

15 IMPORTANT THINGS TO REMEMBER

TO BUILD AN ENGAGING WEBSITE

1.

TELL YOUR STORY

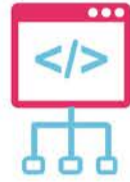
Start out with a purpose. Ask yourself what goals you want to accomplish with your site, then frame your decisions around achieving those goals.



2.

USER FRIENDLY

Plan out a clear, concise site map that will help guide your site's visitors to the information that they want.



3.

DOMAIN NAME

Pick a domain name that is memorable, recognizable, and that relates to your existing branding.



4.

NAVIGATION

Structure your site's navigation in a way that makes it easy for visitors to find the information they are looking for within a few clicks.



5.

TARGET AUDIENCE

Identify your target audience, then tailor the messaging and content on your website to your target audience.



6.

BACKGROUND

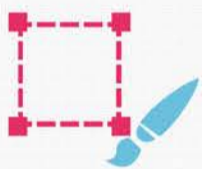
Select a background image or a color for your website background that will highlight your other content.



7.

LAYOUT & COLOR

Choose page layouts and colors that compliment the information on your website and make it easy to use.



8.

TRACKING & ANALYTICS

Get insights into visitor activity on your site by integrating analytics tools such as Google Analytics & Google Webmaster Tools.



9.

CONTENT

Create content for your site that is engaging, easy to understand, and tailored to your audience.



10.

IMAGES

Use images to compliment the other content on your site and showcase what your company has to offer your clients.



11.

TYPOGRAPHY

Limit the number of fonts used on your site to 2-3 at most, focusing on fonts that accent your content & make it easy to read.



12.

FRESH & UNIQUE

Update your website on a regular basis to keep your content current and relevant.



13.

SOCIAL MEDIA

Integrate social media links & icons into your site to boost engagement with your company.



14.

RESPONSIVENESS

Make sure that your site is responsive so your visitors can access it using any device; desktop computers, tablets, or mobile phones.



15.

EMAIL

Create an email address for your domain to separate your business email from your personal email & give your client messaging a professional appearance.



CREATED

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