Why is it so hard to make a website?

- You can create websites faster, if you have a lot of information about your customers already by designing for the last stage of buying and converging to the first stage of buying, hence building a tree of attraction
- A website is harder to make if it is to be built without information from customers
- It is also hard to make as it is useful in multiple visits creating the need for accomplishing the goal of different attention spans
- Over that, the user or customer will scan all the information they need at least once or twice before the purchase
- Users go to websites for many reasons and when they don't find the information they expected, they might either book a second visit or book a stay on your website before becoming customers after which they put your website on schedule.
- A purchase might happen for an inconclusively fit offering if the user has no other competing option
- If you have an inconclusive offering, then your sales will be low and won't exceed the worst expectations
- If you have conclusive offerings, sales will be high
- Just like a website provides info, it is also a place to show conclusiveness
- If the user visits the website often, you can ask them to share the website with those they talk to or those who listen to them
- Sharing mechanisms include leaving reviews and sharing links or product use pictures
- For this you need to know if the user has visited before and when they cross a certain threshold of times visited, you can ask them for helping you

- To push them to visit you more often, you can remind them of your offering and information relevance
- To ask users who did multiple actions on your website but did not return as early as customers, you could track them using cookies, if they had allowed, and be at places where the tracking cookie works
- To users who visit your website regularly but do not purchase, and you have offerings at high range, you can also promote with discounting given you thought about getting info of where they are
- It's a waste to promote your offering to those who may not become customers even if they have money, yet if you have done further and deeper analysis of your product use, these points are not the best articulation of website building
- Users can be motivated to promote your website if you give them downloadable content which might be helpful to those who have an interest in or buy in your industry
- Giveaways should be created on social media accounts so that your target audience hears about them, turning them into followers given you are active on social media
- It is extremely essential to talk about users in social media vs your product videos which can always be reached through links in your bio
- Social media is not just a place to be consistent but also to be alive at displaying what in you people resonate with as a human characteristic If you do so much right, you are now suited to do bigger collabs which you consider as user events
- User events are things which people know are going to happen and therefore do not need to be reminded of for knowing they will happen

This was Website Design 101. Hopefully, you will have regular visitors now.