

# 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**



**Use correct spelling**



**Register with your brand name**

## Dont's



**Never use long, complicated name**



**Never use misspelled words**



**Never use brand name already trademark**

# 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.

### Do's



**Latest server hardware**



**Use dedicated server if you have budget**



**Recommended Control Panel is cpanel**

### Dont's



**Never choose old server**



**Never choose cheap share hosting**



**Never choose server without control panel**

# 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 your-businessname.com, you can create an email as john@yourbusinessname.com.

### Do's



**Make your email address easy to remember**



**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**

# 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



Use keyword in H1 title tag in your web page



Rename your images with keyword

## Dont's



1Never stuff keyword in your content for SEO sake



Never use multiple H1 tag in single web page



Don't just use generic keywords

# 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.

### Do's



Prepare a good structure content for easy browsing



Arrange the most important link in navigation menu bar



Make your content easily viewable in multiple device especially mobile



Include the right keyword in your web page title

### Dont's

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Never cram everything in the website



Never hide the important link in footer



Never let user to zoom in and out to read your content



Don't use too generic keyword in your web page title

# 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

### Do's



**Use images related to your content**



**Resize your image before upload**



**Include keyword in alt attribute**



**Optimize image before upload to reduce loading time**

### Dont's



**Never over-used stock images**



**Never use low-quality images**



**Never let your alt attribute empty**



**Never put too many images, it takes time to load**



## Contact Us

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.



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