Getting Your Website to the Top of the List in Search Engines

My latest web design was for a company called Aleatha's Hair. Aleatha's Hair is a popular online hair extension shop. The market for human hair extensions has grown tremendously over the years. Today, human hair sells are in the billions. With that said, it is important for the owner of this online extension to have a website that stands out among the competition. When designing the website for Aleatha's Hair, I took care to stick to web design best practices. Employing a web designer who understands how to truly capture and display the essence of your business is crucial to reaching potential clients. Not only does the website appeal visitors, but the search engine optimization (SEO) behind the scenes help this site to rank high in popular search engines.

Mobile Friendly Websites Get More Visitors

Gone are the days spent in front of large monitors. Today’s world of movers and shakers takes their computer on the go with them. Us mobile computer users aren’t game for hauling around bulky towers and twenty-four-inch monitors. So, websites need to be designed for optimization of accessibly, performance and security on small computing devices (e.g. smart phones, tablets, notebooks etc.). I constantly observe the website analytics for Aleatha’s Hair, and the mobile to desktop user ratio is usually around 8 to 1. This lets me know that many people are using smartphones and other mobile devices more than desktop computers for online shopping. If your site isn’t mobile friendly chances are you’re losing money to the competition.