

ESSENTIAL ITEMS

FOR BUSINESS WEBSITES

Getting your company started with a strong foundation.



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COMPELLING, RESPONSIVE DESIGN

The first question: does it look good? Modern design trends come and go, but one thing is here to stay: responsive design.

Responsive design enables your website to reformat automatically to any device size. True responsive design is 100% mobile friendly and can be accessed via a traditional computer or laptop, a tablet, or a mobile phone.

Benefits: | - - - - -

This helps to improve your customer's experience, increase conversions, and greatly impacts your site's SEO quality score.

CLEAR NAVIGATION

A strong, clear navigation path allows users to immediately connect with the services or products that your business offers.

No one should have to guess where to find the information they are searching for. If any of your major pages or information is located more than 2 clicks away from the homepage, you may need to reformat your website.

Always begin a website design (or re-design) with a basic "sitemap" to know in advance whether your website will be easy to navigate...or not.

Benefits: | - - - - -

This helps to improve your customer's experience, increase conversions, and reduces the bounce rate of any given page.

PROMINENT CONTACT INFORMATION



Personal engagement opportunities are critical to connecting with prospective clients.

Your business website should have appropriate contact information easily accessible on all pages within the website.

Phone Number

Email

Address

Service Location

Office Hours

If your company is active on social media, utilizing icons and links to those platforms is another way to connect with clients and prospective clients.

Benefits:

Improved contact with clients, increased awareness of business presence in community, and local optimization benefits for search engines.

QUALITY CONTENT



Creating a strong website includes writing quality content that speaks to your audience.

Each page within your website should be able to stand on its own through content that clearly describes the service or product that you are providing. The pages should be fully optimized for search engines, provide a clear solution, and contain a “call to action” (see step 8.)

Once again, no visitor should have to navigate 2 or 3 pages deep into your website to learn about your promotions and services. Make sure that you are including within each page quality content that will connect with your target audience. Our team takes great pride in not only creating quality content, but also making sure that it is optimized for your audience and the search engines.



SEARCH ENGINE OPTIMIZATION

It's never enough to just build a website. A successful site must be built within a platform that places a strong focus on Search Engine Optimization (SEO). This will include the necessary components that enable each page to be fully optimized so that search engines will begin to place a priority on your company.

Here are some of the features that are commonly included with fully developed websites:

Keyword



on-page optimization that connects your website with the latest trends in searches.

XML sitemap

installing a sitemap for your website within Google's Search Console increases the awareness that Google (the primary search engine) will have within every page of your website.

Google Analytics

connecting your site to this platform creates a foundation of traffic metrics and visitor trends that will help you to pinpoint your site's strengths and weaknesses.

Local optimization

a series of steps that increases the local visibility of your site.

Meta Titles/Descriptions

special descriptions that are programmed into landing pages as a sort of "preview" for online searchers to know what they're going to find in your website.

Google Tag Manager

a means of advanced tracking metrics to help full-fledged businesses to connect with their clients in a more profound way.

Benefits:

Increased visibility, high-quality traffic, and more engaged visitors.

RELIABLE HOSTING



Website hosting is about much more than finding the cheapest provider online. It can make the difference between a reliable website and one that “disappears” for periods of time.

When choosing a hosting service for your website, there are a few features to look at:

- Server up-time monitoring
- Remote backups
- Dedicated IP address
- Reliable support team members who know your website

Benefits:

Increased up-time for your website will increase the satisfaction of your clients and decrease any frustrations connected with disappearing sites.



ONLINE EDITING

How many times have you thought about making a change to your website, but didn't have access to making the change?

It is important for business owners to be able to edit their website. There are so many great platforms available now with user-friendly interfaces that enable you to make changes to your website without knowing HTML5, CSS, or any other coding language.

Benefits:

Cost savings (don't have to contact a programmer to make a website change), more up-to-date information on site.

CLEAR CALL TO ACTIONS



When a potential client visits your website, what route do you want them to take? Designing a path to conversion includes clear navigation, compelling content, and appropriate “action steps,” known as Call to Actions.

