

# 5 TOP THINGS TO KNOW IF YOU'RE BUILDING A WEBSITE

## OVERVIEW

**Website** - is a collection of web pages and related content that is identified by a common domain name and published on at least one web server. All publicly accessible websites collectively constitute the World Wide Web.



# WEBSITE DESIGN

The design is essential and such it should be well thought out. Believe it or not, a website is not some blocks bunched together. Sites are well-thought actions, so your website is performing well. Of course, the design of your website should be visually pleasing.

As is the case with most homes the homepage is the hub where all the action happens. This is your 'first impression' to your visitors and as we all know you only get one so you have to make it count, at this point, your visitor will determine if your site catches their interest or not, if not they will not go further than the first page. When designing your homepage, you need to look at it from your visitor's/customer's perspective. Make your first impression count.



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## PROFESSIONAL DESIGN

It's not enough to have a website. If the design is not professional, then it's doing you more harm than good. Your website should have a consistent design. Don't have too many colours or too many types of fonts, as this will make your site confusing.

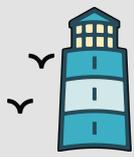
You want it to be easy to use and easy to read. The colours used should reflect your brand colours. That way, you will build more brand awareness. The consistent design means that your website doesn't have a high learning curve. Like your navigation, your design should stay consistent throughout the site.



# PROFESSIONAL IMAGE

The material used on your website to enhance the design should also be professional. Be careful with images taken with your smartphone. They (usually) aren't giving a professional look. Yes, sometimes they can provide a sense of authenticity. It depends on the industry and niche or occasion.

The right action plan should guide your image use. Be sure to avoid generic images of people and your products. There are other, better ways to showcase your images, such as within an interactive gallery. If you find yourself in need of images and don't want to pay for them, you can find quite a few websites with beautiful free images.



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# WEBSITE TRUST SIGNALS

To get people to buy from you or even to give you an email, they have to trust you. The main thing here is to buy from you. Either you offer services or products, be it physical or downloadable.

For visitors to take anything from you, they need to trust you. There are many ways to be seen as credible and trustworthy, such as those outlined in this article.



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## THE BUILD & DEPLOY

Creating a website can be a complicated endeavour.

However, while you don't need to be a programmer yourself, you must understand at least the basics of what your website hosting provider delivers in terms of capabilities. That issue remains significant even after you get your site is operation up and running.

As App Inlet has years of industry experience, we would be happy to provide guidelines or support. Please don't hesitate to connect with us.