The Importance of Having an
Effective Website

{ **Hollinden** }
marketers + strategists

RESPONSIVE DESIGN allows your website to respond to the device that it is being viewed on. This presents an optimal experience for all users regardless of whether they're using a phone, tablet or any other device.

THE BOTTOM LINE: A responsive, optimized web site drives traffic, engagement, and conversions.

5 Best Practices to Improve Website Usability

1. KEEP CONTENT CONCISE. Studies show, we read about 28% of text on a web page. Cut out unnecessary information, use common words and phrases, and get to the point as quickly as possible.

2. USE VISUALS. Pictures are worth a thousand words. When possible, replace text with infographics, graphs, images, and videos. Website visitors pay close attention to visuals that contain relevant information.

3. INCLUDE SEVERAL CALLS TO ACTION. Make it easy for users to engage your information. Use calls to action to direct traffic to specific landing pages and content. Only ask for necessary information on a form. Keep them short and simple.

4. UTILIZE SEARCH ENGINE MARKETING. Control your ability to be found. Create campaigns that drive traffic back to your site or take specific actions on your landing pages.

5. PAGE LENGTH. Page length should be dictated by the message you want to communicate, not an arbitrary limit. However, a minimum of 300 words is a good target. Longer copy provides a better opportunity for keyword placement that sounds good and allows you to provide more information to visitors.

46% of mobile users report having difficulty interacting with webpages*

*Source: Keynote

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