

Raise conversion rates and maintain loyalty.

Did you know revamping your website could help you do just that?



UNCLUTTERED DESIGNS DESIRED

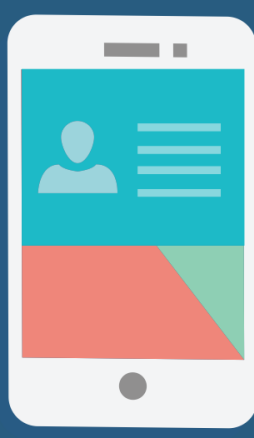
The web design trends have truly evolved over the years. The current trends favor clean uncluttered designs where the layout is simple and content is readable.

You should remove the redundant features like animation and flash from the pages. Also, reduce the content to keep it precise, informative, and engaging.



CODING AND DESIGN MUST INTERTWINE

1



CONTENT SHOULD BE MOBILE RESPONSIVE

Over the years, the influence of mobile devices on a website's traffic has become clearly evident. The sites offering seamless experiences on any screen size are ranking ahead of the unresponsive designs.

If your website adapts to any screen with easy accessibility of all its features and functionalities, it is likely to attract more traffic.

2

SIMPLE NAVIGATION IS A MUST

The design of your website shouldn't overwhelm users. Rather, the navigation should be simple and straightforward. The visitors must be able to find information within 2-3 seconds on your web pages.

If it takes a long time to find the desired information, the chances of abandonment are greater.



TIP

Having clear contact information with only 3-4 fields to fill out increases conversion rates and trust.

3

USE REAL PHOTOS QUALITY IS A MUST

Believe it or not, the quality of images can largely affect the conversion rates. Hence, most of the experts believe that you should refrain from using stock photos.

Preferably, get the real images of your business clicked by an expert photographer to build the trust and confidence of users. If you run an e-commerce site, then creating your own professional photos of the product will definitely increase conversion rates.



Contact SMILE media today for a complimentary consultation on how to get started!



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