

A person is shown from the chest up, typing on a laptop keyboard. The image is heavily overlaid with a semi-transparent red color, creating a monochromatic effect. The person's hands are positioned over the keyboard, and their face is partially visible in profile. The text is centered over the image in a large, white, sans-serif font.

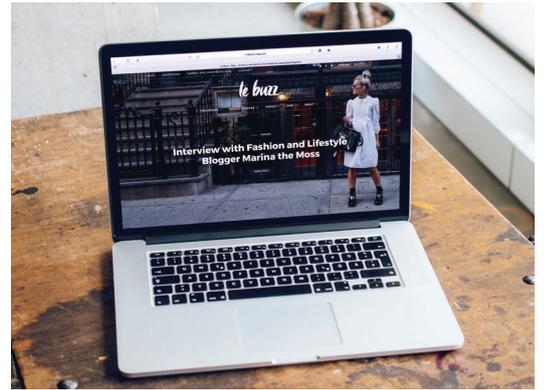
EVERYTHING YOU NEED TO KNOW ABOUT BUILDING A WEBSITE

ROQUEPRESS

Developing a beautifully integrated, high-functioning website can be daunting, but it needs to be done. It is one of the easiest and most affordable ways to grow your business and convert leads into loyal customers. Luckily, if you're looking for more information about building an effective website, you've come to the right place.

01 Why Your Website is Your Most Valuable Marketing Tool

Marketing today is done completely different than it was 20 years ago. Everything is digitalized, done online, and print is not used nearly as much. From pay-per-click advertising to social media influencers, you can't go anywhere on the Internet without seeing marketing. That's why it's more important than ever to make sure you establish a presence in today's technology-centric consumer market. Not completely convinced? Take a look at these statistics.



81% of Internet users conduct research online

B2B marketers who have blogs get 67% more leads than those who don't

People use the Internet to find phone numbers, reviews, service specifics and everything else they want to know. If you don't have a website, you're losing a lot of potential traffic and leads.

88% of shoppers say that detailed product content is a big factor in purchasing decisions

Not only are they getting more website traffic, but companies that have blogs turn traffic into leads more efficiently. You can't afford to go without one.

57% of businesses have acquired a new customer through their customer blog

A website and blog is the perfect place to host detailed product content. Write blogs about products or make information readily available on individual pages to boost traffic and sales.

That's a significant number. If you want to drive new business, a blog is a no-brainer.

Your website is your strongest, most affordable marketing tool. Make sure you not only have a website, but that it's a good website, and stay ahead of your competition.

