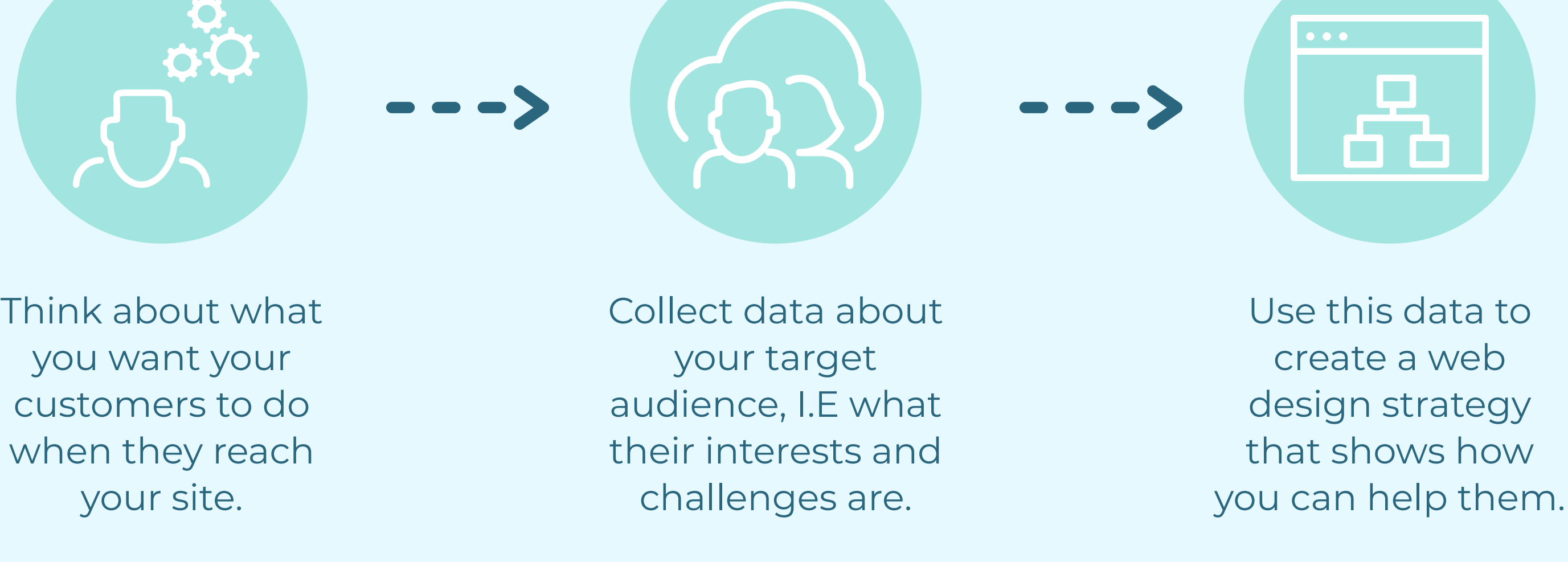




If you're not sure where to start, that's okay. That's what SMILE media is here for.

1. CREATE A PLAN

Without a plan, you risk a drawn-out, chaotic process, resulting in minimal improvements, or, you could even end up with design that is worse than what you started with. Neither of these results are desirable.



2. ENCOURAGE SOCIAL SHARING

Many businesses neglect to include social sharing buttons on their website. This prevents those who are following your brand from sharing your message with others.



WHERE YOU WOULD PUT THEM

These are typically placed at the bottom of blog posts or highlighted quotes that can be shared via social media platforms such as Facebook, Twitter, LinkedIn, and more.



WHY THEY ARE IMPORTANT

Though you could just let your fans copy and paste your link, it is less likely they'd go through the added effort. Especially if they're on a mobile device.

