

Top 10 Priorities When Redesigning Your Website

When updating your website, something crucial for improved search engine rankings, there are various areas that will yield increased traffic, customer loyalty and higher sales. Attention to these areas should be your priority in order to maximize profits.

These Top 10 Priorities are:

1. **Copy writing** - Website copy that is clear to understand, right to the point without spelling and grammar mistakes, is crucial. The level of writing is directly associated to the level of quality of your service or product, even if it has nothing to do with writing! Any spelling or grammar mistakes will reflect badly on your company's image.
2. **Easy Navigation** - Can your visitors find what they need? If not, you may lose them quick! Make certain that the navigation for your website is clear and easy to understand. Provide links within your copy to various pages and topics that may be of interest to your site's visitors.
3. **Newsletters & Blogs** - Give your visitors a way of staying in touch and receiving the latest news on your products and/or services. You can dedicate each issue or entry to various services and/or products with case studies or testimonials. You can also use them to educate your readers on particular techniques or processes your company uses.
4. **Better photos** - The quality of your photos reflects on the quality of products and service to your visitors. Make your photos shine! Make sure that the shading and colors are correct, not just on your computer, but on the web. Crop photos to represent the item being spotlighted.
5. **FAQs** - There are always questions that need answers and if your visitors can not find the answers, they may go elsewhere to find them. Providing a complete section with the "Frequently Asked Questions" will also cut down on your customer service time commitment.
6. **Favorites** - Make it easy for your visitors to save your site as a Favorite. With so many competitors out there, the last thing you want is for your visitor to have problems finding you later. Make sure that there's a "Make this page a Favorite" on your home page.
7. **Gifting** - Another type of referral, let your visitors know that you sell and honor gift certificates.
8. **Contact information** - Surprising how many websites do not have clear contact information. Let them know how to contact you! Place your telephone number on all of your pages, along with a link to your email. Also make sure your Contact Us page has your complete information.
9. **New Information** - Update your information often. Updating copy will boost your search engine ranks and bring your visitors back for more. Provide alerts to those who request them.
10. **User Testing** - Make sure all your pages, bells & whistles are working properly. Take the time to go through each page and test all of your links, forms, etc.