02

Getting started: A Brief Guide to Wordpress

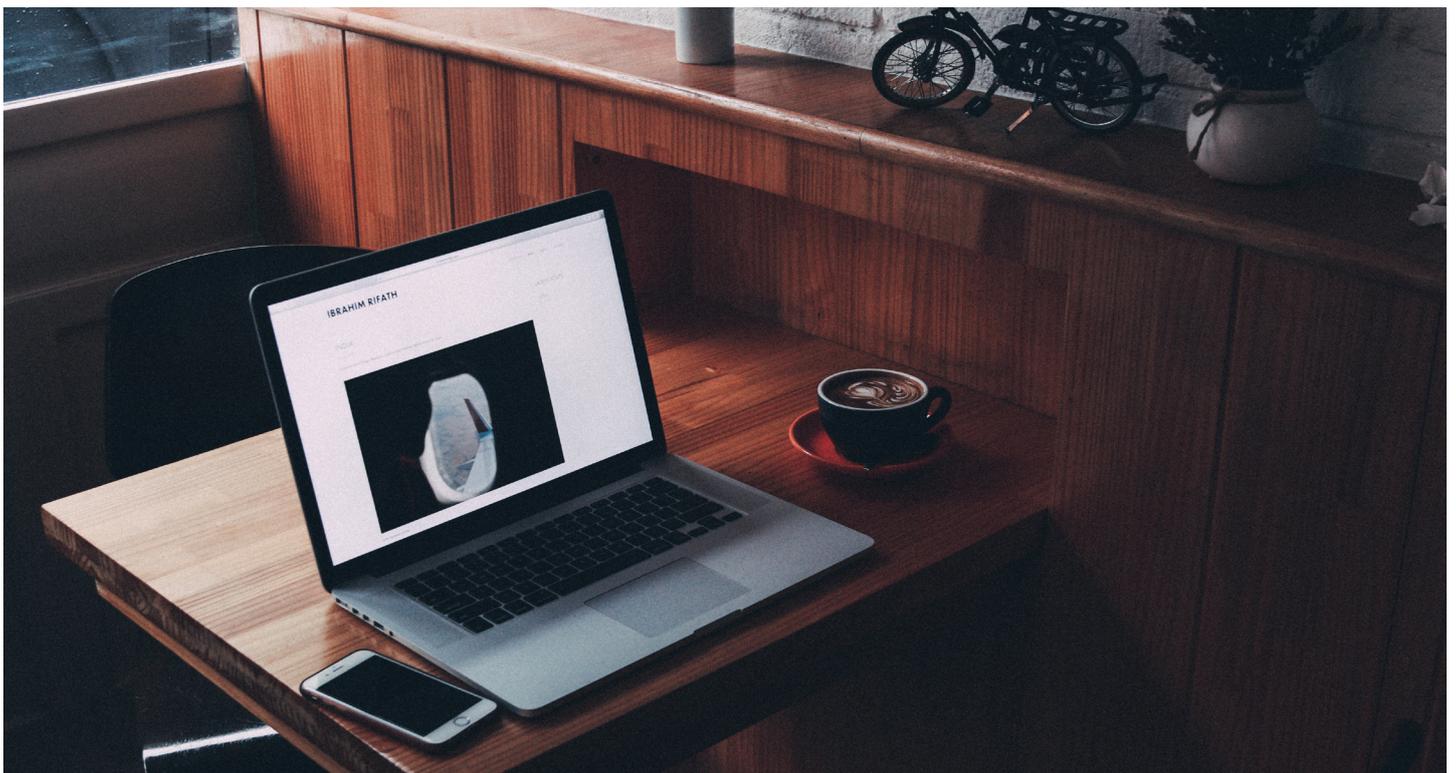
The first thing you'll need for your website is a domain name (yourcompany.com). After that, a platform to set up the ins and outs of your website. Whether you're just starting out or are a professional, we recommend using WordPress. Check out our mini guide for a quick rundown of why WordPress is the best software out there

01 It's easy to use

One of the greatest things about WordPress is that it's extremely user-friendly. You don't need to know how to write code if you want to add pages or blog posts, WordPress does it for you. Everything is clearly labeled and can be used by both novices and experts alike.

02 There are great SEO tools

There are numerous plug-ins available on WordPress that you can use to help boost your website's SEO. Create high-quality content that uses keywords naturally, and the plugins help optimize your site to rank better on search results pages. Perfect for people who aren't well versed in SEO.





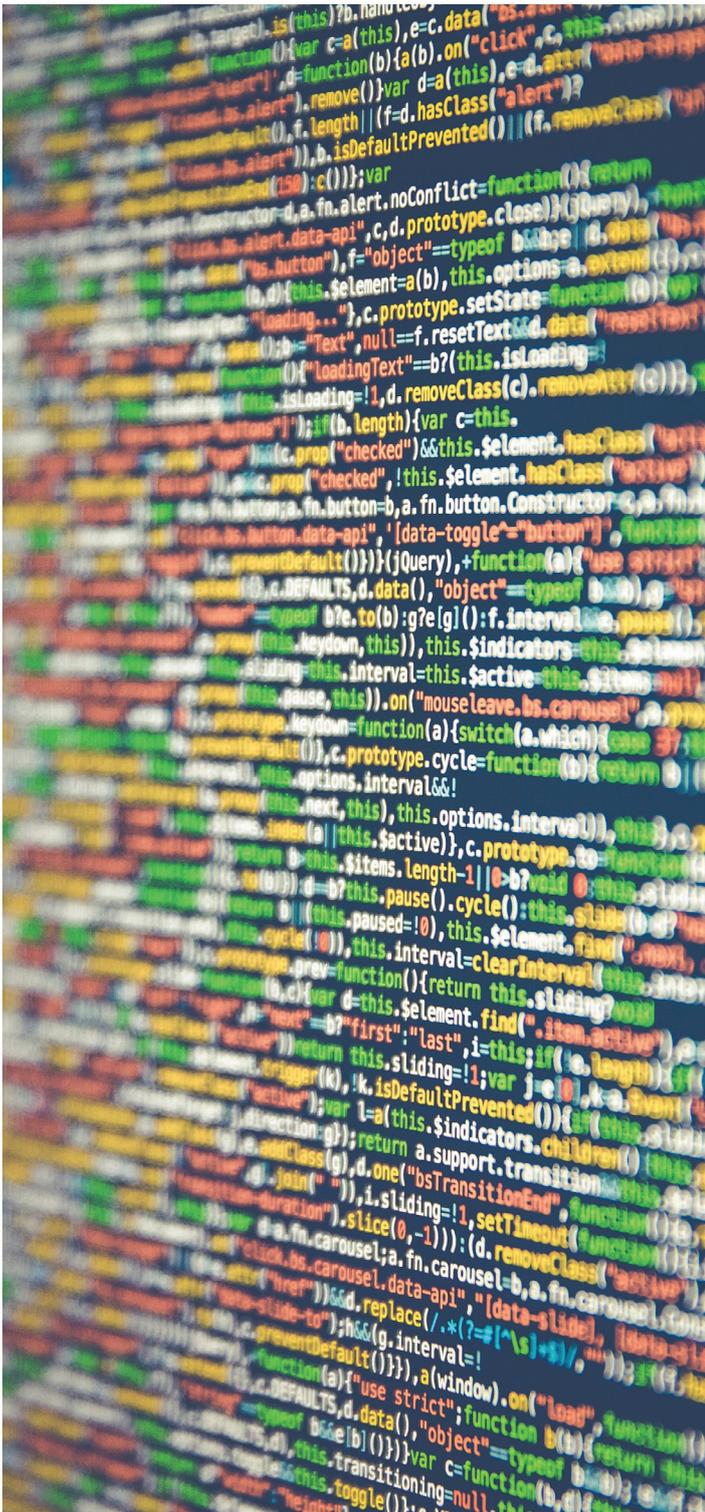
03 It integrates easily with social media

