



10 ESSENTIAL WEBSITE TIPS YOU NEED TO KNOW

A HELPFUL GUIDE TO CREATE
A WEBSITE THAT WORKS FOR YOU



ADVENTURE

10 WEBSITE TIPS YOU NEED TO KNOW

A website can be one of your greatest assets but it's not as easy as people think to create a site that works for you in every way.

Whether you are ready to create your very first website or need to replace your current site, our 10 Essential Website Tips will help you build a dynamic website that supports your business goals.

So grab a cuppa and let's get going!

1

LET THE BRAND STEER YOU

Your branding should echo across everything you do, and your website should be built to fit your image, not the other way around. Utilise your assets when you are designing your website layout; your logo, corporate font, and colour scheme will make your website feel like you.

If you are struggling with your corporate image, or you're looking to update it, why not give us a call!



CREATE QUALITY CONTENT

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All your pages should contain clear, concise and consistently written information. Anyone should be able to visit your website and understand exactly what you offer.

Keep in mind your target demographic, especially if you offer something niche or bespoke. Expanding on acronyms/terminology that is 'common' for your audience may help anyone new understand what you do. Remember to take a step back and create content that can be accessible for everyone.

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DON'T RELY ON THE FIRST DRAFT!

How do you display your content you may ask, and the answer is you simply **keep it simple!**

Your website needs to be easily accessible. Utilising a bold and clean layout. Thoughtfully laid out, streamlined text will remove any obstacles your visitors may face (and will also help your visitors with accessibility issues).

Too much information can be overwhelming or overly complicated. Whilst too little information can make your pages look unfinished or lack the impact of impressing your visitors; too much can alienate them and cause them to make a hasty exit.

A mixture of imagery, bold headers, appropriate wording and compelling call to actions will help guide, and retain, your audience.



We always advise our clients to cut down their content at least once!
Or we usually do it for them!

MAKE IT MOBILE FRIENDLY

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Did you know that approximately 60% of all website traffic come from mobile devices?

The most common way people find your website is through Google searches and click through links via social media - so it's crucial that your website is either 'responsive' or has a mobile friendly variation. If your website doesn't look correct on a mobile device, it may put off your visitor, and once they click off, they may not return!

Your web design should always be created with mobile view in mind rather than it being an 'add-on'.

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MAKE THE RIGHT, FIRST IMPRESSION

Professional photography has always been important for a company's image (ha! get it?!) and that hasn't changed.

High quality images will give your company or your products credibility and your audience will subconsciously associate your company with the same sharpness and quality.

It's a great investment to hire a photographer or to purchase some photography equipment. Your images can be utilised for web, print and social media posts; creating visual consistency across your marketing campaigns.

Good quality images are never a waste!



We work with a brilliant Photographer and we have a special offer just for our clients!

BE WARY OF DIY BUILDERS

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47% of consumers expect a web page to load in 2 seconds or less (yikes).

A sleek and dynamic website will certainly impress your visitors, but make it too complicated or use images that are too large (and quite a few other boring but essential 'techy' things) means you will create a very frustrating user experience. If pages, or images, take too long to load people will get bored and click off your site and that potential customer is lost.

Working with a professional web design company or designer will ensure that your website is built and created just as Google, and the internet, like it. Just because a website looks alright, if the backend is not built within specific guidelines, it will not do the business for you. It will affect your SEO and your reputation.

Just like with dodgy construction companies, your website can suffer security and performance issues if the foundations are not laid correctly and the security (eg SSL Certificates) are not installed.

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SELL YOURSELF (& YOUR PERSONALITY!)

It's a fine balance that's for sure, but it's extremely important to effectively showcase what you offer to your customers in a very clear and concise way.

Utilising clear imagery, simple descriptions, bullet points and bold call to action buttons will help create a dynamic and engaging page that should hopefully convert into sales or new business opportunities.

And don't forget, people buy people. What is your USP? Why are you different to your competitors? What do you believe in? Don't be afraid to show some personality. Your website needs to be an extension of your values, approach, and purpose. Create rapport and the people will stay!



We don't use templates and design from scratch, so your branding & personality can shine through.

KNOW YOUR KEYWORDS

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Organic SEO is the methods used to build your website to boost your Search-engine rankings. Paid SEO is where you pay to advertise, and appear higher, on search-engine rankings.



Writing content your idea of a nightmare? our web design projects include copywriting so you can rest easy!

The thing is, if you want to be found by people searching for, let's say, Florists Sutton Coldfield then the words 'Florists Sutton Coldfield', must be in your content.

That said, Google is also very sophisticated, and you can no longer 'spam' your content or back-end. In fact, you can get seriously penalised for this so it is important that you work with a web designer who can advise you and create SEO-friendly copy that will give you that will give you the best chance of being found organically.

Deciding on the keywords you want to focus on is essential before you even put pen-to-paper. To get an idea of how people are searching for your service/product use Google's Keyword Planner and seek the advice of a website copywriter.

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DON'T REST ON YOUR LAURELS

We were once told a “website is never finished’ and we whole-heartedly agree.

A fantastic new, professionally built website is the perfect start but your website needs to evolve to become one of your most valuable assets.

- › Review your Analytics and makes tweaks to your user experience and optimise contacts and conversions.
- › Encourage lead and data capture by creating valuable content like giveaways and blogs.
- › Regularly update your website content to keep it fresh and one step ahead of the competition.
- › Look into SEO to signpost people to your website and consider landing pages to harness those keywords.



Updating your website can help boost your website's score which ultimately helps you appear higher in Google search results.

KEEP IN GOOGLE'S GOOD BOOKS

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Don't forget to register on Google Business Listings too!

So, we've mentioned it a lot so far, but why should we care so much about what Google thinks?

Statistically, it is the most used search engine in the world, with approximately 85% of all search results coming through it in the last 10 years was Google (yeah, it's that popular).

With that in mind, it's extremely important to ensure that your website continues to meet Google's strict standards even after your website is live.

Website maintenance is essential to keep your website secure and performing effectively (particularly for WordPress websites). Just like a car MOT or service, websites need looking after too. Monthly Care Packages will provide peace-of-mind & keep your website working hard for you 24/7.

It's all about getting your ducks in a row!



“WITHOUT A SOLID FOUNDATION YOU’LL HAVE TROUBLE CREATING ANYTHING OF VALUE”

If you would welcome some advice and guidance on your journey why not get in touch?



We can help you with:

- ▶ Copywriting & Blogs
- ▶ Digital Marketing
- ▶ Graphic Design and Print
- ▶ Logos and Branding
- ▶ Printed Marketing
- ▶ Website Care
- ▶ Website Content
- ▶ Website Design

Give us a tinkle
0121 354 1010

Drop us an email
hello@adventuregraphics.co.uk

Take a look
www.adventuregraphics.co.uk

Come and meet us
Station House
Midland Drive
Sutton Coldfield
B72 1TU

