HOW TO MAKE YOUR WEBSITE GAIN MORE ATTENTION

Back to basics: Engaging Your Audience

With the growing influence of digital entrepreneurship, it has become imperative to own a website for your business. It is the digital business card of your company. A website can attract more customers to your business.

Fully-Functional Landing Pages

The landing pages should be carefully designed with minimum clutter and maximum appeal.

There should be easy navigation pathways along with striking CTAs that compel the users to take the desired action. In recent web trends, uncluttered web designs have taken a center stage.

A proper use of white space between the paragraphs and in the margins ensures that the information is legible. Never let the ads

Remove Improper Content

This is definitely a To-Do List task. Content should be flawless, relevant and engaging to retain the attention of users.

The content shouldn't distract the users. Rather, it should establish the authenticity of your brand. Hence, keep it informative and relevant.

Avoid any typos or grammar mistakes, as these errors can ruin the user's experience. Instead of adding a lot of redundant content, offer information that can add value to the users.
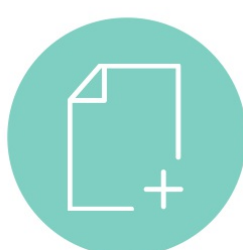
Avoid Using Stock Photos

It's time to get creative, because stock photos ruin conversions.

Network with local photographers and see how they can make your site stand out!

Stock photos are okay for blog posts, but everything else should be personalized to you.

The more real photos you have of your business, the more trustworthy your site appears.

Following these tips will help you increase your conversion rate.

Make It Easy To Contact You

AND

Make sure you list your phone number, as people will likely either want to text or call.

It's the mobile age - if you haven't adapted yet, it's certainly time to.

Many companies just list their email. We get it, maybe you have anxiety or aren't always by your phone and prefer web contact.

However, it's critical to have voice conversations for those that prefer it. Many people still do!

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