WordPress makes it easy to integrate all of your social media pages with your website. Whether you're including links to your social media pages or generating social sharing icons on your pages /posts, it's easy to do.

04 It's perfect for blogging

It's never been easier to incorporate a blog into your website. WordPress allows you to choose a theme and start writing immediately. The plug-ins available are endless and you can customize your blog to fit your needs perfectly. Stay ahead by scheduling content in advance; it's the perfect solution for busy executives.

03 The Components of an Effective Website



It doesn't matter if your company offers the best products around, when your website is poorly designed it's going to hurt your growth. People make first impressions in seconds and will judge you off of your website. If it looks like you did it yourself or it simply wasn't done well, it's extremely easy for people to click the back button and find one of your competitors.

Additionally, as of 2015, most of the searches made on Google are done through mobile devices. This means that in addition to flawless web design, your site needs to be properly optimized for mobile use. Even Google takes into account how mobile friendly your website is and ranks you accordingly.

The Components of an Effective Website
Go through this list to ensure you're taking the right steps to success.

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Your website needs to be good. A poorly designed site will lose you customers

Is everything working?

Check to make sure that all of your links, videos, and pictures are running smoothly and loading quickly. Periodically run tests on your site to catch broken links and slow loading graphics. For extra monitoring help, install the plug-in "Broken Link Checker" on WordPress.

Do you have a fast site?

One of the biggest reasons people leave a site is due to load speed. If it takes longer than 3 seconds to load, you could lose a lot of your audience. Search engines even prioritize faster site speeds, which means faster sites get better rankings. Test your site's speed and look into upgrading your web hosting if it's too slow.

