

TOP 7 SECRETS of effective websites

(that designers won't tell you)

1
Pretty doesn't get you sales.
...but ugly can cost you. Design for a purpose and don't over-design or be clever for the sake of being clever.

2
Design for your user.
Understand your customers and build a site that delivers the value that your users are looking for. They have come to your site for a specific reason. Give them what they need.

7
Branding is a specific skill.
...and most designers do not specialize in it. Your site should convey your unique brand identity—core values, market segments, and messaging.

6
Faster page load times improve rankings.
Your visitors don't want to wait for your site to load. Design and function work together to improve the user experience. Plus, Google likes it!



HOW DOES YOUR SITE STACKUP?

3
Psychology is key.
The best designs influence the actions and reactions of the user. Every color, shape, font, image, and visual element on the page can impact a detailed human response.

5
White space works.
The spaces between visual cues can help guide your visitors effortlessly through your site.

4
You don't need to spend a fortune.
Your clients don't care how much you spend on your site. You can find web designers who create compelling sites that convert sales across a variety of price levels.

Let us review your current website and share secrets on how to attract, connect with, and convert those casual visitors into real clients!

BOOK YOUR FREE WEBSITE AUDIT

CLICK TO GET STARTED 