

# HOW TO WIN AT WEBSITES



Tips for getting your website in tip top shape



## GET VISUAL

Visual representations of content make complex info easier to share and digest, and can break up large blocks of text. Getting a quality photographer on board will also make your site visually appealing, and help show what you can't describe in words.

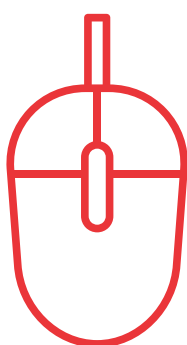
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## SUCCINCT, CLEAR LANGUAGE

No one wants to read paragraphs of waffle on your website. Stick to the point, explain what you need to and leave it there. Remove or explain jargon where you can, and use clear calls-to-action.

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## USE THE RIGHT PLATFORM

Do your homework and find the web platform that works for you. If it's a simple build, look for a DIY platform so you can make updates yourself. If you need a tech whizz to help, make sure they offer great service before, during and after the build when you'll need to make updates.

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## GET FOUND

If you're going to be online, you need to be easily found by potential customers or clients. Make sure you optimise the site for SEO, make great use of keywords and invest in some digital marketing across Google and social media.

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## KEEP IT ALIVE

Websites are no longer a 'set and forget' marketing tool. Nurture it and put in place a calendar of content activity, upload regular blog and news posts, keep product/service information up-to-date and update key visuals so it doesn't get stale.

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