

10 THINGS EVERY **SMALL** **BUSINESS WEBSITE** **NEEDS**



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If you want a website that not only looks great but is also capable of generating new leads for your business, make sure your site has all of the following ten traits:

An Easy to Remember URL

You don't want multiple dashes or numbers in your website URL. Instead, it's important to have a simple address. Since you will say it over the phone and may put it on marketing materials like posters or even billboards, you want something that can be typed in without any issues. Ensuring your address is easy to remember is also why it's best to stick with .com, .net, or in some cases, .org.

Clear Navigation

When it comes to navigation, simplicity is always best. You want to be sure that regardless of where someone is on your site, they're only a single click away from your main pages.

A Clear Explanation of You and Your Business

People should know exactly what you and your business are about within a few seconds of finding their way to your site. Failing to include this information can cause visitors to lose trust and hit the back button.

Prominent Contact Information

When it comes to [perfect website design](#) for a business, your contact information needs to be readily displayed. Even if you're hesitant to include a phone number, doing so will help inspire trust among visitors. That's true even if they never call you.

Real Testimonials

Continuing the theme of ensuring that visitors to your site trust your business, you should have real testimonials that customers have sent you. If possible, include people's pictures next to their testimonials. Another option is to link to their social media profiles.

Use Quality Pictures and Subheadings

Since online readers like to scan, be sure to break up any big chunks of text on your site by utilizing relevant images and informative subheadings.

Tell Visitors What You Want Them to Do

In order to convert visitors into actual leads, you need to tell them what they should do. So whether that's submitting a contact form or giving you a call, be sure your site makes that desired action crystal clear.

Regularly Add Content

Whether it's news updates about your business or informative blog posts, regularly adding new content will help you engage visitors and bring in more search engine traffic.

Take Advantage of Google Webmaster Tools for SEO

The best way to ensure your site is accessible and doesn't have any SEO issues is to sign up for a free Google Webmaster Tools account. This will provide you with reports, as well as alert you to any issues that need to be addressed.

A Reliable Host

If your site is down, it's not going to help your business. That's why it's vital to carefully research your options before committing to a specific host.

A Professional [Web Design Company](#) Can Provide the Perfect Small Business Website

If you want to ensure your website has all ten traits, your best option is to let a professional team create or redesign your website. By working with experienced professionals, you will get a website that's fully optimized to generate as many targeted leads as possible for your business!

Top 5 Tips For a Perfect Web Design



All website owners love to have a beautiful and well-designed website. It requires a lot of thought and hard work but it is not impossible. So what are the secrets of great web designers?

The perfect way to a killer web design is actually very easy – you just need to follow the universal do's and don'ts and understand them. Learn the top 5 tips for a perfect Web Design:

Here is a short set of rules to designing a perfect website –

Rule #1

Understand the Basic Design Rules:



The best way to design a good website is to remember that the website is actually an organized bunch of text. He says that “Web is all about typography design.” Almost 5,000 years have been spent trying to make text designing perfect. Here are some golden rules adhered by all websites –

For

Headlines:

- Make them search engine friendly and bold
- San-Serif Typefaces are perfect for titles because they are large, readable and stark

For

Body:

- Text Designers opt for Serif

Typeface

- Keep the font-size large and 16 pix (minimum)
- The lines should be 45 to 65 characters

Rule #2

Select a Concrete Typeface with a Personal Touch:



Helvetica is most loved by designers when it comes to the selection of font-face. The font selected, must offer attributes such as readability, personality and branding. Other famous choices are Proxima Nova, Merriweather Sans and Montserrat.

Rule #3

Select a 3 Color Palette!



The key to selecting a color palette is to choose one that fits with your brand personality and sticking with it. To create an organized color palette for your website, consistency is crucial. Mike Fortress, Web-Designer at the Oak Studios, prefers a neutral color palette which uses strong accent colors in a bold manner. White backgrounds with too-dark typography and strong color accent – is appreciated! Be sure to check Abode’s killer designing tools for selecting your color palette or to get inspired by the palette collections at the [Colour Lovers](#) community!

Rule #4

Crop Photos, Perfectly:



It is crucial to make sure images on your website are the right size. Websites are always pixel based! So if your photographs are not large and clear enough then they will look slightly pixelated. When you search for your website images on iStock, ensure that you select the perfect size or crop it – don't go images that are too small! The clarity of your images adds professionalism and credibility to your [website design](#), so be sure to do it right!

Rule #5

Give Your Website Plenty of Space!



This is the simplest but most important web designing tip – ensure that your content has enough breathing space with proper margins that can improve focus and readability. It is very important to avoid unnecessary text. Too much text on a website can really turn visitors off! Content is essential; so, make sure that you may break it into readable and interesting paragraphs along with visible sub headings. You can make the best use of images and icons as an alternative medium to communicate your thought and points.

So, if there's 1 golden universal rule for [designing a website](#) then it is this – select your aesthetic and visuals and stick with it! The best key to a good web design is consistency!