



**5 TIPS AND
TRICKS TO
INCREASE
SUCCESS
FOR YOUR
WEBSITE**

DOES YOUR WEBSITE WORK ON MOBILE?

Having a mobile friendly website is crucial for the success of your business. As more and more of our lives are taking place right in the palm of our hands, you need to be able to connect to your users on whatever device they are using.

Here are 3 simple design choices you can make to ensure ease of use on mobile for your website include:

KEEP IT SIMPLE

A simple, clean design is always the best approach for mobile devices, with less screen space, there is often less room for aesthetic embellishments and clutter on the page that can get in the way of the important information your need your users to access. Removing distracting elements such as complicated background images also helps with the readability and navigation of your website and mobile. It is also important to remember that mobile/touch devices can't run hover interactions - if your website uses these, ensure you have an alternate input method for mobile users so that information doesn't get hidden, lost or obfuscated.

PRIORITISE CONTENT

Decide what you really want to prioritise for your users. What information should be at the forefront.

Mobile devices don't have space to allow for long paragraphs of text and unnecessary information, be clear and concise in your copy, and put the most important information front and center.

CONSIDER SCALE AND LAYOUT OF ELEMENTS ON THE PAGE

When websites move from desktop to mobile, it is common for some elements to end up far too small on the page to be usable. This is especially relevant to buttons, which need a larger target area on mobile than on a desktop, as touch input is notoriously less precise than mouse input. Make sure your website can pass the 'fat finger' test. It is also important to ensure that text sizes are appropriate for mobile content consumption. This can vary depending on the type of content, but larger, clear text is important for readability.

DOES YOUR WEBSITE HAVE A CLEAR PURPOSE AND GOALS?

It is impossible for a website to be successful if it doesn't have a clear purpose. Without a purpose and goals, it is not only impossible to measure the success of your website, but it is also impossible for your users to know what to do on your website when they get there.

Your website should be more than just an online business card or a digital blurb about your business. While these **are** important functions of a website, take a moment to think about what outcomes you want to achieve from your website.

SET CLEAR GOALS AND MAKE THEM MEASURABLE

Your website goals need to be clear, concise and precise. It doesn't matter whether it's related to sales, leads, engagement, awareness, action or another metric, your website can only succeed if you know what that success looks like.

MAKE SURE YOUR WHOLE TEAM, AND WEBSITE TEAM KNOW YOUR GOALS

Your goals will only succeed if those in your team and everyone working on your website is aware of what you need your website to do. If you are still deciding on your goals or aren't sure what the purpose for your website should be, this is a great opportunity to bring your team/web team into the discussion to help shape the right purpose and set of goals for your business.

ALIGN YOUR GOALS

Your website's purpose and the goals you create for it need to be aligned correctly in order to be effective. Your website should be a conduit between your business goals, and your customers needs. The design of your website should create synergy between the needs of all stakeholders in your business. Having conflicting goals/needs between the business and the customer won't lead to your website presenting the wrong information, in the wrong way to the wrong people, as opposed to creating a space that your users want to visit because it meets their needs as well as yours.

IS YOUR WEBSITE ADDING VALUE TO YOUR AUDIENCE?

As well as having a clear purpose for existing, your website needs to provide something for your users, something that they want to come to **your** website to find. What are you offering your users that will not only bring them to your website but keep them coming back?

Hear are some examples of great ways to add value to your users through your website:

BLOGS

Blog content is a simple, easy way to keep generating new content for your website. Your business has a story to tell, and lots of knowledge to share with your customers and wider audience that will improve their lives and make them want to keep coming back to you. Using a regular blog is a great way to get this knowledge out there. Blogs are also really shareable on other social media platforms to bring new traffic to your website.

CASE STUDIES

Have you just finished a really exciting project that you want your customers to know about or that you think will help bring in new or similar business in the future? Using case studies on your website is a great way to give your audience a peek behind the curtain and understand a bit more about your process and the work that goes into creating whatever it is you create. Think about sharing the story of some of your favourite projects on your website.

PODCASTS/SHORT VIDEOS

Video is taking over the world, but more specifically, short form video is a great tool to use in your business to attract new customers and keep engaging your existing one. If you have an idea for video content that would look great on your website then go for it. Just don't forget the golden rule: **Keep it authentic and be yourself!**

REGULAR PRODUCT RELEASES/UPDATES

Regularly releasing new products or updates to an existing lineup is perfect for keeping your customers engaged and wanting more from your business. Let your website work for you when you release a new product though, by maintaining regular content so your users will keep coming back to see what's new.

