



**ESSENTIALS
FOR A
SUCCESSFUL
SMALL
BUSINESS
WEBSITE**

**trivessa**

Websites | Design | Support

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IT'S ALL ABOUT YOU

Your business is a reflection of you.

Your website is the front door to your business on the internet.

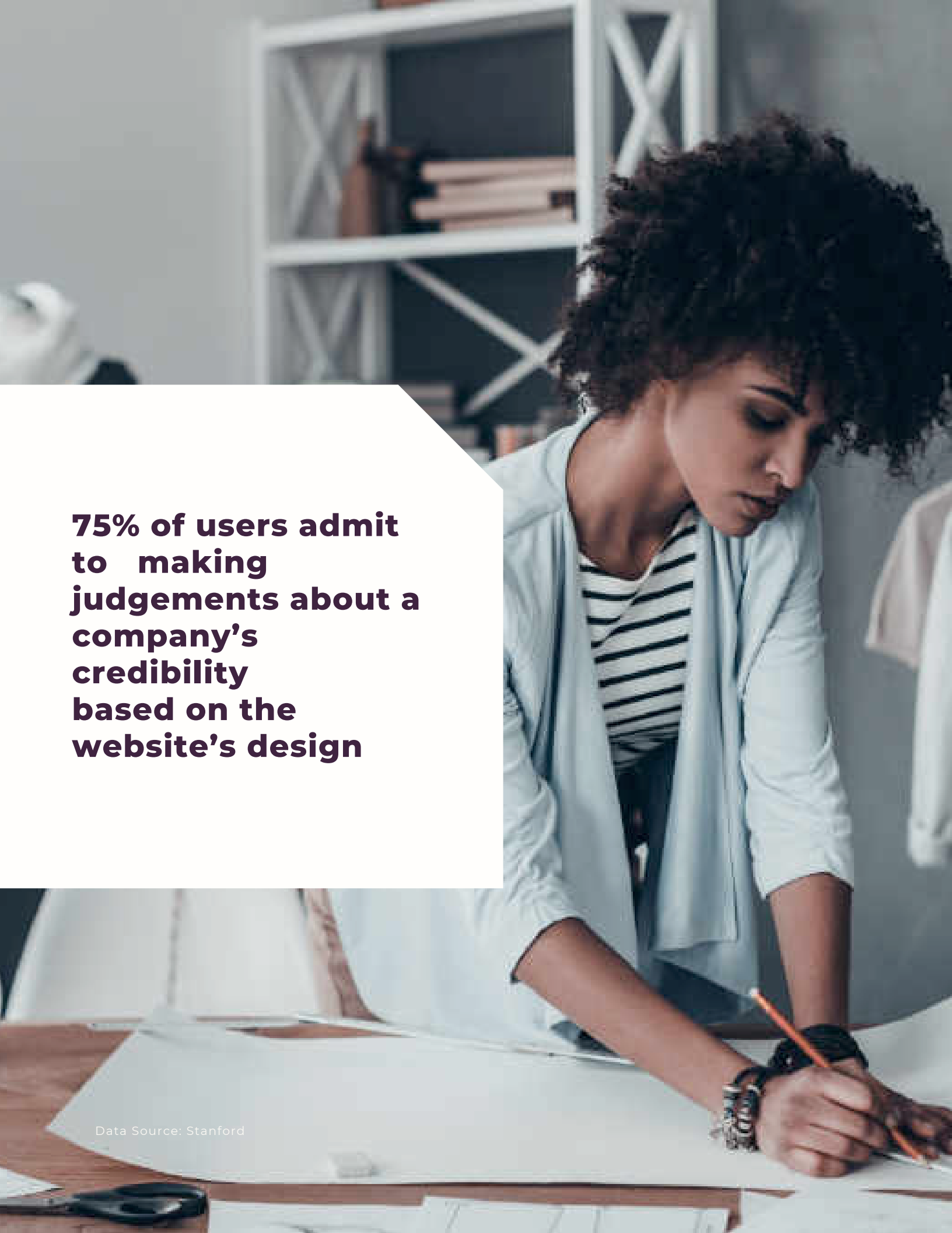
You created your website to let people know you are in business.

