



Don't Lose Out on Any More Customers!

7 Steps to a Successful Website

Learn what your website needs to attract and convert your ideal customer into an active customer. In just 7 quick steps!

1 Know Your Customer

Many businesses fail to do any research into their ideal client before starting on their website and this has cost them dearly. Before doing anything with design, you must know your customer. If you do not know what your customer wants you cannot create a website that fits them. Your site may look nice but it WILL NOT CONVERT your ideal client.

So you may get traffic to your website everyday but if it does not fit your ideal customer, they will leave and go right to your competitor.

***Make sure your site fits your ideal client and their needs**

2 Branding...I know you've heard it before

Branding can be quite a complex subject for any business owner, but when it comes to web design it is absolutely essential. It can be the difference between a few new customers and an entire load of new, *loyal* customers who truly feel you are the only one that can help them.

When people are able to pick you out of the bunch consistently, when people who have never heard of you before remember your name and logo, you are operating on a level your competitors most likely aren't. **With branding you can expect more loyal, certain customers simply because you have established yourself with them**, they recognize you and most importantly, they know what you stand for and will always come back to you, not your competitor, because of it.

3 Mobile-Ready and Responsive

You may have heard this term a lot when it comes to modern web design. Well, that is because no site should exist without it. **Nearly 70% of the people who come to your site will be a mobile device.** If your site does not work on that device, THEY WILL LEAVE. It is no longer acceptable to have a non-mobile website.

On top of losing countless customers, Google changed their algorithm to ONLY show websites on the front page that are mobile ready. If your site does not stack up you will lose out on much more than your customers, you will lose your ranking in Google, which can cost you **major** business.

4 Basic On-Page SEO

SEO stands for search engine optimization. It can literally make or break a business in 2020 and should be a priority for any modern business.

But of course, SEO is useless without a website. While you may not have an agency doing monthly SEO for you yet, there are still things that can be done to get you started ranking on the popular search engines.

You will mostly do SEO for your own business name but you also want to have your main keywords on every possible page of your website. Even better, you want individual pages for each service you offer that way Google can have you show up for longer keywords without doing the expensive and complex off-page SEO yet.

5 Easy-on-the-Eyes Content

Did you know that in 2020 your rankings on Google can rely on readability?

It all ties in really. You see, if a person stays on your site for a long period of time, your bounce rate is lowered. **Google ranks sites based on which ones are the most engaging and therefore readable.** When you create a site make sure it matches current readability standards. People will quickly turn away from a site with long paragraphs or small text.

This also plays into UX design which focuses on an engaging, intuitive user experience through intricate site/content design.

6 Contact Pack

The contact pack is very simple. It is usually found at the bottom of the website and provides every form of possible contact info for a customer to reach you by. This should include a contact form, email, phone number, and a Google Map that gives directions to your business address.

The benefits of this are far reaching. They help Google rank you for city targeted searches, and it helps you rank in the Google Map Pack because you have links going from their own Google Map service. And of course, it helps your customers contact you whichever way they see fit.

***It isn't uncommon for a visitor to leave a site due to lack of contact information. Make the contact pack clear and make it stand out!**

7 Speed

By this point you will you may have noticed that the most important components of a website correspond with Google and SEO. That is because if a visitor or customer enjoys your website it only leads to good things, like ranking in the most popular site in the world.

If your website is designed around pleasing your customer and giving them a helpful, informative experience, the result is a new customer AND a higher ranking in Google.

One component that may increase your bounce rate is speed. People, especially on mobile devices, will leave a website if it does not load within 4 seconds. Google is well aware of this, that is why they rank AMP pages first. AMP stands for Accelerated Mobile Pages and simply means your site needs to be fast, not just for ranking but for not missing out on customers.

***Keep AMP in mind because it is a great way to surpass more powerful sites in the search engines for mobile devices.**

Need help?

Call us now! 216-395-4128 or visit

www.MarvelousWebMedia.com