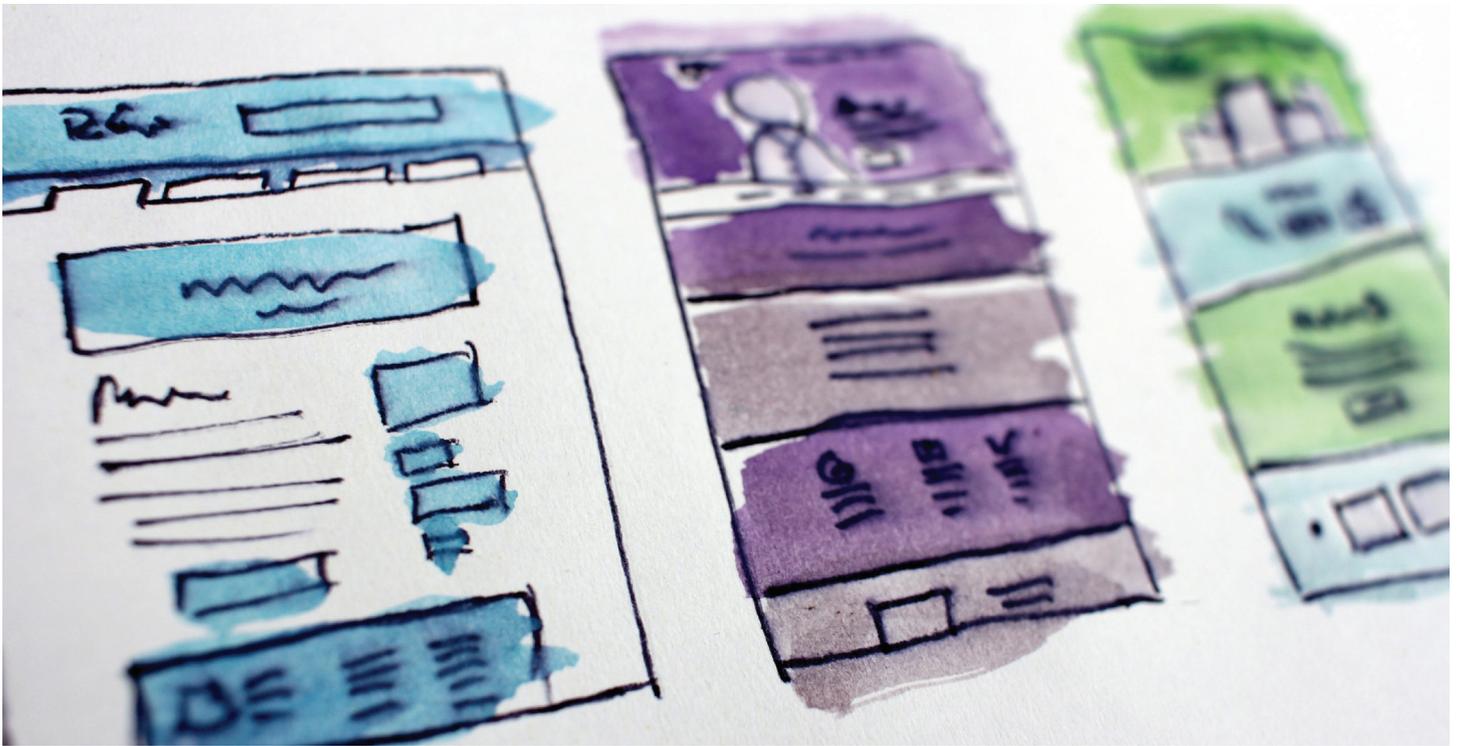
Is everything easy to navigate?

When people visit your website, they shouldn't have a hard time finding their way around. Make sure each product or service has its own page and is clearly labeled in the navigation bar. People get frustrated when things are scattered all over the place and don't have the time, or patience, for endless searching. Make sure the navigation bar is easy to read and actively seen on each of your pages for the best results.

Is your website user-friendly?

People like simplicity. Creating an easy to use, yet captivating, website is the goal. Use lots of imagery, direct links and clear call-to-actions so your customers will know exactly where to go for what. Nobody wants to waste time trying to find what they're looking for. Keep your search box clear and accessible if you have more than just a few pages on your website.





Is it visually appealing?

Get rid of outdated text and over-the-top fonts. Nobody cares if they can't read it and a lot of the old web design trends are now eyesores. Do some research on what's trending now and make the necessary adjustments. It never hurts to give your site a makeover.

Do you have high-quality content?

Get rid of outdated text and over-the-top fonts. Nobody cares if they can't read it and a lot of the old web design trends are now eyesor The content that you post plays a role in the effectiveness of your website. Search engines look for quality content to help determine how to rank your pages. More importantly, visitors to your website are going to be reading your website. If the content isn't well written, full of errors or doesn't flow well / make sense, it'll make you look bad. Do some research on what's trending now and make the necessary adjustments. It never hurts to give your site a makeover.

Is it designed with the customer in mind?

Design your website with the customer in mind. Clearly showcase the benefits you're offer-ings rather than the standard features. Your customers are more concerned with how they're going to benefit from working with you, rather than reading the features/jargon that every other business includes on their website.

Want to build your email list? Give people something worth signing up for.

Is it optimized for search engines?

While designing and creating your site, don't forget to optimize it for search engines. It doesn't matter if you have the perfect page, if people can't find you they won't get to see it. Use SEO best practices to boost your rankings and get noticed. Make sure you have the proper tags set up, optimize your images to load quicker, interlink your pages, etc.