Your website should do more than merely provide info about your business. It should express who you are and why people should choose you over your competition.

Your website needs to be viewable on everything from a smartphone to a flatscreen TV. And every size in between.

Most importantly, it needs to be designed for viewing on a mobile device, because today your customer is using their smartphone to begin their search.

Take these actionable tips and resources for good web design to help ensure your website is working as hard as it can.



75% of users admit to making judgements about a company's credibility based on the website's design

Data Source: Stanford

VISUAL DESIGN

First, we need to talk about site design. If your site was built with more text links than photos, hard to read font or an outdated layout, then it is time for an update.



Modern site design is more visual than text. This design style takes into account the increase in mobile traffic and faster internet speeds.

Which site would you rather visit?

DITCH DATED DESIGN

Visitors will form an opinion about your website in less than 50 milliseconds. In that fraction of time, a visitor will have determined if your site is underwhelming then your business probably is too. Or the visitor will decide that the site owner invested time, effort and some funds in their website and it is worthy of reading on.

Designing a website for today focuses on what differentiates your business. It is not just a repository for a lists of services or products. Imagery to showcase you, your products and services is the norm now. Old-school text links of days past are out.

With high speed internet and cellular, sites can take advantage of visual design and video which is what consumers demand.

Is your site built for mobile? It better be.

85% of adults think that a company's website when viewed on a mobile device should be as good or better than its desktop website.



BUILD FOR MOBILE

1 Consider users

Most users now go online on a mobile device. A site that shrinks to fit on mobile causing the user to pinch and zoom is frustrating to users.

2 What is Mobile Responsive?

A mobile responsive site will show your site properly to users when they view from a mobile device.

3 What is Mobile First?

A site built mobile first is designed to display properly on mobile, but it also provides the best user experience on all devices.

4 Is mobile design really important?

Google now indexes only the mobile version of websites. If your website is not built for mobile, you will not be included in Google search. Fewer search results may mean lower revenue for your business.

5 Test your site

Visit your site on your smartphone. If you need to rotate your phone, pinch, drag or zoom to view it, it is time for a redesign.

MOBILE DESIGN

A mobile responsive site looks great on smartphones, but designers that build mobile first, start by designing the site with the mobile layout first.

Mobile Responsive Design



Mobile First Design



Users will abandon slow loading pages

53% of visits to mobile sites are abandoned if pages take longer than three seconds to load



BUILD FOR SPEED

Over 60% of network traffic- which includes visits to websites - is now being conducted from mobile devices. Cellular networks are unreliable, spotty, and prone to failure. Because of this, your website must be fast so it can squeeze through the maze cellular networks place on data.

Websites must load quickly with efficient code and optimized images stored on fast, reliable web hosts.

Another way to speed up the loading of a website is a content delivery network (CDN). A CDN is nothing more than a network of computers around the globe to help distribute your website.

Say your website lives in L.A. and you have a visitor in New York. With a CDN, your website will be copied to a server in NY. This helps your web pages load fast because they don't need to travel through a maze of servers between LA and NY.

LOST REVENUE

Slow-loading websites cost retailers \$2.6 billion in lost sales each year.

Don't let a slow website cause your business lost revenue.





SECURITY IS VITAL

85% of people will not continue browsing if a site is not secure.

WHAT ARE SSLs?

WHY ARE THEY IMPORTANT?

1 Definition
SSL stands for Secure Sockets Layer and serves several purposes. It is used to protect your website from nefarious site visitors.

2 Protection
It protects your customers from hackers aiming to steal user data such as email addresses, credit card information, and social security numbers.