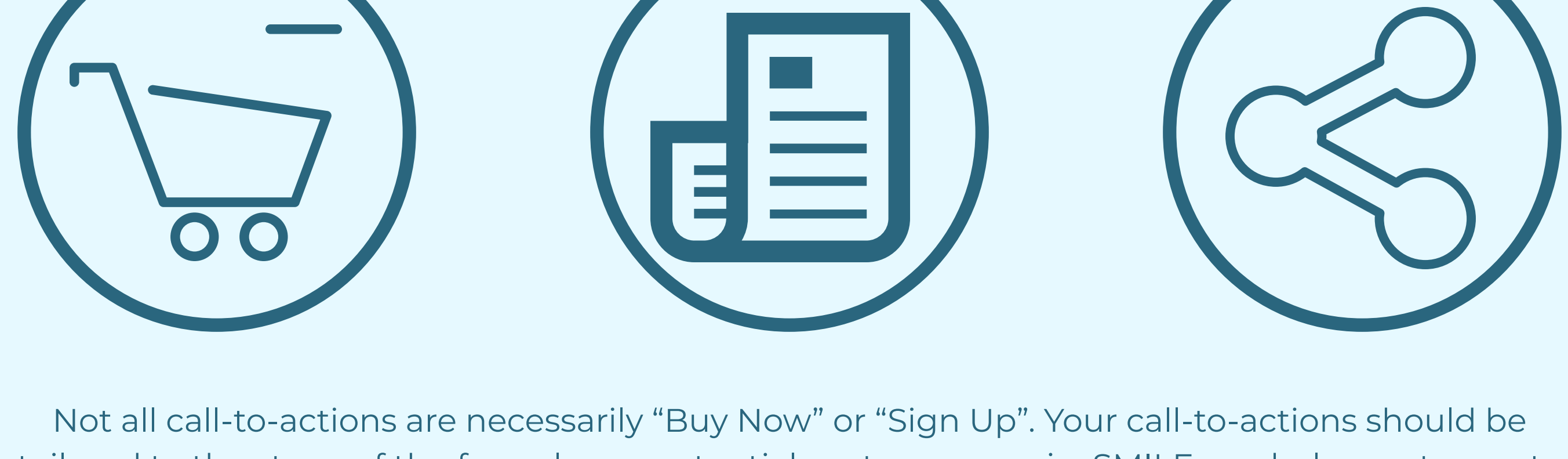


HOW WOULD YOU INSTALL THESE

There are a variety of social sharing tools to choose from, and we at SMILE media can help to you incorporate these into your updated web design.

3. INCLUDE CALL-TO-ACTIONS

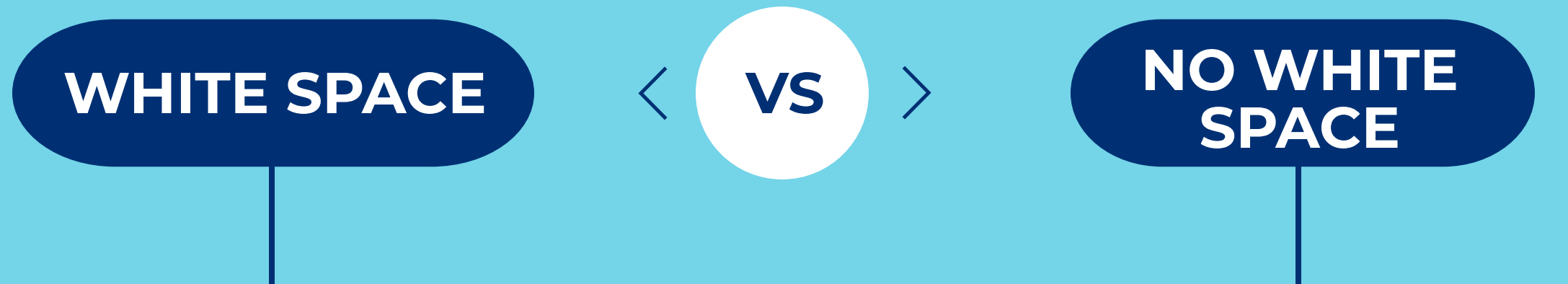
Call-to-actions are a crucial aspect of a successful web design. Without them, visitors may not understand what you want them to do next. You need to guide your visitors in a way that is as simple and intuitive as possible, so that their entire experience is anything but complex.



Not all call-to-actions are necessarily "Buy Now" or "Sign Up". Your call-to-actions should be tailored to the stage of the funnel your potential customers are in. SMILE can help you to create relevant and useful call-to-action buttons that make sense based on your business goals.

4. INCLUDE WHITE SPACE

Staring at a screen full of text, images and designs without much blank space in between elements is painful to look at.



This block is used to test the difference between white space and no white space. White space is the space between each line of text.

