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# How to Design an Effective Website

## How to Design an Effective Website

If you're a business that is concerned with marketing in the modern age (and what business isn't?), then having a website is the first and most important step you can take when it comes to establishing a presence in today's technology-centered consumer market. However, it's not enough just to have a website. You must remember that your business's website is competing against, literally, thousands of other websites that are designed to attract your customers and keep them. In order to gain the competitive edge, your website has to be good. A good website is effective at getting high search engine rankings, attracting visitors, and converting visitors to customers. Here are tips for how to design an effective website:

**Fill your site with high-quality content.** It is a time-proven fact that websites with the highest traffic are the sites that provide users with well-written, relevant content. The quality of your site's content is so important that users will even put up with pesky advertisements and a poor design aesthetic in order to access it. If you want to get and keep visitors, provide them with something good to read.

**Organize your site's content in a way that users can quickly navigate through.** Internet browsers tend to scan web pages before committing. That means that they are looking for some key information on your page right off the bat, and if they don't find it, they will leave your site in favor of another. Organize the content on your site with clear headers that identify the main topics and sections of your site.

**Your website needs to be user-friendly.** That means, keep your web design simple and intuitive. Don't make users guess about anything, or else they will leave your site for another. Keep the layout clean, the content concise, and the headers and links conspicuous.

**Require as little from the user as possible.** Web surfers are used to having what they want as soon as they want it. It's all about instant gratification. Don't make them complete an interrogation in order to navigate through your site. If you do wish for your guests to subscribe to your site for complete access, at least provide something up-front, to prove your worth.

**Employ search engine optimization techniques.** It is safe to say that a well-designed website absolutely must be optimized. Why expend the time, money, and effort to create a quality website, only to have it go unnoticed by Internet users? If you don't utilize SEO, then your site won't be favorably ranked on search engines and people won't see it. It's that simple.

Designing an effective website is the most important thing you can do when it comes to staking your claim in the world wide web. Bring your business's Internet marketing to the next level by contacting us, **RY Enterprises**. We can be reached by phone, at **(877) 489-1992**, or email: **admin@ry-enterprises.ws**.

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