

How to Create a Powerful Online Presence

Web site design plays a crucial role in converting visitors to customers. Your web site is the first impression people have of you. It is often your first and only contact with your prospective customers. A professional-looking, easy-to-read-and-navigate web site is essential to building trust and making sales. Follow these tips to create a powerful online image.

? Simplicity is the key to powerful design. A web site must be pleasing to the eye, but not too flashy. Limit colors to two or three colors. Limit fonts to two or three fonts.

? Be unique. Design original graphics and layouts to attain a unique look. Stand out from the crowd.

? Target your market. Use images, colors, text, fonts and themes that are appropriate for your market. For example, you will use completely different images and colors for kids, professionals, men, and women.

? Use quality images. Just as quality images will boost credibility, bad images will hurt you.

? Use images that support your sales message. Don't clutter the page with graphics that have nothing to do with the content. Your product image is important. For example, if you're selling an ebook, make your book look real with a targeted ebook cover. If you're selling a CD, show a CD image.

? Design a quality header. You can instantly change the look of your web site by changing the header graphic. The header is the very first thing a visitor will see when they arrive at your site, so it is your first chance to make a good impression.

? Use logical, consistent navigation. Viewers want to find what they're looking for without having to go through numerous pages or clicking on numerous links. Use terms for your navigation buttons and links they will recognize such as Home, Order, and Contact. Provide plenty of links on your home page, giving an overview of your web site's content and choices.

? Design a catchy order button to attract attention and motivate people to order.

? Don't overuse the latest web techniques. Avoid entry pages with animation that don't tell anything about the content and take a long time to load. Your visitors will appreciate a site that opens fast and search engines will be able to index your pages.

? Write compelling copy. A clear, well-written message is essential to converting prospects into sales. Avoid spelling and grammar errors. Combining layout, graphics, typefaces, and color into a unique design requires graphic design skills. If you don't feel you are quite up to the task, or are just too busy putting the content together, then it would certainly be beneficial to get help from a professional designer who specializes in creating web images.

If your web site looks professional, visitors will conclude that you are professional. If your web site looks amateurish, they will assume that the quality of your services and products is unprofessional too.

Source: <http://www.articlecircle.com>

About the Author

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