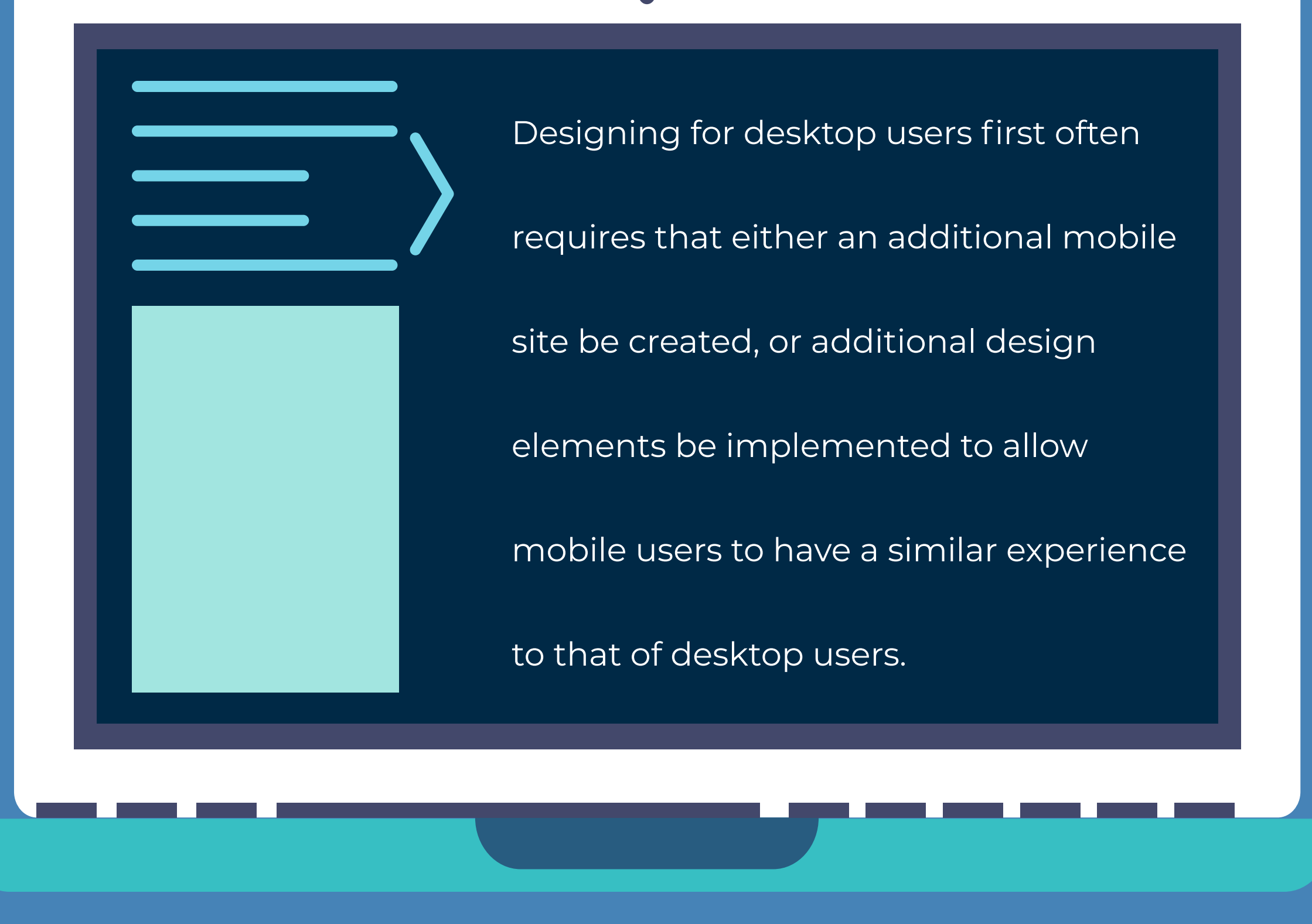
It is called white space because the majority of website backgrounds are the color white. Right now it is technically blue space, as the background of this block is blue.

Now, which wall of text did you read first? If you chose this block, you are the majority.

This block is used to test the difference between white space and no white space. White space is the space between each line of text. It is called white space because the majority of website backgrounds are the color white. Right now it is technically blue space, as the background of this block is blue. Now, which wall of text did you read first? If you chose this block, you are the minority. Or perhaps a Harvard University professor.

5. MOBILE FIRST DESIGN

If your site isn't optimized for mobile users, you are missing out on a ton of potential customers. Viewer trends have slowly been moving towards more mobile viewing vs. desktop viewing.



Designing for desktop users first often requires that either an additional mobile site be created, or additional design elements be implemented to allow mobile users to have a similar experience to that of desktop users.

Many designers recommend creating a site that is designed for mobile users first, since this will automatically translate into the desktop version. However, there are some who disagree. SMILE media works with developers who specialize in mobile responsive design and optimization, and can help you to design a website for users on any device.



6. SEARCH ENGINE OPTIMIZATION

The above design techniques, combined with strategic SEO efforts will result in an increase in visitors, and ultimately conversions.

It's important to have a design that is in line with SEO best practices. You'll want to include a variety of types of relevant content, and your web design should support the optimal presentation of this content.



Smile MEDIA

Need a professional and engaging website? Give us a call!

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