



FINESSED WEBS

WEBSITE DESIGN

*Hi, lets get you onto the world wide web.
Send the following so we can get started*

Website Header:

Logo
Company Name
Social Media Platforms

Sub Page:

About Us (Photography required)
Services
Portfolio (Marketing)

Footer:

Contact
Social Media
Blog Post
Location/Address

Do's and Don'ts for a Successful website

Do: Include pertinent info

Costumers are looking for information such as:

- Methods for contacting information (telephone info/ email)
- History of company and its purpose, mission, values
- Hours of operation

Businesses need to reassure consumers by developing trust with consumers by developing trust with shoppers. Early days of websites left out pertinent information such as this.



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DON'T: Leave out product information

- Every visitor to your business is a potential customer
- Product listings without specific information can leave visitors puzzled
- Lack of information may lead to poor credibility – consumers will go elsewhere



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DO: Have an about us page

- Even if it's just a short snippet, having an about us page will let visitors and future consumers know about your business
- 'About us' pages are some of the most visited pages on a website
- It's a change to build a **personal brand and share your story, mission, and values**



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DON'T: Ignore your homepage

- Your business's home page is the main landing page (and the first impression)
- Your homepage should have a specific headline. followed by some actionable items
- Some standard things that businesses **do include logo in the top left, good call to action, and well displayed value proposition**



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DO: Include testimonials

- Having reviews of your product is an example of 'social proof' and will help to build trust and credibility
- Have you ever gone to Google Reviews to look up product information for a business? The same idea applies here
- They have the same impact as **referrals**, and can highlight specific benefits of your product



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DO: Include high quality images

- Statistics show that taking the time to take high quality images of your product can make a huge difference
 - Improved SEO (Search Engine Optimization)
 - Better communication about products
 - Better engagement (and conversion rate)



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Summary

- About us, contact us, homepage
- Great visuals, high quality images
- Detailed product descriptions
- Testimonials for social proof
- Think through the lens of a consumer

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