10 MUST-HAVES
FOR YOUR WEBSITE

Design your website with your buyer in mind. A website is not simply a map of pages and a quick menu. Take your web visitors on a journey so they can find what they need as well as what you want them to see. In addition to your site visitors, you want to make sure a search engine can find what you want it to find. Here are 10 things to keep in mind when you're designing (or re-designing) your website.

RESPONSIVENESS

More than half of search queries in the US now come from mobile devices. If your page isn't responsive (or takes too long to load), you're losing potential customers. [Added bonus - it's Good for SEO - Google ranks mobile friendly sites higher and penalizes sites that aren't]

SECURITY

Make sure your site is as secure as it can be. Update your site regularly; outdated plugins and software leave your site vulnerable. Have a reputable malware scanner on your site or host your site with a company that helps keep your site secure.

CONNECTED SERVICES

You need tools for lead capture and processes in place for a smooth lead workflow for your sales team that doesn't bog down the system (or your team).

CONVERSIONS

Your website has a job. It should be the hardest-working team member on your sales team. Make sure there's a place for everything and everything is in its place. It should be built to drive leads. Add clear calls to action (CTAs) on each page. Visitors should know what they're supposed do and each page should have a purpose.

USER EXPERIENCE (UX)

Create an easy, logical structure for simple menus. Visitors want to find things quickly! Use stylish, licensed imagery to match your brand and content. Use consistent branding across all your pages. Test and retest all your links, forms, landing pages and thank you pages to make sure they work correctly.

SPEED

Clean code for a fast, well-oiled machine. No over-packed themes filled with features you'll never use. Stay away from gadgets of the day; those typically only end up increasing your budget and your maintenance costs.

ANALYTICS

Connect Google Analytics to your site so you can learn more about who visits your site, how long they stay and which pages they visit. Plus, see who is coming from social media channels, your emails or from Google searches. Keep an eye on these and you'll know where to focus your marketing efforts (and what might need to be fixed).

SEO

On-page SEO best practices should be followed to make Google happy so you can get more traffic, Use Google Webmaster Tools to manage your site's SEO and all the important things that go along with it and know when Google spots issues with your site. Keep your XML sitemaps updated and submitted for proper crawling.

BRAND

Colors and layout should match your brand while still appealing to your visitors. Be sure to use up-to-date, licensed imagery to match your brand and content and brand consistency across all your pages.

GREAT CONTENT

Engage your customer with the right content and the right voice using copy that resonates with your client and, at the same time, reflects your business. Your content should be compelling with a fresh and relevant design.