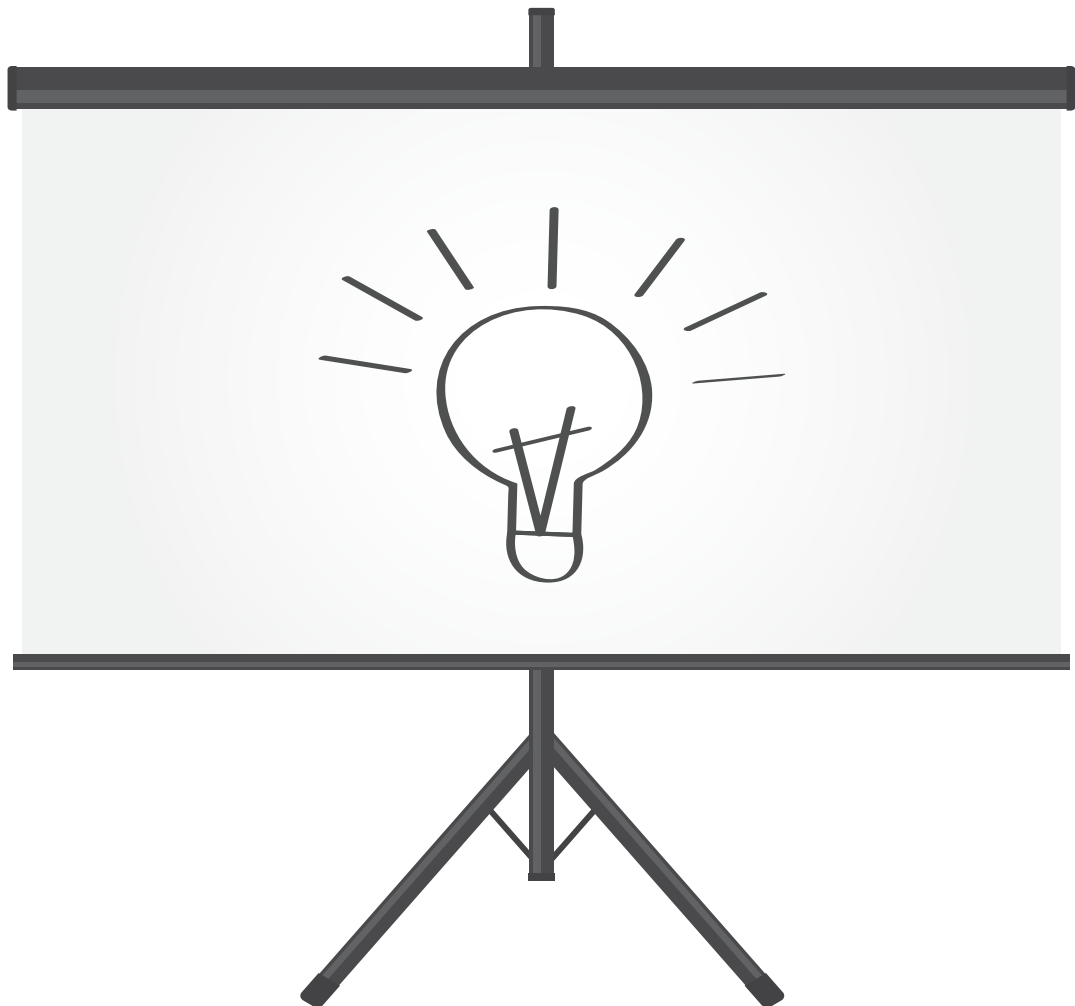


MARKETING STRATEGIES



DISCOVER OUR FORMULA

MARKETING STRATEGIES

Designing a website is never that easy, it take a lot of patience and hard work. From appearance to functionality Leap has a few techniques to share in Developing your Website to inspire your audience to become loyal brand advocates.



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1 SELECTING A HOST AND DOMAIN

Your Domain name reflects your brand. Finding a right name is vital because incorporating a bunch of SEO, simple spelling and brand identity into your domain name can lead to a higher chance of being found at the search engine results.

As for Hosting packages, it is crucial that the nature of your work is to be considered. Reflect on the amount of hosting traffic that you will receive. Will the website have a lot of pictures and videos? Will you have an in-house tech support or will you be needing services from a hosting provider company? You need to research and know more about the hosting provider you are eyeing and see the features they offer from backup, security to offering scalable solutions.

2 BACKEND SERVICES

This includes the Software or CMS (Content Management System). Backends are important in making your website functional and great. This is really where the magic happens. You need a strong Backend services to enable your customers to have that awesome user experience. Few best examples for ecommerce is Magento while Wordpress is more for a customizable CMS for informational site.