04

What to know when hiring a website designer

If you read through that list and got a little overwhelmed, don't worry. It's a lot to digest but platforms like WordPress are very user-friendly. While it is possible to create your own website, the best way to maximize its effectiveness is by hiring a professional designer. Have a professional handle the initial creation of your website and you'll be able to easily take over most of the future edits and maintenance.

Professional designers are well versed in creating sites that will convert your visitors into customers. Unfortunately, there are a lot of web designers out there, and it can be difficult to find the right one. Check out our tips on what you need to know when searching for your perfect designer.

01 Take ownership of the domain name

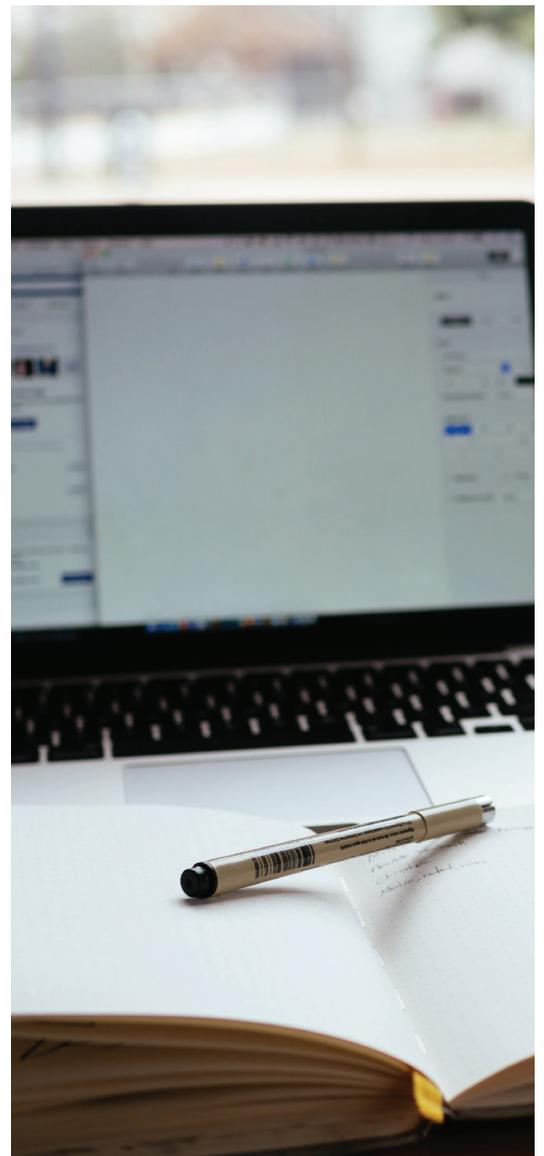
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02 Know what you want

Have a clear idea of what you want when you talk to your web designer. Whether it's your personal vision or inspiration from other sites, you need to be able to tell your designer what you're looking for. Consider what you'll be using the site for and go from there. Talk to your designer and let them know if you will be blogging, opening an ecommerce store, displaying a gallery of your work, etc. The more details you have, the easier it will be to transform your vision into a reality.

03 Find someone with a strong portfolio and good experience

There are a lot of companies and freelancers who boast the best web design, but not all of them can deliver. When you're browsing through your options, make sure you hire a designer with a proven reputation and a strong portfolio. Look for work history to ensure reliability and visit some of the sites on their portfolio to get a feel for functionality. An unreliable website company can cause problems in the long run, or even require you to redo the website they made for you.



04 Discuss the plan and pricing options

Have a clear idea of what you want when you talk to your web designer. Whether it's your personal vision or inspiration from other sites, you need to be able to tell your designer what you're looking for. Consider what you'll be using the site for and go from there. Talk to your designer and let them know if you will be blogging, creating online catalogs, opening an ecommerce store, displaying a gallery of your work, etc. The more details you have, the easier it will be to transform your vision into a reality.

05 Get ready for an awesome website

That's it! Sit back, enjoy the ride and get ready for a great website that will dominate your competition.



Set yourself up for success by having a professional create your website. Our web designers at Roquepress are well trained and have an extensive portfolio of good websites and happy clients. Don't waste another day in your competitors shadow, make the leap and call us today.

At Roquepress, clients come to us with a broad range of business problems and the solutions vary dramatically. What is constant is the importance we place on the upfront strategy, distribution and channel-neutral thinking to design and develop websites.

Get in touch with us for more information.



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