

KEY THINGS FOR BUILDING OR REFURBISHING AN EFFECTIVE SITE

by: Vivid Media & Design



Your Website is Your Brand's First Impression

93% of first impressions are based on design, meaning your website's visual appeal can make or break your brand's credibility.

A custom-designed site ensures you're trusted from the first click, keeping visitors engaged and turning them into loyal customers.

Understand Your Website's Purpose

Start with clarity on your website's primary goal—whether it is to sell products, showcase your portfolio, or generate leads.

This focus will guide the entire design process.



E-Commerce



Portfolio



Info Hub



Booking

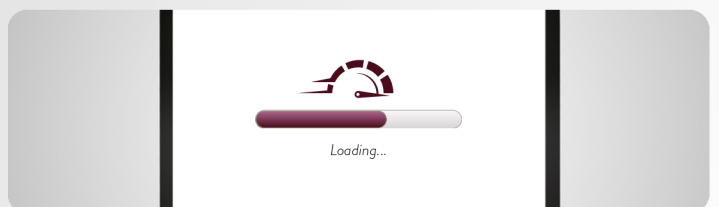


Mobile Responsiveness is Essential

With over 55% of web traffic coming from mobile devices, your site must look great and function well on smartphones and tablets.

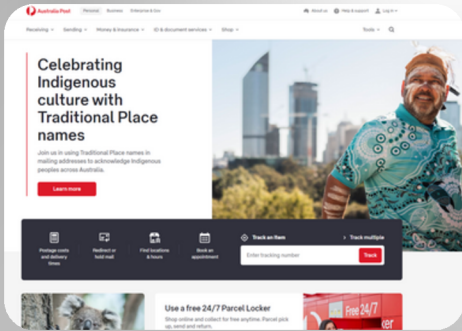
Fast Loading Speeds

Websites that load slowly can lose visitors quickly. Aim for load times of under 3 seconds, as 70% of users say speed affects their purchasing decisions.

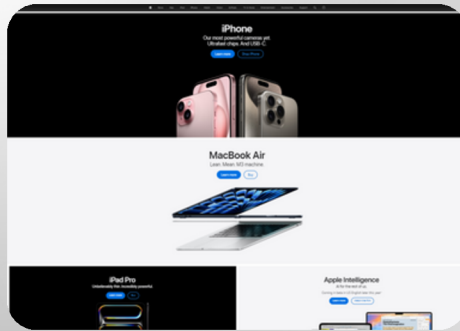


Design Tailored to Your Brand

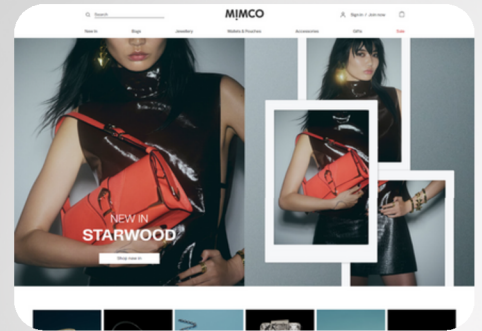
Your website design should reflect your brand's identity, values, and the user experience you want to create.



Bold Typography
Apple



Minimalist and Clean
Apple



Asymmetrical
Mimco

Key Features for a User-Friendly Website

A website's functionality is just as important as its design.

To create a smooth and enjoyable user experience, certain essential features should be included. These elements help visitors easily navigate your site, find relevant information, and take meaningful actions.

Key features include:

Easy Navigation

If users cannot find their way around your website easily, they are likely to leave quickly.

Clear navigation ensures they can locate information intuitively, keeping visitors engaged.

Search Capabilities

Search functions are vital for larger websites with lots of content.

They help users find specific information quickly. This enhances user experience and reduces frustration.

Clear Call-to-Actions (CTAs)

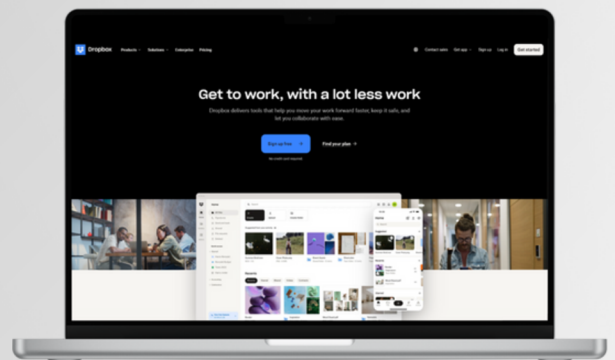
CTAs are crucial for guiding users toward desired actions, whether it is making a purchase, signing up, or contacting you.

Well-placed, compelling CTAs can drive conversions and make the difference.

Functional Links

Broken or dead links create a negative user experience and harm your website's credibility.

Ensuring all links work properly is a basic but crucial part of maintaining a trustworthy site.





High-Quality Images

Visuals play a significant role in engaging users, but poor-quality images can detract from your brand's professionalism.

High-resolution images that load quickly help make a strong first impression.



Text Overlay on Images

Separating text from images makes your site more accessible to search engines and improves readability.

It ensures that your content can be easily indexed, boosting SEO.

Ongoing Maintenance

Websites are not a one-time project. They need regular updates to keep running smoothly. Having a maintenance plan ensures your site continues to perform optimally, avoiding downtime or issues that could impact user experience.

Regular Updates

Websites require consistent updates to function smoothly, including security patches and software updates.

Content Refreshes

Keeping your content current helps engage visitors and improves your site's SEO.

SEO Adjustments

Regular SEO evaluations and adjustments ensure your site maintains visibility in search results.

Invest in SEO

Even the best-looking website will not attract visitors if it does not show up in search results, making search engine optimisation (SEO) essential. Effective SEO increases your online visibility, which is crucial for generating traffic and leads



Using relevant keywords in your content



Structuring your site for easy crawling by search engines

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Bringing your goals to life with clarity and bright results.



- Custom Website Design
- Responsive Development (Optimised for all devices)
- SEO-Friendly Structure
- E-Commerce Integration
- Content Management Systems
- Enhanced User Experience
- Website Performance Optimization



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