



Have you asked yourself 'how do I create a website that engages people? Well, the answer is not too far away, you can develop a website design that not only reaches your target market, but engages them.

We have pulled together 10 fundamentals for creating a **website design** that clearly communicates your marketing messages, engages your target market and adds value to them with invaluable information.

1. MAKE THE MOST OF YOUR PRIME REAL ESTATE ON YOUR SITE.

The top right hand side of your website is referred to as 'prime real estate'. It is where our eyes naturally gravitate towards when we first look at a website. Therefore it is essential to be easily contactable by your visitors so they can simply pick up the phone or send you an email, and make contact with you concerning any of the content they have read on your site. What better way to engage them than to be able to answer their questions straight up. Therefore we would recommend to have your phone number in the top right hand side of your site. If you include this in your header, it will be easily visible on every page.

2. YOUR **WEBSITE DESIGN** SHOULD HAVE AN IRRESISTIBLE OPT-IN OFFER

With more and more engaging websites being developed, it can be difficult to get people to head across to your '**contact us**' page unless your website has been so engaging that they must get in touch with you. Wouldn't that be everyone's dream?

One way to ensure that you capture the information of the visitors to your website is to consider presenting them an irresistible downloadable offer, also known as a lead magnet. Your irresistible downloadable offer needs to be packed with information that would be beneficial for any visitor to your website, looking for the very thing that you offer. The key is to find the balance between offering visitors valuable information and giving away all your secrets. Essentially they need to see that you can help them out. Your goal is to add value to your visitors.



3. INCLUDE GOOD QUALITY, HIGH RESOLUTION IMAGES IN YOUR DESIGN.

We live in a very visual age and it is imperative to have images to capture the imagination of your visitors through the use of professional images. You may have taken photos on your point-and-shoot camera. Why not save these for a **gallery**. Where possible, use professional photos and 'stock photos' to *dress* your website.

There are some great stock photo websites with hundreds of photos to choose from. Head across to www.stock.adobe.com, www.istockphoto.com, www.dreamstime.com or www.shutterstock.com and search through keywords. You may be amazed at the quantity and quality of images that are available for purchase. Images can start from as low as \$10 and range up to \$150, depending on the photographer and photo which you choose. The photos which you purchase and download can also be used on future **flyers**, **brochures**, **marketing packs** and the like. Visit the available licenses on these pages to understand fully the extent in which you can use the images that you have purchased.

There are also some great FREE stock photo websites. Visit www.rgbstock.com, www.freeimages.com, www.morguefile.com, www.pexels.com, www.pixabay.com. Each of these sites offer FREE stock photos. They may have some limitations on where you can use the photos. Be sure to check the guidelines and licensing before uploading them to your website to not breach copyright.

When you're saving your images, make sure you include keywords within the title of them. This will also help out with the SEO of your website.

4. YOUR WEBSITE DESIGN NEEDS TO INCLUDE KEYWORD RICH CONTENT

Gone are the days of portfolio websites full of only imagery and no content. Google appreciates deep, keyword rich content websites. As a general rule, it would be worth aiming for no less than 400-500 words of naturally written keyword rich content per page.

Your pages should include:

- About Us page. Including who you aim to work with.
- What our services are/what we do
- How you will be a benefit to your potential customers and clients
- What you offer
- What your credentials are
- A contact Us page, including your location and accessibility
- Testimonials page
- Portfolio/Gallery page



5. INCLUDE YOUR KEY MARKETING MESSAGES 'ABOVE THE FOLD'

Your first screenshot of your website is what is classified as 'above the fold'. It is essential to have your key marketing messages within this area. Obviously this will depend on the purposes of your site, and how you wish to be ranked in Google.

Whilst we understand some people like to write the content for their website, we have an experienced team of content writers who are available to write engaging content. We recognise writing isn't for everyone and therefore have a number of different packages, of which can include copy writing. Engaging content fits hand in hand with an aesthetically visual website.



6. ENSURE YOUR CONTACT INFORMATION IS EASILY FOUND

It is essential to have a '**Contact Us**' Page which redirects through a form to your email address. Some people prefer to have the following information on your Contact Us page:

- Phone Number
- Email address (However, be aware, having your email address on your website, may make you susceptible to increased spam emails to your inbox. In these cases ensure you have a good spam filter on your email client).
- Physical company address
- A map showing directions or identifiable landmarks to your business
- And of course, a form which will be submitted to your hidden email address.

7. HAVE PLENTY OF WHITE/LIGHT WITHIN THE BODY OF YOUR DESIGN

Some research suggests that lighter sites convert better. Whatever the case, there are times when it is appropriate to use white text on a black background, however, generally speaking, when you are writing paragraphs within your web design content, you need to ensure there is plenty of white or light background with black or dark wording. This makes it easier for people to read your websites' keyword rich content. After all, this is how our eyes have been taught to read from an early age. Therefore keep in mind, when creating a website, where possible have the body of your website on a white background with black or near black text.

8. CREATE A WEBSITE THAT HAS A SIMPLISTIC AND MEMORABLE DESIGN

The old adage 'Less is more' can be true when it comes to your web design. As society continues to grow busier, you want to create a website that is easy for your visitors to navigate and to see what you offer.

There are some fundamentals to creating a website that are intuitively taught. Such as where your navigation bar is positioned. Visitor's eyes will automatically go to the top of your website to navigate their way through. It doesn't hurt to repeat your messages throughout your design on your home page because different visitors will read things differently, some through imagery and some through words.

9. INCLUDE ENGAGING VIDEOS AS PART OF YOUR DESIGN

You will have noticed how the use of video has increased across social platforms. The same applies to websites. Engaging content through a whiteboard explainer video, an animated video, testimonial video or video blogging will provide your visitors with content to engage. It will also keep them on your site longer as they view your video. Think through creative ways to turn your services and portfolio into video content. There are a number of third party programs which can host your video. These can be embedded into your site to ensure they do not slow your website down.

10. ENSURE YOUR WEBSITE INCLUDES A TESTIMONIAL PAGE

Consider creative ways to display your testimonials. They can be videoed or can be written. Videoed testimonials engage people on a different level to written testimonials because visitors can physically see the person endorsing your business, product or service. But then on the other hand, written testimonials can provide keyword rich content for your website.

I hope the information above is helpful to you for creating a website that is both visually appealing and emotionally engaging for your visitors. If you are ready to **ask us to design a website for you**, we would love to work with you to turn your ideas into a reality and showcase your business.