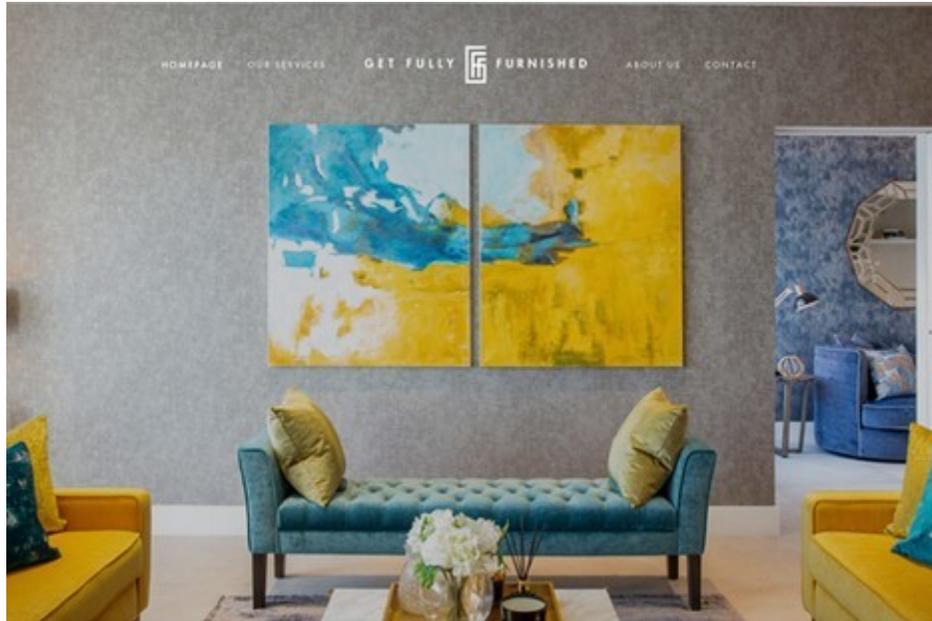


Web Design to Make Your Brand Shine



A 2016 research survey found that nearly 46% of American small businesses don't have a website – a figure that seems unthinkable. After all, small businesses without websites inevitably lose out to their more visible competitors.

Q4 is the perfect time to launch a website that will function as the central online destination for your customers. That way your target audience can engage with your brand, contact you with questions, and potentially buy your products—all in time for the holidays!

But keep in mind that a poorly designed website can do just as much damage as not having one at all. It takes us just 2.6 seconds to focus on a feature of a website and form an opinion. That sliver of time is your chance to catch and keep your customer's attention.

But how? **Great web design, that's how.** Below are tips to help your website stand out from the crowd.

Define your target audience.

Your target audience's needs will help inform your website's visual elements. Are you marketing to older consumers? Then choose a larger, readable font. Do you have an exciting new product that you want to showcase? Consider incorporating a **video into your landing page**. Want to inspire confidence in your customers? Choose classic colors and fonts, and don't go with flashy or distracting designs. If you're unsure, **research your target audience's aesthetic preferences**.

First impressions are one-time deals.

You get one chance to convince your potential customer that your small business's website is worth their time. Remember that you're not marketing to everyone, so keep your target audience in mind. But if you're still in doubt about their desires – or the best web design for your site – **keep your website clean, uncluttered, and clear in its intentions**. Simple and spare web design also looks the most contemporary.

Make it mobile-friendly.

We do much of our online browsing on our phones these days. If customers have to zoom in and swipe around to check out your store location or contact details, they'll likely get frustrated and try somewhere else. [Making your website mobile-responsive](#) is a no-brainer.

Allow for seamless surfing and scrolling.

Your website's design should complement the visual appeal of your social media channels and brick-and-mortar store (if applicable). You can help boost brand identification by [featuring a compelling logo](#) across your various platforms that will give consumers a seamless experience.

Have a clear call-to-action.

What do you want your site's visitors to do? Sign up for a newsletter? Purchase your products? Follow you on social media? Read your latest post? Whatever it is, make sure your website's design directs them to do so. If you're uncertain, [try user testing to determine what works](#) and what needs fixing on your site.

Keep content fresh.

You probably already know that [great content boosts your SEO](#). But relevant content also keeps your customers coming back to your site. Check out your successful competitors' sites and study why their content works. Remember to write compelling headlines that will draw readers in, and make sure your content fits with your overall brand message. Keep in mind as well that outdated content – say something over a year or older – can do more harm than good. [Consider hiring a blogger](#) if you don't have enough time to create your own posts.

Thoughtful web design raises your profile and attracts customers. But it can also build financial value around your brand. An attractive (and functional) website makes a subtle sales pitch and draws in future contacts, distinguishes you from competitors, and inspires confidence in your consumers. While you can take some time in

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researching your target audience and determining what design is best for you both, remember you can also [turn to the experts at Nerd of Fortune](#) to get you there even faster.

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