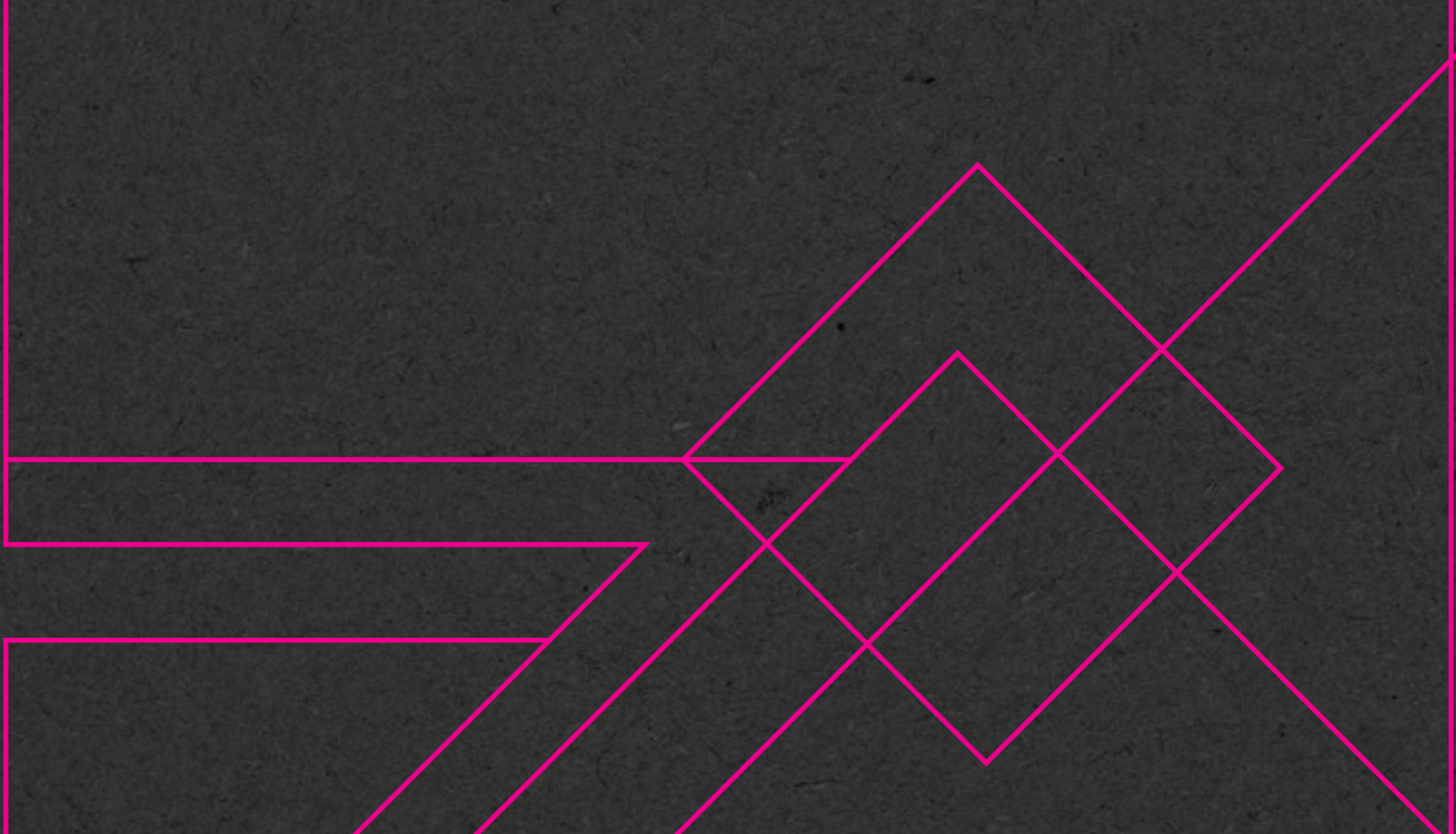
A call to action may take the form of a button, a contact form, or a phone number that promotes engagement.

Compelling design reflects your business branding elements, company culture, and vision and directs the user to key elements within the website.

Benefits:



Call To Action graphic elements should direct users to engage with your company, increasing conversations and return on investment (ROI).





SOCIAL MEDIA INTEGRATION

Social Media plays a huge role in modern marketing. Your targeted clientele may be active on certain social media platforms, giving you additional opportunities to connect with them.

Since people are not only searching websites, but are also sharing the data from within websites with their personal social circles, including social sharing components within a website is a must.

Social media feeds, share buttons, and blog feeds can (and should) be integrated within each website.

Benefits:

Wider reach and impact within the social circles of your targeted clientele.



UP-TO-DATE SECURITY

Whether you are collecting confidential data through your website or not, enhanced security measures are now required to protect your website, company information, and the information of your clients.

