

EIGHT WAYS

TO IMPROVE YOUR WEBSITE

01 TALK IN LAYMAN'S TERMS

Don't confuse people with over complicated language.

02 MAKE THE FOCUS ABOUT THE VISITOR

Target audience always top of mind. How it benefits them and what they can immediately see will be a solution to their problems.

03 HAVE A GOOD LEAD MAGNET

An offer or download (who doesn't love a freebie) that provides value, enabled by a clear and easy opt-in form to your email list on the website. Your email list from opt-ins is your most valuable asset.

04 SIMPLE NAVIGATION

Simple navigation and clear call to action buttons. No need for fancy wording just be clear and precise.

05 DON'T DRIVE PEOPLE AWAY

Don't drive people away from taking an action on the website by directing them off to social media at every opportunity.

06 LEVERAGE TESTIMONIALS

Ensure you leverage testimonials that showcase the quality of your products or services. This can establish trust and encourage the action you want a person to take.

07 KEEP IMAGES CURRENT

Keep self-images as current as possible as video is a usual part of communications these days so you want your website photo to give a reflection of who you are today. Ensure all imagery is crisp and optimised for all devices.

08 KEEP IT SIMPLE

Keep it simple. It is easy to get carried away and too clever with creativity and this takes away from the ease of use and a clear call to action.

