

A GUIDE TO CREATING A SUCCESSFUL WEBSITE

Successful Website = Successful Business

Your website is vital to your business, give it the attention it deserves.



feather brick **truck**

Design | Marketing | Websites



GETTING STARTED

Did you know that most visitors spend less than seven seconds on 90% of the websites they visit? Your website needs to communicate your message before visitors click away.

TIP

To begin, you need to select a domain name and open a web hosting account.

THINK STRATEGY

Your website is a key part of your marketing strategy. Visitors are drawn to a strong online presence, and these visitors embark on a journey towards becoming customers with a comprehensive design and content strategy.

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TIP

There is no 'one size fits all' for engaging an audience. Each audience is unique, and finding the best way to connect with your audience is through trial and error.

DRIVE ENGAGEMENT

The difference between strong and weak conversion rates can be down to your call-to-action. A call-to-action directs visitors to take the next step, whether that be reading more information, getting in contact, or making a purchase.



TIP

Your contact information needs to be easy to find. Include your contact information in the footer of every webpage. Mobile users often just need a phone number - make this easy to find by putting it in the top right corner of your website.



USER EXPERIENCE

Always keep your visitor's intention in mind when constructing your website. What problem are they trying to solve and what information do they require?

TIP

If your visual design is too 'busy', users may struggle to find what they need on your website.

BUILD YOUR DATABASE

Your database is one of your most valuable assets. Keeping records of how visitors find your website, how many sales you are making and how many inquiries you receive can help you to track areas of success or improvement.

TIP

**Keep all of the data you collect clean.
The easier it is to read the data, the more beneficial it will be.**



DELIVER QUALITY CONTENT

Visitors of your website need to trust your business. You can build and maintain integrity on your website by uploading content which is useful, engaging and easy to read.



TIP

Your content is what will attract visitors to spend time on your website. If you can encourage visitors to click on your website, i.e. if you have a high Click-Through-Rate, it will positively impact your Google search ranking.



ABOUT US PAGE

Include your customer in your 'About Us' page. When a potential customer is viewing your website, they are interested in finding out how your business is beneficial to them. Your 'About Us' page is a key part of communicating the reason why visitors should become customers.

TIP

The content on your About Us page is used in search-engines to direct potential customers to your website.

VISUALLY INTELLIGENT

Visual design is an extremely powerful tool to engage visitors. Visitors' perception of your website visually has a strong influence on their perception of your business as a whole - an above average visual design will encourage them to believe that your business is above average.



TIP

Novel or unusual experiences can activate the brain to be more receptive to learning new material.

MOBILE FRIENDLY :)

Over 70 percent of internet users are predicted to use only their smartphone to access the web by 2025. Designing a mobile-friendly version of your website is imperative to accommodate for this usage behaviour.

TIP

Mobile devices are used for 40% of all online transactions.





CHOOSE WISELY

Choosing the right marketing agency and web designer
is imperative to ensuring you get the best results.



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