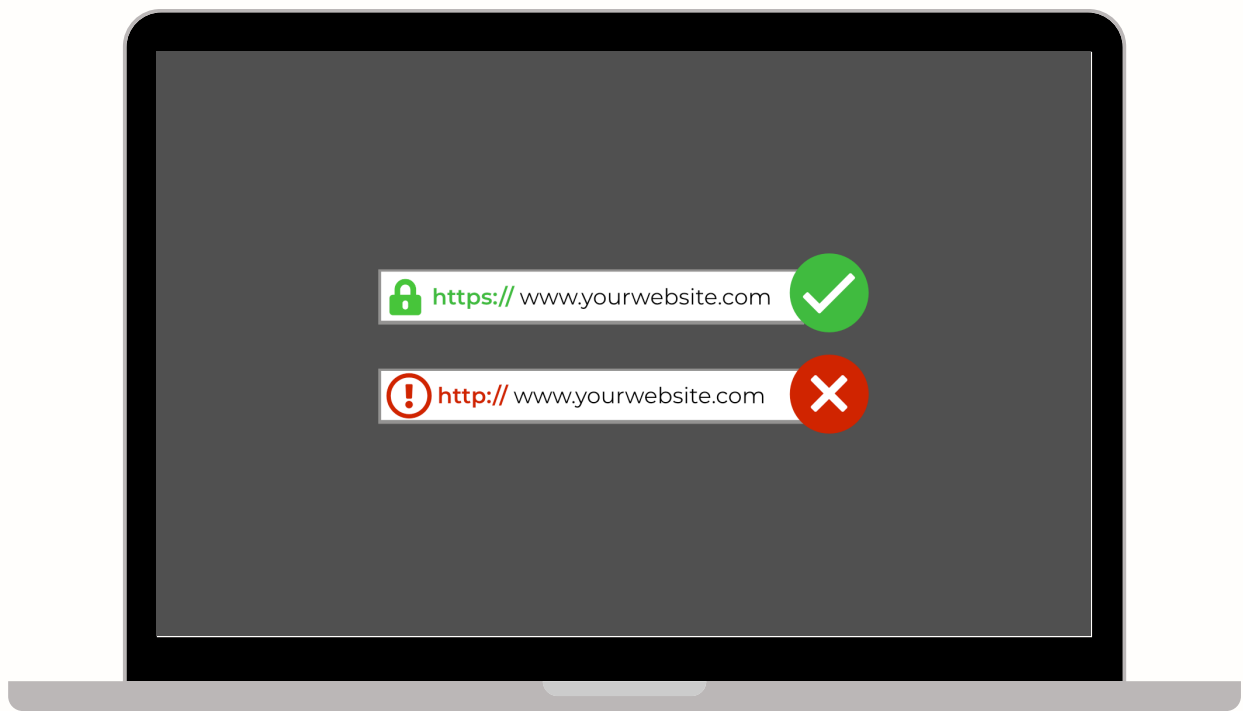
3 Authenticity
It lets your visitors know they've arrived at the correct site. Further, most browsers will prevent insecure sites from loading by presenting a warning to the user.

4 Verification
When a site has an SSL, it is indicated by the small lock in front of the URL and the designation of "https" at the beginning of the URL. A site URL that starts with "http" does not have an SSL certificate.

5 Search
Most importantly, an SSL greatly enhances SEO. Google will not rank sites in search that do not have an SSL certificate. That can amount to lost revenue.

SSL QUICK CHECK

- ❓ Does your site have an SSL certificate?
- ✓ If it has the "https" and the lock, then it does.
- ✗ If not, then you need an SSL certificate.

