7 Ways to Master your Company Website

1. Make use of free templates

There are plenty of websites that offer access to free templates, providing you with the necessary tools to build your own website. Examples include wix.com and website builder. The content on these sites are user friendly and allow you to create professional looking sites with ease.

Useful links:

- http://www.wix.com/
- http://www.top10webbuilders.com/?s1-google/s2-uk-search/s3-website-builder

2. Keep it simple & clean

Websites should be quick and easy to use for your potential customers - simplicity is key. It should be clear and concise. Visitors coming to your website will want to avoid spending too much time trying to find what they need, so make sure the site is well structured e.g. logical sections. Also ensure the content on your site is essential and to the point.

Useful links:

- https://blog.kissmetrics.com/simplify-your-website-with-the-kiss-rule/

3. Test your site to make sure that links and click troughs actually work!

If you have links or click through pages on your website – MAKE SURE THEY WORK! Test, re-test and then test your website again. Also, if you maintain accounts on social media platforms such as Facebook and Instagram, make sure these are well maintained – otherwise there is no point in directing people there.

Useful links:

- http://www.brokenlinkcheck.com/
- http://www.deadlinkchecker.com/

4. Show your contact details in a prominent place

If you want people to get in touch with you via your website, you need to make sure that your contact details are in an accessible and obvious place. It's not only so you can 'win' new customers, it also enables current and previous customers to get in touch easily. Standard information to provide is an email address and telephone contact number – do not put any information that you are not comfortable being on a public platform.

Useful links:

- http://wp-support.crm.worldpay.com/app/answers/detail/a_id/1133/~/what-contact-details-do-i-need-to-display-on-my-website%3F
- http://www.webdesignerdepot.com/2013/03/20-excellent-contact-pages/
- https://webdesignledger.com/23-inspiring-examples-of-contact-pages/

5. Don't make any silly grammar, spelling or punctuation mistakes

This may sound obvious, but you'd be surprised at the number of websites that have spelling errors. Something as small as spelling 'contact' as 'contat' can cause a potential customer think your organisation is 'unprofessional' or 'low quality'. Additionally, avoid using slang or colloquial phrases as again this will impact on how your business of organisation is perceived.

Useful links:

- http://www.gingersoftware.com/grammarcheck#.WA3mB02QwdU
- http://www.grammarcheck.net/editor/

6. Avoid using many large image files

Large images can affect loading speeds for your website, especially if the internet coverage/connectivity is of a poor quality from where your customers will access it from. Keep it simple and use smaller images files.

7. Remember to actually 'sell' your services

Whilst the look and feel of your website is critical, it's really important that you ensure you are 'selling' the service or product you are offering. Go beyond the tendency to just focus on what you do - explicitly state the benefits you can provide to deliver against your potential customer's needs.

Useful links:

- https://www.entrepreneur.com/article/159488
- http://www.businessinsider.com/11-tips-for-creating-an-impressive-website-for-your-service-based-business-2011-4?IR=T#meet-your-clients-unique-needs-3

Many thanks to Jessica Gyateng for contributing this guide.