

# 20 COMPANY

# WEBSITE DESIGN

## Do's and Don'ts Part 2



# Design

## Be creative and Innovative

A professional website design able to convince your client you are offering a better product or service compare to your competitor.

A poor outdated design will chase your clients away.

If you did not update your website, your client may think this company no longer doing their business.

## Do's



**Create a mobile responsive website design**



**Create professional and attractive web design**



**Use latest font such as Open Sans**

## Dont's



**Never let user zoom in and out to view your web page**



**Never use free download design template**



**Never use outdated font such as times new roman**

# Contact

## Make your contact information transparent

It is very important to include your company contact in your website.

Customers may hesitate to proceed in making purchase if there's no company contact at all.

In order to convince there's such company exist, make sure you are putting the right contact information and make sure it is contactable.

## Do's



**Show company name and registration no**



**Show contact information**

## Dont's



**Don't hide your company details**



**Don't hide your contact details**

# Advertisement

## Show advertisement relevant to what you offer

When your website is having a high traffic, it is tempted to put as many advertisements as possible to earn extra penny.

Always remember, readers hate advertisement!

When readers are annoyed with the advertisement, they will close the browser and continue with other website.

## Do's



Make sure user can read the information clearly instead of advertisement



Show advertisement relevant to what you are selling



Put as little advertisement as possible

## Dont's



Never cram your web page with advertisement



Don't over use pop up advertisement



Don't force user to click on advertisement

# Form

## Keep it stupid simple (KISS)

Form, is a way your customers able to communicate with you. Make sure your form is fully working, test it yourself, and make sure you receive the email when someone sends you an enquiry.

### Do's



**Include enquiry form**



**Keep the form short and simple**



**Let user enter their contact information**

### Dont's



**Never let user filled up long & complex form**



**Never use complicated captcha code**



**Never let user enter sensitive information in the form**

# SEO

## Get listed Top #10 in search engine

SEO is a process making your website listed top #10 in search engine.

It is very important to get listed top #10 when user searching the products or services you are offering.

The chances they will buy your services is very high.

## Do's

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Include keyword in title, meta tag, meta description



Create site map



Include keyword in navigation menu

## Dont's

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Never over use same keyword in the content



Never copy and paste content from any other website



Never duplicate same content into different web pages for SEO sake

# Security

## Protect to prevent hack

Besides creating a nice website design, protecting your website is very important.

Without doing the proper security, your website is easily get hacked by hackers anytime.

When your website is down, you are spending time, money and extra effort to make it up again.

## Do's



**Update theme and plugins consistently**



**Purchase SSL to encrypt sensitive information**

## Dont's



**Never use free theme and plugins that is outdated**



**Never let user enter credit card information in your website**

# Miscellaneous

Is there anything you are missing? Time to check it out now!

## Do's



Install google analytic to track the user behaviour



If you include background music, let user able to switch it off



Install live chat to communicate with customers



Upload video to youtube and embed youtube video in your website

## Dont's



Don't install google analytic when your website is not fully completed



Avoid auto start the music, it may chase user away



Never install live chat if you not able to reply instantly



Never upload video into your website directly.





## 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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