IS YOUR WEBSITE EASY TO NAVIGATE?

The information on your own website will often make sense to you when presented a certain way. It is important to recognise and understand, however, that this same way of presenting and organising information may not seem as simple to someone who doesn't understand your business. It is vital that you test your navigation with users who are not connected to your business or industry to ensure that it makes sense and provides the right level of clarity for your users to find what they need quickly and easily.

Here are a few things to consider when designing your website navigation:

AVOID JARGON

The titles for your pages and navigation labels should be short and easy to understand. A user should know what to expect will happen when they click on a link on your website. Using jargon in your navigation and page titles makes it challenging for someone who hasn't had much exposure to your business to understand what they are opening.

PRIORITISE FREQUENT/HIGH TRAFFIC CONTENT

Put the content your users are most likely to want/need front and center. If you have pages/content that your users are going to all the time or will want to access when they first arrive at your website, don't hide it!

USE REPITITION

Repeating links throughout your website, is a great way to make it easy for your users to find content they may not have been looking for, but that they might enjoy. While repetition in this format is great, don't fall into the trap of **only** using in page links to find content. You still need to have all your content available from a centrally located menu/navigation system.

DON'T RESORT TO SEARCH

It is often easy to fall into the simple trap, when creating your website, that because it includes a search function your navigation doesn't matter so much. This couldn't be farther than the truth. While search is a great tool to provide users with, it should never be resorted to as the primary way for them to find information.

DOES YOUR WEBSITE STAND OUT FROM THE CROWD?

This is probably one of the most important factors to help your website reach its full potential and become successful. Having a website that truly reflects your business, its values, vision, culture and personality is vital to attract the right audience who will support your business. This is not always easy to achieve and takes a thorough understanding of all aspects of your business to effectively implement a website so closely connected to your business.

Here are a few things you can do to help your website stand out from the crowd:

AVOID TEMPLATES AND 'COOKIE CUTTER' DESIGN

Templates will never allow your website to stand out the way it needs to. Website builders that offer easy to use templates, no matter how much you customise their colours, logos, images and content, will always feel like templates. A website that truly reflects your business and celebrates what makes it unique, can't feel like something you have grabbed off the shelf and modified a bit - only a truly custom design can give you the level of personality your website needs to stand out and feel authentic to your business.

BRAND IS EVERYTHING

We often think of our brand as a logo, colours and maybe a font or two, and while these are important elements of a brand, on your website your brand is so much more. Everything on your website is your brand. From the way you layout your pages, to the colours you choose, the size of each element, the animations and interactions you use, even the tone and way you write and format your copy - all of this is branding and all of it helps to build your image and give your users a clear picture of the type of business you are and if that is who they want to be doing business with.

BE CONSISTENT

Consistency is key. As much as you need to give your website personality and make it unique to you, that doesn't help your business if the rest of your marketing, communications and customer experience aren't consistent with that same personality, branding and experience. Being consistent will help you stand out.

IT'S OK WE CAN HELP!

You're not alone! If this all seems like a lot to be thinking about just to get a website up and running, don't worry we get it! And guess what, this is just the tip of the iceberg - there is so much more that can go into making a website that is just right for your business.

That's where we can help you.

Our website packages are an easy, affordable solution and there is bound to be one tailored just to your business needs (and if there's not, that's ok we can create a custom package just for you!).

We will work side by side with you to give you the most hassle-free experience possible while creating a custom website solution designed just for your business so your website can start working **for** you!

Sound good so far? Get in touch with us so we can get started!

BOOK A CONSULTATION

Book a free consultation chat with us so we can discuss your website needs and how we can help you.

[Book Now!](#)

EXPLORE OUR PACKAGES

Explore our range of affordable website packages to find the right package for your business.

[View Packages!](#)

SEE SOME OF OUR WORK

Check out some of our past work and projects, crafting websites for small businesses around Australia.

[Check it Out!](#)



ROHAN GERRARD DESIGN

5 Tips and Tricks to Increase Success for Your Website © 2022 All Rights Reserved.

www.rgdesign.com.au
mail@rohangerrard.com