Some of the common security features include:

SSL Certificate (Secure Socket Layer Certificate)

this allows users' data to be encrypted during transit. There will be an "https://" added to your domain name. The "s" symbolizes that the website is secure.

Firewall

Any hacker that tries to get into your site (a daily threat for most websites) will be deterred by a firewall that blocks access to unwanted visitors.

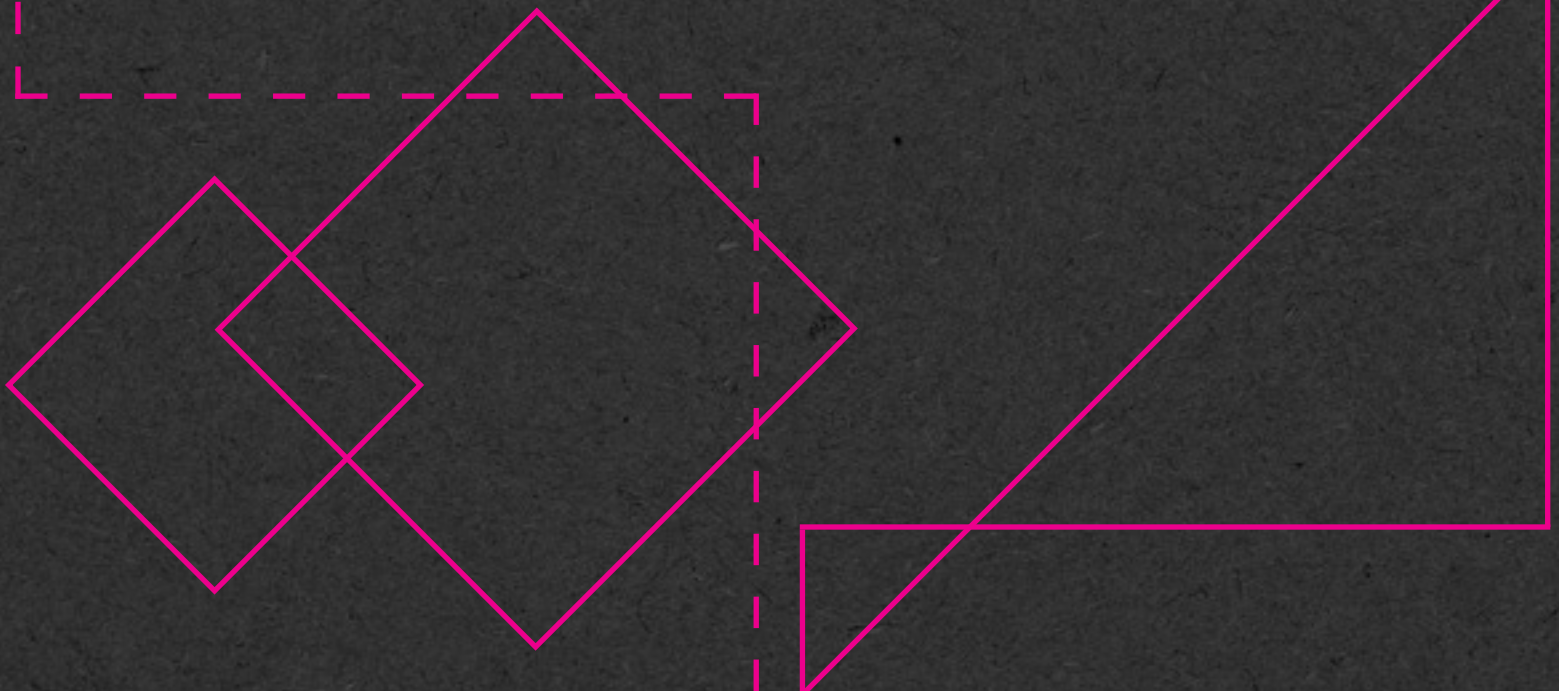
Virus/Malware Protection

This layer of protection is designed to scan your website files on a daily or weekly basis. If your website has been compromised, it will help to alert you as soon as possible.

Unfortunately, as soon as your website is created, it faces innumerable cyber threats. Taking advantage of trusted protection software will help to eliminate the problem of hackers and viruses.

Benefits:

Increased security for your information, safer environment for online visitors, additional trust for your clients.



TAKING THE TIME
to set up a proper website for your business
will pay off daily in the years to come. To learn more
about our trusted development strategy,
contact our team at

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