

What Makes a Successful Website: 5 Key Elements

For your website to be successful it needs work and it starts with web design and continues all the way through SEO, online marketing, web security and implementation of trust signals. All of these elements need to work together.



1. Web Design

The design is very important and such, it should be well thought out. Believe it or not, a website is not some blocks bunched together.

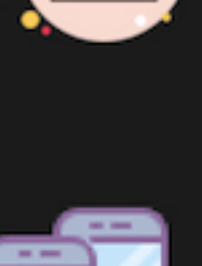
Websites are well-thought actions, so your website is performing well. Of course, the design of your website should be visually pleasing.



Professional Design



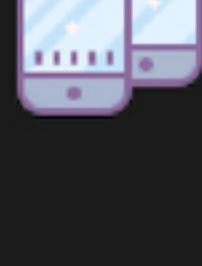
Professional Images and Graphics



Website Navigation



Call To Action (CTA)



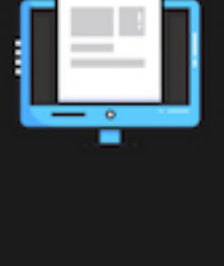
Mobile-Friendly Website



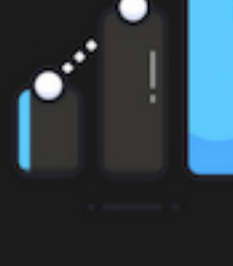
2. SEO

This is one of the most important aspects of having a website. It doesn't really matter if it's a business website or not. You want your website to rank well and get traffic.

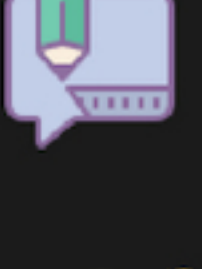
Today SEO is more than just keywords, meta descriptions, and links. It's tightly connected with online marketing.



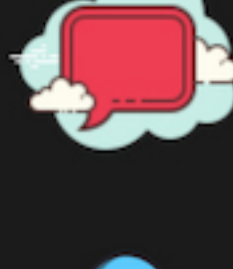
On Page SEO



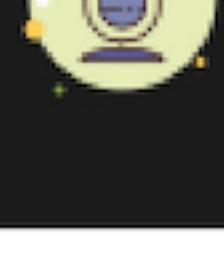
Off Page SEO



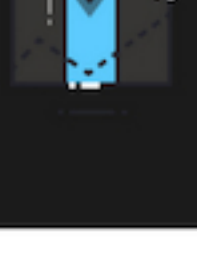
Guest Blogging



Brand Mentions



Voice Search



Local SEO



3. Online Marketing

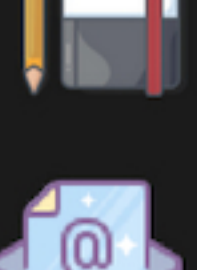
Online marketing presents strategies and efforts to get your business found and heard online.

This can be anything from blog posts, social media posts, like it, states anything that is done to attract visitor online.

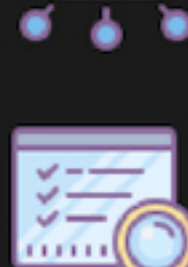
It's a really big factor in making a successful website, that will bring in new visitors, reader, clients or subscribers.



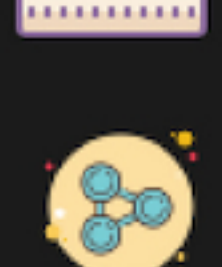
About Us Page



Content Marketing



Influencer Marketing



Email Marketing



Search Engine Marketing



Social Media Marketing



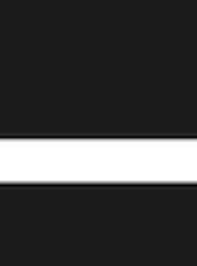
Word of Mouth



Web Push Notifications



Chat Integration



Customer Service



4. Website Security

Plays an important role in today's business. It can make or break your business success.

It's important that your business website is secured and well protected.

This means that it protects your visitors, clients data from unauthorized people to read sensitive data, that was trusted to you.



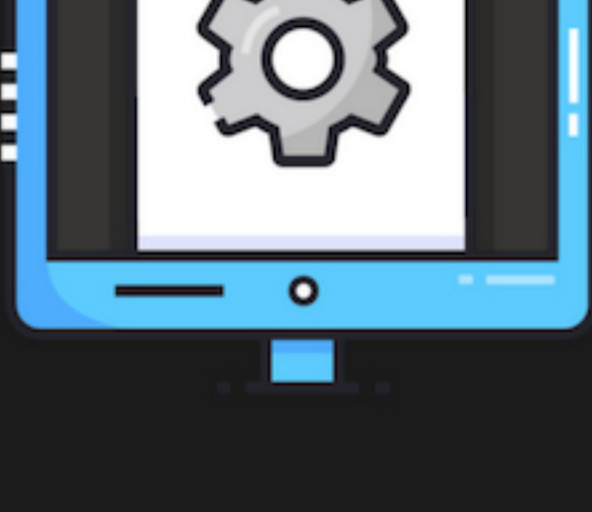
SSL Certificate and HTTPS protocol



Website Protection



Website Safety Backup



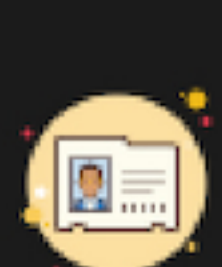
5. Website Trust Signals

To get people to buy from you or to even give you an email, they have to trust you. The main thing here is to buy from you. Either you offer services or products, be it physical or downloadable.

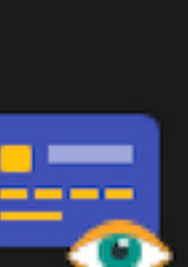
For visitors to take anything from you they need to trust you. You can do a lot to be seen more credible and trustworthy by including some of the elements below.



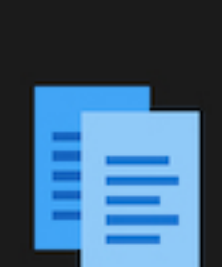
Blog



Social Media Profiles



Partners And Certificates



Contact Information



Payment Gateway



Terms of Business/Use and Return Policy

Conclusion

First of all, you can see there are many things that you need to do to create a website that works for you. And by working for you, I mean that it brings in new leads and clients to your business.

After all growing your business is what your business website should do. It's not enough to have a website. You have to invest in her. And I don't mean just money. The biggest investment is time to create content that is worth to read and be shared. A website can give you a lot if you work on it.



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Icons used:

<https://icons8.com/>

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