10 tips to improve your website

Online, as in person, you do not get a second chance to make a good first impression. So, what is your website saying to potential customers about your business?

It can be easy to overlook setting up a website or neglect it once it is up and running but spending a little bite of time optimising a few simple aspects can bring impressive results. To help you, we have put together 10 tips to make your website work harder for your business.

1. **First impressions count** – visitors will decide if they like the look of your website in a fraction of a second. Your website must be visually appealing and easy to navigate.
2. **Keep it simple** – to help make your website easy to navigate, avoid cluttering your homepage with too many products or services. Focus on a strong call to action or offer a contact form.
3. **Utilise whitespace** – The use of white (or negative) space between text, images and headings can help create a natural flow, guiding users through your content, and helping highlight important elements.
4. **Make content count** – know your customers and write content designed to engage them. Make sure when they arrive on your site they can quickly and easily find the information they are looking for.
5. **Link to your social media** – if your visitors see something they like on your site, give them the opportunity to share it with the world by adding social share buttons.
6. **Add a call to action** – You have attracted a visitor, you've given them the information they've been searching for, now tell them what you want them to do next with an eye-catching call to action button.
7. **The need for speed** - slow-loading pages quickly put users off. Optimise image memory size and keep animation to a minimum to avoid frustrating visitors.
8. **Go mobile** – users today expect a website to look good and function well on mobile devices as well as desktop computers. Make sure your website is responsive across multiple devices.
9. **Check and check again** – a homepage full of grammatical errors, typos, and broken links projects an unprofessional image. Check your content thoroughly and especially each time you update a section.
10. **Get found** – take into consideration the search terms your target market use and write search engine optimised (SEO) content using keywords that appear in those terms.

Need help with your website?

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