

54 TIPS TO DESIGN YOUR FIRST WEBSITE

Before you start

- #1 Set a goal for your website
- #2 Define your unique selling points before start building
- #3 Define your target group to improve your webdesign
- #4 Find similar websites to inspire you
- #5 Create a battle plan for your website



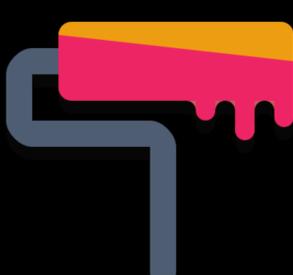
The setup

- #6 Get an easy domain name
- #7 Store all your account and passwords
- #8 Get fundamental plugins
- #9 Have support on your side
- #10 Implement Google Analytics to analyze your website
- #11 Set up automated backups to store your website



Design your website

- #13 Draw your website on paper before you build
- #14 Don't reinvent the wheel when structuring your site
- #15 Design mobile first
- #16 Limit the menu items in your header
- #17 Use templates to get a head start
- #18 Use high quality pictures without copyright
- #19 Get an awesome logo
- #20 Make sure your logo is transparent
- #21 Get a color palette
- #22 Break up your text in small paragraphs



- #23 Use lots of white space
- #24 Add a contact page
- #25 Add an 'about us' page
- #26 Use storytelling in your texts
- #27 Create credibility by adding testimonials of customers/partners
- #28 Create credibility by adding logos of customers/partners
- #29 Social media follow buttons shouldn't dominate your site
- #30 Nothing but crucial above the fold
- #31 Avoid a false bottom
- #33 Get rid of rotating sliders or carousels
- #34 Avoid obvious stock photos
- #34 Your font style should be easy to read



Call to actions

- #35 Set a clear call to action on every page
- #36 Make your call to action attractive to click on
- #37 Don't confuse your visitor with too many call to actions
- #38 The text on a call to action should include a perfect outcome



Best practices

- #39 Compress all images before you upload them
- #40 Open internal links in the same window
- #41 Open external links in a new window
- #42 Keep your forms short

SEO

- #43 Get a basic understanding of search engine optimization (SEO)
- #44 Do keyword research
- #45 Submit your sitemap to Google
- #46 Set up basic SEO settings



Copywriting

- #47 You only have 5 seconds to capture the attention
- #48 Use easy words, avoid industry jargon
- #49 Talk benefits, not features
- #50 Write texts with your visitor in mind
- #51 Never ask your visitor to 'sign up for your newsletter'

Finalize your website

- #52 Ask 5 friends to criticize your website
- #53 Use heatmaps to double check your design
- #54 Ask for feedback from experienced web designers

