

5 Tips for Building an Effective Website

Websites are the way of the marketing future. Successful businesses in all industries, including health care, have found ways to make their website a profitable marketing tool. Easier said than done - we know. What makes a website effective, and how do you get started? In an effort to make your life a little easier and make your business a little more money, we have come up with six of our best tips for how to build an effective website.

1. Understand your customer. In order for your website to be effective, you need to understand who you are trying to engage. Take the time to think about what is it they are looking for and what needs they have that need to be met. The more they think you are meeting their needs, the more they will think they need you. It's the "you" attitude. You created your business to meet a need. Your customer is on your website looking for their needs to be met. How can you best showcase how you will meet their needs?

2. Identify their content expectations. Have you ever been frustrated looking for content on a site that seemed like it should be there but was not? Try to map out the needs of your customer and provide resources and content that will be helpful to them. Remember that your website is an information source as well as a conversion tool. What information do your consumers want or need to know about your business?

3. Create and integrate nice, compelling graphics. Your website should be equipped with compelling graphics to engage your audience and send visual messages about your brand to them. Pictures of happy people will make them feel like your product makes people happy without them having to read anything. Compelling imagery will also break up text-heavy web pages and make them easier to read.

4. Write clear, concise, relevant copy. Keep it simple.

One word: *Scan-ability*. Get your message out as effectively, concisely and accurately as possible. You are not writing the great American novel. Make it quick and easy for consumers to get your message. White space is welcome, embrace it. Due to the immense amount of content online, people can't help but to naturally train themselves to just scan over information. If your customer comes across a wall of content, they are going to turn around. Keep your web pages short and sweet. It is better to have multiple pages than to have one big novel-like page.

5. Intuitive navigation.

When it comes to navigation, leave creativity out of this one area. Your website needs to have basic intuitive navigation. This means always having links to get around easily on your website. No dead ends. And, make sure you have your contact information on every page.

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