

How to Make Your Small Business Website Really, Really Effective

Today, everyone knows the importance of a website, but rarely do they give any thought to an effective website. Having a website is not the same as having a highly functional and effective website. The design of the website, load speed, responsiveness, and other factors play a major role in making the website effective.

A website is supposed to be the point of interaction between your products or services and the customers. That is what a website does and it's awesome; however, your website can actually generate leads and make conversions without any human interaction. With these tips, you can make your website stand out and generate leads and [web design city](#) always help to you!

1. Impressive Web Design

The design of the website is important as it encourages visitors to stay longer on the site and look at what you have to offer. In fact, a large number of visitors abandon a website if they don't like the design or the content on the website. However, you do not have to spend a lot of money to get an impressive website or content so it's [easy way to write content](#) as user aspects. WordPress allows small business owners to develop an attractive website without the need of a developer. The plugins integrated with the CMS platform enables business owners to provide advanced functions by simply installing the plugins.

2. Make the Contact Easily Accessible

The contact information should be clearly visible and easily accessible. Ideally, you should have your contact details in various places on the website. Right below the call-to-action, a separate page for contact information in the main menu, and in the footer. Most people are hesitant when it comes to a phone call, therefore, having a contact form makes it easy for customers to reach you.

3. Social Proof

Social proof is important these days, especially if you are an online store. Every website must incorporate social proof in the form of reviews. It encourages customers to make a purchase. Moreover, people always like to purchase a product or service, when they see other people buying the same and their thoughts on the effectiveness of the product. Social proof on the website is [a great way to reflect the positive opinion](#) of your current customers.

4. Start a Blog

The importance of a blog for any business cannot be emphasized more. As a [small business web design](#) or a new website, you can attract customers through your business blog and prompt them to buy your product and services. A blog is also essential for SEO, it helps your website rank high on Google for select keywords. Through a blog, you display your expertise and provide

the client with more reason to hire you. Good SEO performance is the key to a really effective website. It ensures the largest source of traffic, the organic search traffic.

5. Call to Action

A call-to-action is essential on a website. They indicate to the user the next step you want them to take. Most businesses fail to place the call-to-action in the right place, which affects the conversion. Ideally, a call-to-action should be placed everywhere you display your services. Using the call-to-action, you can prompt the users to make purchase. Having an effective [call-to-action can increase your conversion](#) by many fold. The color you choose for the CTA also plays a pivotal role. SAP discovered that putting an orange call-to-action increased their conversion rate by 32.5 percent.

The online space is highly rewarding but equally competitive, as a small business you are competing with big brands with infinite resources; however, that does not mean you lack the potential to attract customers in large numbers. Implement these tips and you will definitely see an increase in conversion and traffic.