

15 IMPORTANT THINGS TO REMEMBER TO BUILD AN ENGAGING WEBSITE

1.

TELL YOUR STORY

First, start out with a purpose. Ask yourself what goals you want to accomplish with your site, then frame the rest of 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

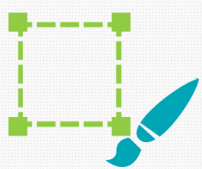
Select a background image or a color for your site background that will highlight your other content.



7.

LAYOUT & COLOR

Choose page layouts & color schemes that help present the information on your site in a way that is easy for your visitors to use.



8.

TRACKING & ANALYTICS

Integrate tracking & analytics tools such as Google Analytics and Google Webmaster Tools to give you insights into visitor activity.



9.

CONTENT

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



10.

IMAGES

Use images that compliment the other content on your site. Also, for your site's home page, select images from your portfolio that showcase your best work.



11.

TYPOGRAPHY

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



12.

FRESH & UNIQUE

Update the content on your site on a consistent, regular basis to keep your site up to date and your content current and relevant.



13.

SOCIAL MEDIA

Integrate social media links and icons into your website and link them to your existing business social media accounts to boost engagement.



14.

RESPONSIVENESS

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



15.

EMAIL

Create an email address for your domain. This allows you to separate your business email from your personal email and gives you a professional appearance.



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