Website Dos and Don’ts

What does your site currently say about your business? Improve your site with these 20 dos and don'ts



Do's

- [ ] Do invest in a Professional, Secure Site for your business
- [ ] Do keep it simple—too much content, page copy or many calls to action will overwhelm your prospects
- [ ] Do make it possible to contact you easily from your homepage
- [ ] Do create a navigation bar and bucket your content by theme and importance to your client
- [ ] Do use easy-to-read and Simple colors and fonts
- [ ] Do aim for at least 250 words of text per page, with keywords included 1-3 apirational images
- [ ] Do use Google AdWords tool to determine the strategic keywords for your site SEO and copy
- [ ] Do create a mobile and tablet friendly site. and test to make sure they are easy to navigate and visitors can contact you from the devices
- [ ] Do add your social buttons and link to your business blog to grow your brand awareness and generate fresh content on your site
- [ ] Do add business reviews to your website homepage—prospects like to know what previous clients had to Say about your services and they serve as online testimonials

DON'TS

- [ ] Don't underestimate the importance of a strong, easy-to-navigate site for generating more inquiries
- [ ] Don't publish irrelevant content including t00 many links. Videos on auto-play and distracting external ads

- [ ] Don't bury or over-complicate your Contact form; it is the most important section on your site
- [ ] Don't make it hard a prospect to find what they are looking for or they will leave Within 10 seconds
- [ ] Don't use many colors and distracting or hard-to-read font
- [ ] Don't include too much copy or images on each page, this will overwhelm your prospect and they will leave
- [ ] Don't underestimate the power Of Strong SEO—follow the key on-page factors for SEO and think ‘client first' When determining your keywords
- [ ] Don't forget test what your website looks like from mobile devices, tablets, and across several internet browsers
- [ ] Don't miss out on fresh content; social media sites and blogs are updated frequently and adding links will help your site get crawled by search engines more often
- [ ] Don’t exclude past client testimonials from your site— 72% of consumers trust online recommendations as much as personal ones

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