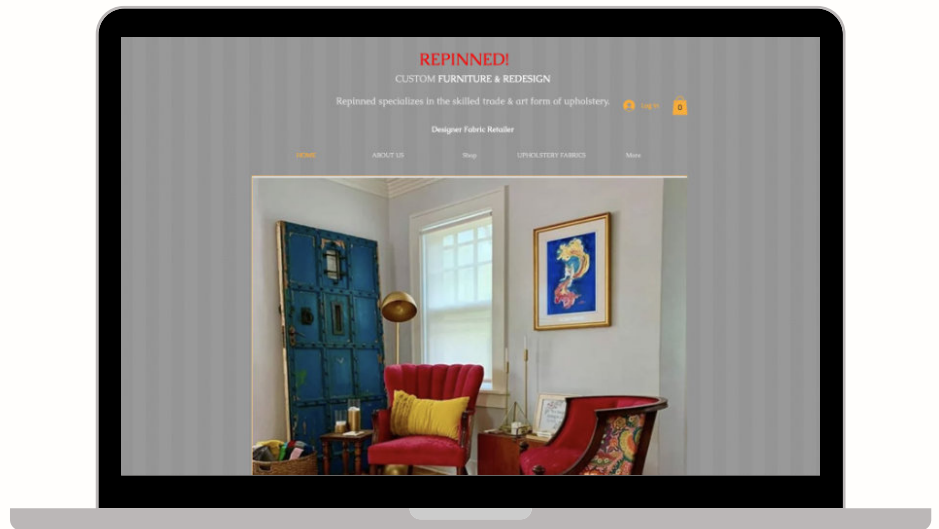


**There was a 177%
increase in ADA
website compliance
lawsuits from 2017
to 2019.**

Don't be one of them.

ACCESSIBILITY

The American's with Disabilities Act requires websites be accessible to all. Like the site shown here, light text on a light or striped background may be unreadable for a vision-impaired person.



A vision-impaired person visiting your site could file suit against you. And the cost to your business will not only be the cost to fix your website. Plaintiffs are being awarded damages as well.

These lawsuits have become more common as any website not in compliance is an easy target. The sheer number of active websites built without ADA compliance makes this an easy and profitable business for attorneys pursuing these cases.

KEY TAKEAWAYS

A lot goes into building a website, but we have outlined the most important elements to consider, especially if your current website is looking a little tired.

Site builders like Wix, Weebly (now Websites by Square), SquareSpace, GoDaddy WebBuilder, Shopify and others are marketed as simple ways to add images and text to create a website, but the final result never looks like the professionally designed template in which you started.

A professional web designer understands how to use space, imagery, color, and typography together to elicit emotion, capture attention, and most importantly help win business. We use tools to make sure your site loads fast and has strong SEO (search engine optimization).

GOOD WEBSITE DESIGN MUST INCLUDE

1

Visual Design

Websites can be both smart and good looking.

2

Mobile Design

Users are mobile. Meet them where they are.

3

Speed

Don't lose business with a site that's too slow.

4

SSL Certificate

Security is of the utmost importance.

5

ADA Accesibility

Accessibility is not just for buildings.

RESOURCES

Here are resources on three of the topics we covered. You can use these to test the responsiveness and speed of your site and learn more about why SSL certificates are so important.

1

MOBILE RESPONSIVE-NESS

The pinch and zoom test is helpful to see if your site is mobile responsive, but there is also a way to check from [your computer](#).

2

SPEED

Want to test your site to see how fast it is? Here is more info and an easy to use [tool](#) for testing your website's speed.

3

SSLs

Here is more information about SSLs and their role in keeping your site safe and [why they are important](#).

WHAT WE DO

WEB DESIGN

A website is the heart of your marketing efforts. It represents you on the internet. Each site built to meet the demands of your visitors and the search engines.

MAINTENANCE

We provide maintenance for self-hosted WordPress and WordPress.com sites on an as-needed, monthly, or annual basis. Be absolutely certain your site runs smoothly and securely.

GRAPHIC DESIGN

Visuals convey a message without using any words. We provide graphic design services in tandem with web design or as a stand alone service. A wide variety of design services are available

HELPME!

Access to a web developer at a time you schedule. We will work with you as you build your site or troubleshoot an issue. Need help with social media ads? We will work with you to make sure your campaigns are set up just as you want them.

WHO WE ARE



JULIUS LOPEZ

Co-Owner

Self-taught, Julius created his first website back when Netscape Navigator was the top browser. His IT background includes UCLA, Intuit, and the BBC. He now specializes in building fast, secure websites with WordPress, web builders Wix, SquareSpace, Weebly, Shopify, and GoDaddy.



IRENE LOPEZ

Co-Owner

Irene has a background in advertising, marketing and ad sales. She has worked with clients like AYSO, American Express Publishing, Dole Foods, Nissan Motors and Princess Cruises and uses that experience to help small businesses and non-profits achieve their objectives.

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Visit our site to schedule a free, no obligation consultation.



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