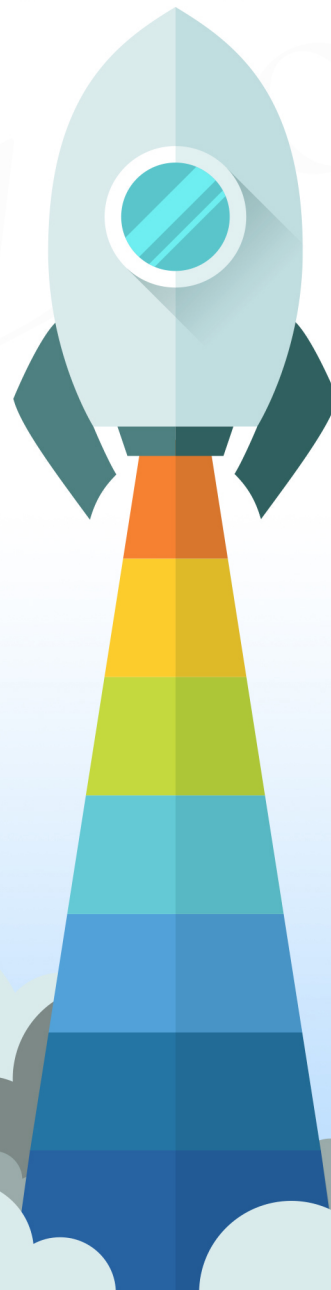


The Egenz Guide

TIPS IN CREATING A SUCCESSFUL WEBSITE





Tips in **Creating** a **Successful Website**

Your website is representing your company and your business.

Most of the time, visitors who visit your website may not know you personally, they only trust what they can see with their eyes.

If your website is outdated, user will judge and thinks that your company are not doing well.

A quality website design doesn't mean it is just plainly beautiful. It must be user friendly and have great user experience.



Tips in **Creating** a **Successful Website**

Most of the time, user only spend 3 seconds when they landed your Home page.

If they can't find the information they are looking for, they close the browser and continue with other website.

You will lose the client if they decide to leave.

Let's have a look what you need...



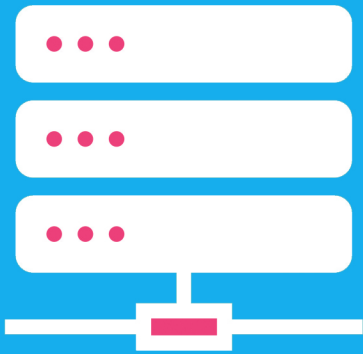
DOMAIN NAME REGISTRION

If you include a generic keyword in your domain registration it will boast the SEO ranking.

For eg: You are selling furniture, your company name is ABC, register a name with ABCFurniture.com

Do not use multiple keyword for SEO sake, do not register tablechairstool.com

Find a simple, easy remember, easy to spell, and unique name for your domain.



Hosting

Do not get those hosting that offer too cheap in pricing. It might be using old server.

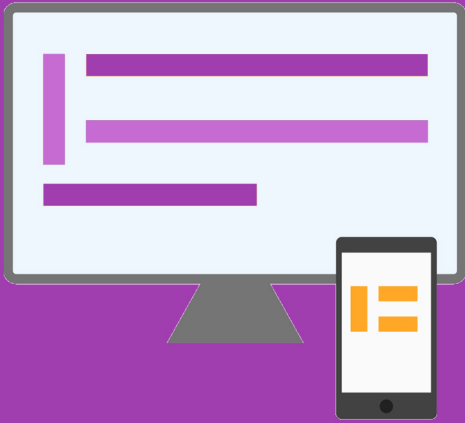
There is a lot of hosting company outside in the market.

Different hosting company may offer different price, you may be confuse why some hosting is so cheap.

Cheap share hosting may bring your business nightmare.

It may causes your website load slow, email lost, email delay and etc.

It will affect your SEO ranking as well!



Mobile Website

Is your website responsive?

Responsive design means, one design able to fit into multiple devices.

Mobile user is increasing. Average 70% of internet browsing in daily is using mobile.

Make sure your design is responsive.

Google tends to rank websites who is mobile friendly higher.



Keywords / Content

Including the right keyword in your content will help Google know what you are selling.

Google bot will scan through all your website content in order to know what your website is all about.

Let's say your website is selling Shoes. But a lot of website will put Men / Woman instead Men Shoes / Woman Shoes.

Putting the right targeted keyword in the content, will definitely boost your ranking in Google Search.



Social Media

Include social media links in your website and build your online community through social network.

Make sure you create your social media profile with your company brand name.

Let's say our website is Egenz.com, our facebook fan page also named it as Egenz.com, same thing to Twitter, Google Plus, Pinterest and etc.

If you able update your social media daily, it definitely helps increasing your position ranking in SEO.

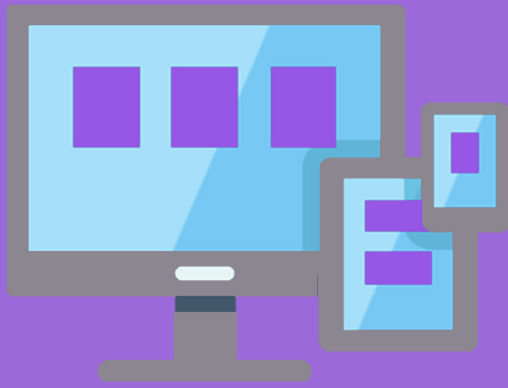


SEO Friendly

During the website development, remember to make your website design is SEO friendly.

You may follow some guidance below :

- ✓ If you are putting images, make sure include the alt tag for all images.
- ✓ Put the primary keyword in your menu/navigation bar.
- ✓ Make sure your URL consist of the keywords.
- ✓ Include Meta Tag, Meta Description, Title in every page and blog post.



Browser Compatibility

Test the website with various browser and device to make sure it works well in all places.

Always try and test your website as you are the user.

Make sure you tested every single button and clicks user can click on.

If your website is ecommerce, test out the whole payment process.

Test your website with Desktop browser, Tablet browser and also Mobile browser to make sure it is working in all devices.



MALAYSIA e-COMMERCE XPO 2017

Matrade Exhibition &
Convention Center

9.00am - 6.00pm

22nd - 24th

November 2017

Category

- ✓ ECommerce
- ✓ Website Design
- ✓ Logistic
- ✓ Payment Gateway
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many more...

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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.



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