

# IMPROVING YOUR *web presence*

## PHOTOGRAPHY

Photos increase credibility and trust - as long as they are done right. Make sure your photos are high resolution and have a cohesive look and feel. It is also a good idea to use as few stock photos as possible. Use photos of your actual product/building/selves/etc. Stock photos can work if they are unique and not over-edited!

## COLOR SCHEME & TYPOGRAPHY

Make sure you have a color scheme that looks nice and is cohesive across your entire website. For example, have all buttons be the same color and style. Have a color for headings. Make sure the site navigation colors tie in with the rest of the site. Also, choose typography that reflects your brand identity. Do you want to look professional, approachable, etc? Any fonts that you use should look good together, as well!

## AN EFFECTIVE HOMEPAGE

When evaluating your homepage, think about what you want visitors to see and do. What is the single most important thing for your visitors to see? What information will your visitors need to get to that point? Maybe your goal is to get people to look at your product page - your homepage needs to be compelling and have a front-and-center call to action. It's also a great idea to be *transparent*. Have descriptive pictures and if it makes sense for your business, tell the story behind the company.

## DON'T OVERDO IT

Simple is usually best. Keep your design simple so that it is not visually over-stimulating. Make sure you have focal points- lots of words and pictures can make it tricky for someone viewing a site to figure out where they are supposed to look.

## UTILIZE SEO PRINCIPLES

If you want your website to be easily found in search engines, use Search Engine Optimization principles. This includes things like having a regularly updated blog, using keywords related to your field across your pages, and filling out custom search engine summaries for results pages.