



WHY YOUR WEB DESIGN & CONTENT MARKETING SHOULD OVERLAP

When web design and content marketing efforts are combined, your potential to reach a larger audience increases

INCREASE TIME ON PAGE

Even the best content can cause viewers to yawn before they've reached the end of the first paragraph.

For example, too much text on a page may cause some viewers to bounce before they even get past the title.

Shorter paragraphs accompanied by exciting images, headers, bullets, box designs and plenty of white space make it easier and faster for readers find what they're looking for.

The simpler it is to read and digest your content, the longer viewers will stay on your site, and that's good for your page rank and ultimately your wallet.



MAXIMIZE PAGE LOAD SPEED

With visual content growing in popularity today, videos, images, infographics and other visual elements have become a crucial aspect of any well-designed website.



40% of visitors will leave a site if it takes more than 3 seconds to load.



Make sure images, videos, etc are formatted correctly to cut down loading time.



Only hold on to what is absolutely necessary for your site to create leads.



OPTIMIZE FOR MULTIPLE DEVICES

Today's website viewers are using a combination of smartphones, tablets and desktops to browse your site.



Therefore, your content must be designed to meet the needs of users on any device, at any time.

Otherwise, you may lose a high percentage of potential customers simply because your website isn't loading fast enough.

A seamless transition from one device to another is best, vs. having to switch to a mobile version or a mobile app.

INCREASE LEAD GENERATION

Another important function of your website is to generate leads from your website viewers.

Many businesses neglect to make it clear what actions they want their visitors to take. Therefore, it's important to ensure that your web page content includes appropriate call-to-actions, to help inspire your visitors to take your intended actions.

For example, if you want visitors to sign up for your newsletter, you should include a clear call-to-action, such as, "Sign Up Here," or "Subscribe Now." Otherwise, your visitors may read your newsletter and enjoy it, but never subscribe, because they don't know it's an option, or don't know how or where to do so.



Smile MEDIA

Need a professional and engaging website? Give us a call!

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