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3 SLEEK DESIGN

This is very important thing to consider in web development. Your website needs to be clean and appealing. In Leap, we can give you a quality design that is appealing and attractive and user-friendly navigation. A clean-sut design can help elevate your brand and content for your viewers to notice and being distracted with graphics and large amount of text. This clean and sleek design will give out a positive vibe to your customer and will encourage them to return to your website

4 COLOR-CODE EFFICIENTLY

In Leap, we are careful with our color schemes. Developers need to realize that different colors have the ability to arouse responses like happy, calm or frustration. What colors will your customers responds to? Will that particular color convey your brand? When it comes to using color scheming your web design, you always need to consider your company's function , target audience and brand. Regardless of your choice in colors, do really research for your best options to send out a good impression.



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5 FUNCTIONALITY

See to it you got the operational issues covered. Like loading issues, broken links, the efficiency of your website in the literal sense. Remember that it is crucial to view your website's functionality from your users point of view. So you need to see if the customers feedback section is up and running properly. We all don't want our customers to leave our site just because we didn't made it functional for them.

6 BRANDING

For all types of business, branding is really important. Consider the design and placement of your logo, it pays to your viewers overall opinion. Here at Leap, we professionally designed logos to successfully catch the your customers eye and give them a clearer picture of your brand's unique voice. You may also consider to go an extra mile and consider your logo for packaging, print advertising and branded apparels. If your business is consistent with branding, it gives out a vibe for customers with an integrated and memorable brand experience.



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7 USABILITY AND NAVIGATION

Make sure your website has all the features a customer would need for the site to be easily accessible. Websites that are easy to use are more likely to get a customer interested and encourage business. If a website is difficult to navigate, your customers will surely leave. You can conduct an in-depth site review to increase your sites navigational experience. If your customers are happy with your sites performance they will keep on coming back and it will help search engines to crawl your site and will result to more ranking.



8 CALL TO ACTION

A friendly suggestion like "Contact us today!" encourages the customers to contact your business. You give out a vibe that your business wants to develop relationship with your customers.



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9 SHORTER LOADING TIMES

Nothing worsens a visitors experience more than a slow loading times. Customers can be turned-off with this issue. Try and Test your site ahead of time. It will help you figure out the loading time issues and make sure it is fixed before your sites official site launch. If you cant deliver, a competitor site will.

10 SEO FRIENDLY CODE

By taking time to improve your sites code, you can increase the overall return of investment. May it be a new developing website or just optimizing an existing one. SEO-friendly code gives out search engine spiders a clear view of your sites content. Some CMS service like WordPress provides plug-ins designed to simplify the process of cleaning up code and increase search engine rankings.



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11 ACTIVE BLOG

Featuring a blog on your website is a great way to connect with your customers especially if your posts encourage the readers to interact with your brand. It helps keep customers be informed about the latest products and company events and industry related information. By doing this regularly, your brand becomes a trusted source.

12 MULTIPLE BROWSERS COMPATIBILITY

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13 INCORPORATION WITH SOCIAL MEDIA

This is very important to consider. Technology makes information sharing more convenient, businesses who lack social media interaction fail to take advantage of what has been linked to modern day word-of-mouth advertising. It provides a way for our customers to promote, share, converse about your company's latest update.

14 MOBILE SITES VS RESPONSIVE SITES

For a large company with an existing presence in the industry, it is better to develop a separate mobile-friendly websites designed to perform on our smaller gadgets. While a business that is just planning to launch a website would be better to choose a responsive design capable to adapting to any device. It makes sense this way.



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19 TRACKING

Return of your investments can easily be tracked down with Google Analytics, Google Webmaster Tools and bring Webmaster tools. These can also be used to monitor traffic, engagement and conversion of rates. There you can see which campaigns works best than those that don't.

20 GOOGLE + AUTHOR VERIFICATION

Linking site content to specific authors using Google+ profiles allows the search engine to easily distinguish between content created by a human compared to the lesser quality. Completing the Google+ author verification steps ensures the authors byline and photo to appear in SERPS.

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21 SITEMAP

A sitemaps gives your visitors and search engines with the information to easily navigate your site. To keep your site up to date, it is advised to revise your site map as a new pages are added. Google Webmaster Tools simplifies this process for you

22 ORIGINALITY OF YOUR CONTENT

When creating a website, it is vital to have a high quality, original content that is relevant to your company and products. To heighten the appeal , a webpage should not have more than 150 words and should include links to credible resources and other pages on your website. This is the echo of your brands unique voice. You can use a tool like Copyscape before publishing to ensure it passes duplication.



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23 STOCK IMAGES

All things found in your website is considered intellectual property and is under the copyright laws. When incorporating images into your sites content, make sure to receive a written permission for use and pay fees if needed.



In conclusion, there are many things we need to consider when creating and developing a website. All of these must generate traffic and leads and inspire customers to further interact with your company. As you build your website, review the tips we have in this guide to ensure that your site is ready for success.



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