEW WEBSITE?

When building your company and brand, your website is oftentimes the first impression a potential customer will have of your business. Planning out your website can be challenging, which is why Compete Now has mapped out the "Do's and Don'ts" when it comes to creating the most effective and efficient web design.

Problem Solutions

Compete Now ensures the content and materials on your site are user friendly, pushes customers through the sales funnel, are aesthetically pleasing and organized, and conveys your business' essence and offerings. This guide will lead you through the numerous "Do's and Dont's" in regards to creating the perfect website for your company, and help take your online presence to the next level!

**81%** of online shoppers conduct online research before purchasing.

84% of B2B buyers check a company's website before reaching out.

THE **DO'S** & **DON'TS** OF WEB DESIGN

<u>DO</u>   Convey a Concise Differentiating Statement & Communicate it

➡ The message of the website should be clearly communicated and clearly understood within 5-10 seconds of viewing the page.

➡ Each page on your site must fulfill a specific purpose to assist the user in absorbing whatever your business is trying to communicate.

➡ In order to make sure your communication is most effective, be sure to utilize headlines, sub-headlines, and bullet points.
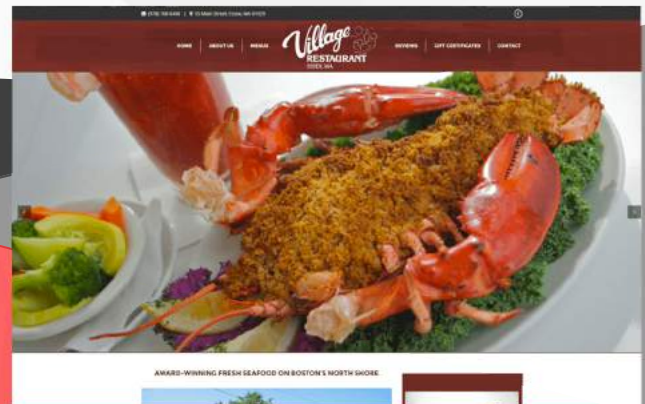
DO<u>N'T</u>   "Keyword Stuff"

➡ When building content for your site, make sure it reads naturally and that keywords don't seem forced.

➡ Keywords help your site in regards to search engine optimization (SEO), but if overused or forced, Google will heavily penalize your website.

➡ Keyword Stuffing your content makes your website and business seem disingenuous, so it is best to keep it simple and convey your message clearly.

THE **DO'S** & **DON'TS** OF WEB DESIGN

DO   **Implement Simple Navigation**

➡️ Navigation implies the simplicity of perusing through your business' website.

➡️ Grid based layouts organize content into sections, columns and boxes that line up and feel balanced, which leads to a better looking website design.

➡️ Organize your website to have the main tabs at the top, with your phone number in the top right corner, along with your logo on the left.

DON'T   **Be Generic or Take Images from Google**

➡️ When building your website, having unique images can be a great differentiator in comparison to competitors.

➡️ You can also violate certain copyright laws if you pull images off of Google, which is something every business owner wants to avoid!

➡️ Using strictly images from Google can make your website and company appear unoriginal. Originality is at the heart of your company's brand identity, and using images from Google can hurt that.

THE **DO'S** & **DON'TS** OF WEB DESIGN

DO   Use High Quality/Professional Images

➡ Having high quality visual representation for your company cultivates a sense of trust in your customers.

➡ Use high quality images for your products, and if your business is not product oriented, make sure to have headshots of your staff.

➡ It is not necessary to have a custom image for every image on your site, so here is a handy guide for when to use different kind of images:

Professional Photography:
- Headshots & Staff Photos
- Food Photos
- E-Commerce Photos
- Real Estate

Amateur Photography:
- Candid Photos
- Before & After Photos
- Blog Photos

Stock Photography
- Anonymous people
- Abstract Photos
- Clipart & Graphics

Studies say that **90%** of information transmitted to the brain is visual. Make sure your website's photos appeal to the masses.

THE **DO'S** & **DON'TS** OF WEB DESIGN

DON'T   **Fill Your Website with Unnecessary/Duplicate Content**

➡️ This will not only take away the focus from what you want the website to achieve, but it will also make the website look directionless and jumbled up.

➡️ Clients need to know what they are going to get from the moment they click on your link.

➡️ The content on your site should directly explain your business, no one wants to read an essay explaining all the additional complexities.

On the average Web page, users have time to read about **20%** of the words during an average visit

DO   **Have Clean Aesthetics**

➡️ The way your website looks at first glance is absolutely integral to how your business is perceived.

➡️ An important aspect revolves around fonts. The ideal font size for an easy read online is 16px, while maintaining a maximum of three different fonts and font sizes.

➡️ Using contrasting colors on your site makes it easier on the eyes, coupled with utilizing black and white spacing effectively gives your website a modern feel.

THE **DO'S** & **DON'TS** OF WEB DESIGN

DON'T Have Music Playing on your Website

➡️ Having music playing while potential clients navigate through your site not only is a distraction, but also is not a very professional look for your business.

➡️ Keep it simple, there is no need for music to be blaring at customers who simply want to peruse through your offerings peacefully.

➡️ Playing music is a web design fad of a decade ago. If music is a necessity, make sure the sound starts on pause and can be manually turned on.

DO Utilize Mobile Responsiveness

➡️ All websites today must be mobile responsive. I repeat, all websites today MUST be mobile responsive.

➡️ Mobile responsiveness is whether your website is integrated with responsive backend software, and readjusts size depending on the device, but maintains the same content and navigation.

> **83%** of mobile users say that a seamless experience across all devices is very important.

Message From Compete Now Founder, Donato Dandreo

If you are looking into building a new website or redesigning your existing site, we are eager to share some ideas from our years of experience in the industry about how you should go about it. We do not discriminate, so whether your business is large or small, we are happy to advise you on the best route possible to make the most out of your web presence. Please email us at info@competenow.biz or call 617-539-6528 to get in touch.

Our Services Include

- Website Design
- WordPress Design & Development
- Google AdWords Consulting & Management
- Search Engine Optimization Consulting
- FaceBook Paid Ads Management
- General Digital Marketing Strategy Consulting

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