



20 COMPANY WEBSITE DESIGN Do's and Don'ts Part 1





Domain

Choose a domain name that stands up.

Domain name is the name of your website. It is used to represent your website. For eg : yourbusinessname.com or yourbusinessname.com.my is the domain name.

Do's

Short, simple and easy to remember

A Use correct spelling

Register with your brand name

Dont's

Never use long, complicated name

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Never use misspelled words

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Never use brand name already trademark

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Web Server

Choose web server that has great performance

Web Server is used to host your website files. Without server, your website will not run. You may imagine server as a computer. It has CPU, RAM and etc. Choose the right web server will enable your website always up.



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Email

Choose a professional email address

After register the domain name, you can use it for your email. For eg: you register your domain name as yourbusinessname.com, you can create an email as john@ yourbusinessname.com.

Do's

Make your email address easy to remember

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Use a strong password consist of alphanumeric and symbols

Change your password consistently

Dont's

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Never use numbers in your email address.

Never use easy guessed password, it is easily being hack

Never use nickname in your email address

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Keyword

Right keyword can enable customers to find you

Before you start preparing your website content, you need to generate a list of keywords that is relevant to the services you are offering.

Keyword can help search engine to understand what your website is and what you are selling.

If your website listed top #10 in search engine such as Google, it will help you get more customers from different location.

Do's

Use the right keyword in the content

H1

Use keyword in H1 title tag in your web page

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Rename your images with keyword

Dont's

1Never stuff keyword in your content for SEO sake

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Never use multiple H1 tag in single web page

Don't just use generic keywords

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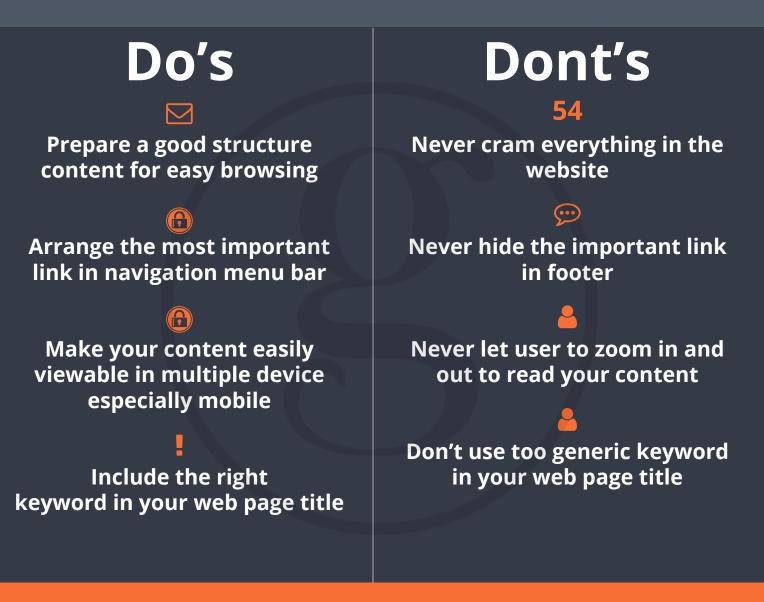


Quality Content

Quality content can generate higher conversion rate

Users will spend average 2 – 3 seconds when they arrive on your website. If they cannot find the information they are looking for within this few seconds, they will leave your website.

Never let users think or wait, most probably they will lose the patience, close the browser and proceed to another website.



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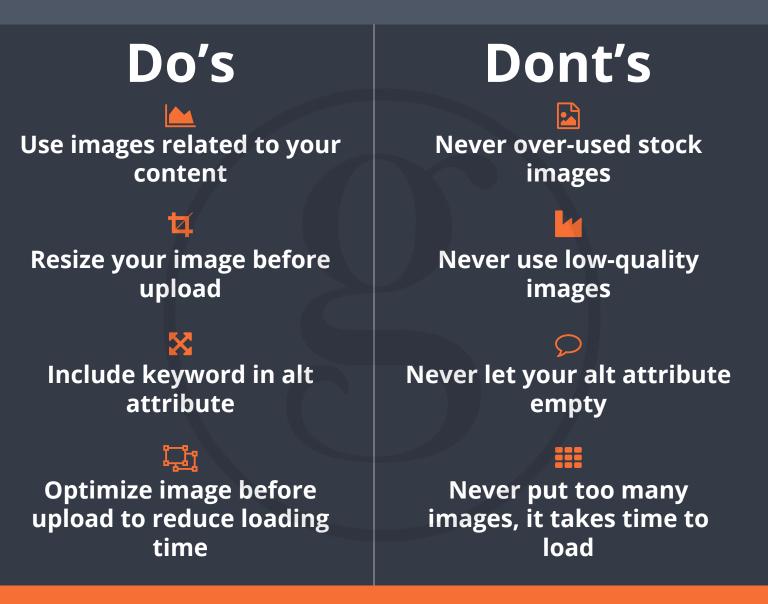


Images

Image can speak a thousand words

Using the right content with the right images can help your customers understand what you are selling.

Putting an image that is relevant to your website content, it can attract users to continue browsing in your website



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You are important to us and we value your feedback. If you have any enquiries about our services, please let us know so that we can assist you.







