

WHAT YOUR VISITORS WANT

9 ways your website can impress your visitors and make them customers

Use these tips to make a good first impression.



1-REDUCE CONFUSION

Provide a clear description of who you are, how you can help, and your contact information.

2-SHARE PRETTY PICTURES

Persuade your story further with vibrant images and memorable branding.



3-SOLVE THEIR PROBLEM

Speak to their pain points and solve their problems with fresh, valuable content.

4-ENCOURAGE EXPLORATION

Implement a user friendly navigation and search feature.



5-INSPIRE CONFIDENCE

Build their trust by adding links to your social media accounts and share customer reviews.

6-BE DIRECT

Don't assume your customers know what to do next, create one or more obvious calls to action.



7-FORGET THE FLUFF

Keep product descriptions simple and short, and implement an intuitive checkout process.

8-CREATE RAPPORT

Show authenticity with a personable 'About Us' page.



9-MAKE IT MOBILE

Be readily accessible to your visitors by implementing a responsive design.