ORCHESTRATE
DIGITAL

The Ultimate Guide to Create a Website

Introduction

The ubiquity of internet and people's incessant penchant to browse the World Wide Web means today if you have a business enterprise then having a website is no longer optional.

But the moot point is, with so many websites around how do you your website in such a way that it attracts your key audience and helps them get what they want.

86%

of U.S. SMBs cite websites as their most important digital marketing tactic

Everything about your website comes into the picture like the URL,template, theme, mobile responsiveness, page load time and so on. Here we would like to give a detailed game plan about how to go about creating the perfect website that improves your business prospects and delights your customers.

Create Plan

Creating the perfect website is not any easy task. It needs extensive planning and deep insights about how people interact with websites.

Your website creation endeavour can be segregated into three sections viz. the basics of the site, the content that you include and the functionalities that you provide.

Create Plan

It is crucial early on that you dene the purpose of your website. This could be to attract more customers to your products, give them information, provide entertainment, assist customers in their buying journey and so on. Next you need to understand the mindset of your target audience. It helps to understand what excites them, what intrigues them and their expectations in general when they land on your website.

More than 9 out of 10 respondents 95% agreed with the statement that "good user experience just makes sense"

Design Form

The form of your website should follow the functionality.

Depending on whether people will be glancing at your site while in the metro on the way to work or whether they will peruse your content at leisure sitting at home. The navigation of the site should be done keeping this precise thing in mind. The content needs to be able to cater to your core audience in terms of language, style, and such other things.

Go for Minimalism

In today's age when user attention spans are shrinking it pays to have a fast loading website. This means adhering to minimalistic design principles, not being too fussy about the resolution of the image and not using fancy features that take a lot of time to load especially on mobile devices where the internet bandwidth is always on the lower side.

$1.1
trillion of all retail sales in 2011 were "web-influenced"

CTA Matters

Keep your most important text and messages in bold and in contrasting colors so that it is easy to see it.

Your call to action should be at the right place and send the right message to the audience. Creating a sense of urgency by providing some extra benefits or discounts can also work very well.

Choose the right URL

40%

of users will leave a website if it takes more than 3 seconds to load

It all boils down to the URL that you have chosen. It should reflect aptly the kind of product or service that you are purveying. The sub-URLs that you are going to choose are as important as the main URL. Depending on the content of the page that you are going to direct the user to, you need to name the inner pages aptly. For example you want to direct a user to a product demo link then it would be apt to name the page as www.example.com/brand product-demo-video where the brand is your organization's name.

Front end features

Your website elements can be effectively segregated into front end and back end features.

The front end is what your users see and interact with. Here your user interface and user experience are the two critical factors which determines how effective your front end is. The user interface is what people interact and engage with. The user experience is the abstract feeling that users get when they interact with your website front end. The design of your website should be such that it should encourage the users to stay longer, dig deeper and ultimately respond favourably to the call to action on your website.

Front end features

69%

of North American marketers say dynamic, personalized content is important for their website

A lot of features come into effect when you design the user interface. Strive for simple and effective designs, one that favourably manifests itself on a mobile form factor, choose themes that do not slow down the site load time, and so on. The fonts that you choose, the colour composition, the use of multimedia features, the text size, image quality, video length are all things that need to be prudently considered and structured within your page layout.

Flawless navigation

Flawless navigation Research has shown that poor navigation can make your visitors to leave your page and thus it is vital to give the right emphasis to the navigation aspect.

This is not to be confused with the site map though the site map might be in a way, representative of your website navigation. Whatever you want your users to view, read and nd out has to manifest itself naturally using simple users' actions without them having to struggle for it. The theme that you choose can be pivotal to dictating how your navigation works for your users. Depending on what product or service you are selling, your navigation should buttress that through a favourable navigation structure

The layout of the page

78%

of client-side respondents stated that their company was extremely or quite committed to delivering the best online user experience

How your page layout is created has a big impact on how long and how engaged your customers stay on your website. All your links should be properly assigned to the respective pages. The website page should not be cluttered because if it does then the users would be confused and confused users are more likely to bounce off your page than stay on. Everything should be laid out in a properly chosen grid format so that it is not only pleasing to the eye but has high functional value attached to it too.

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About Orchestrate Digital

Orchestrate Digital is a digital consultation agency with Headquarters in Dallas, Texas. We are an integrated arm of OrchestrateTechSolutions, LLC that offer services to diverse outsourcing requirements of clients in an extensive range of businesses.

Orchestrate Digital is the ideal strategic digital transformation partner, you need when seeking authentic, creative, and peerless solutions for a range of business needs. Cutting-edge responsive web designing, result-driven digital marketing, and game changing mobile apps are some of the expert services provided as part of an exhaustive list. Having mastered the art of making the audience to perform the intended action and leave them excited, our advanced Content Management and Digital Marketing services specialize in maximizing the engagement from global online community.

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