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# **Top Ten Website Development Ideas To Enhance Conversions**

The internet is ideal for a business to build its presence and boost revenue. A business website or e-commerce site widens a business' customer outreach and builds brand reputation. The website's design and search engine optimization plays a vital role in determining its success. Good site design incorporates effective keyword rich content, a captivating layout that reflects the business image, engaging colors, and simple navigability.

Some of the elements that are essential for successful website design are described below.

#### 1) An impressive landing page

The landing page could be the home page of the website or any other page the user is directed to after clicking on an internet advertisement or a link from a search engine. The content on this page is the window that gives prospects a peek into what the website has to offer.

#### 2) Headlines that grab attention

Every page of the website should have a persuasive title that is unique and attracts attention. It should be written to tempt customers into exploring the page further.

#### 3) Attractive web design

The design of the website should be pleasing to the eye. A striking website encourages users to browse and explore its options. The longer a customer stays on the website, higher the odds of her completing a sale.

#### 4) Compelling copywriting

The website content should not only be keyword rich for search engine optimization (SEO) and to build traffic but also well written. Language and layout can evoke customers' curiosity. The language should be constructive and emphatic without being pushy, and most of all easy to read. A website is not the place for esoteric or exaggerated text. The intention is to make complete sense to readers.

#### 5) Clear subheadings

Subheadings in pages bring attention to the points being made. They should be spread across the page in a logical manner. Subheadings give readers an idea of what the page is about without having to necessarily spend the time on reading the details.

#### 6) High readability and easy navigation

The copy of the website should be readable and clear in good font size. The design should be streamlined for trouble-free navigation. Placing an order should always be one click away from any page within the website.

#### 7) Highlight items on sale

Products and services that are being promoted or sold should be easily accessible. Customers must be able to start exploring choices quickly and place orders in a minimum number of clicks.

#### 8) Encourage repeat visits and word-of-mouth marketing

Compelling copy and quality web design combine to make a website distinguish itself from its competition. Happy customers spread the word about your site as a place that promises value for money. They discuss with their associates, friends, and social networks and gradually help grow your brands reputation. With good service, you not only get regular customers but also acquire more prospects daily.

#### 9) Improve credibility with references and testimonials

Websites look more credible with testimonials and references from clients. Web designers use images, text, animations and videos to highlight the value of the website and make claims appear believable. Such testimonials tend to stay in the minds of customers.

#### 10) Always address the customer's needs

Since you want customers to buy products and services from you, you naturally want to present your business in good light. The website should be tuned to the customer's needs. Images, text, videos and offers should address the customer directly about the advantages of using the product.

Every component of a website must synchronize to provide the ultimate customer experience. Happy customers are sure to visit again and also talk well about your website. Your brand thus starts to become popular and your income improves significantly.

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