October 2013

<u>Build Your Website with Your Customers in Mind</u>

It's all well and good to create a website that advertises and sells your products, but there are a few dangerous traps you can fall into. These can occur when you forget about the most important person in the creation process - the customer. If they can't use your site then they can buy your product. It's as simple as that.

So stop and think about some important points before you head over to www.webhostingbluebook.com and grab your own domain, because consideration of these points may give your site a boost in business.

First of all, think about how to make the site easy to use. It might sound obvious, but with such a varied space like the Internet you can often lose track of which parts of a site can confuse instead of help. With the rise of touch devices, intuitiveness is especially important in design - being able to naturally browse websites with minimal thought. Can your users browse the site without resorting to a search bar? Do the links accurately reflect the page they lead to? Information in text must also be easy to access, so do not forget to format crucial parts for instant processing of words and phrases. Eye tracking can be very revealing for a site, good design being clear and natural to use. It's very easy to leave a website - always keep that in mind so you don't stray away from the path of simplicity and usability.

If the structure is strong, then next you need to make an impression on the customer. Remember: first impressions last forever, so a strong uniform design or quick, witty text will function both as marketing tools and as an identifier. You don't need to reinvent the wheel to this, however; some of the best designed sites on the Internet achieve this with some good graphic design and good use of pictures. Use this opportunity to also distance yourself from your competitors, as you can be surprised how much interest even a modestly well-designed site can receive. Whether it's by steering them to your offers right on the homepage or by displaying your services with succinct design, make their visit to your website memorable and they'll remember to visit in the future.

Finally, do not forget the importance of contact with the customer. One of the fantastic things about the Internet is the immediacy of communications - something your business should take full advantage of. Your homepage itself is a fantastic space in which to talk to visitors directly. A visitor's trust will dwindle greatly if your website has not been updated for months, so remember that timely updates are always greatly appreciated. Let everyone know about your updates and improvements. Even better, open your ears to your visitors and react to their criticism. Don't let the technological barrier fool you: you're still running a business, and communication with the customer - good news or otherwise - is critical in the creation of one that is successful.