



# 6 WAYS TO STEAL THE SHOW WITH YOUR WEBSITE

From interviews to new restaurants, it's human nature to make snap judgements based on first impressions — and websites are no exception. Luckily, with these six best practices and a little extra TLC, you can ensure your website delivers a first impression that lasts.

- 1 BOOST YOUR DIGITAL PROFILE** – If you build links, they will come.  
A strong digital footprint not only draws in more website traffic, but also elevates your brand leadership. Think of it this way: even an award-winning website will be overlooked if it's not being promoted or linked to. Prioritizing efforts to boost your digital profile via SEO, paid search, social media and related mediums pays off.
- 2 STREAMLINE YOUR UX** – K-I-S-S (Keep it simple, stupid.)  
Clarity, hierarchy and simplicity is the winning combination that builds trust with your online audience. Create a navigation that clearly addresses user intent and empowers your prospects to take action in just a few clicks — whether it's contacting your company or downloading a case study. Remember: less is more. Avoid overloading pages with content.
- 3 BE AN OPEN BOOK** – Drive impact by using an open book approach.  
In other words, keep collaboration, cloud-centric systems and open source platforms top of mind. For example, many websites use WordPress because of its content organization, editing and management capabilities, as well as its additional open source features and readily available functionality.
- 4 PRESENT DYNAMICALLY** – Show, don't tell.  
Your audience wants to be wowed by your website and your product offering, and long-form essays typically won't do the trick. Use interactive storytelling elements like animations, videos, quizzes, infographics or even parallax scrolling to set the tone of your brand and the message you're trying to convey.
- 5 SUPPORT CROSS-BROWSER & CROSS-PLATFORM** –  
Half of the world's web traffic is generated from mobile browsing.  
And within these mobile devices, there are countless browsers and operating systems to account for. Test your cross-browser and cross-platform capabilities to ensure your website's user experience is consistent across all devices. For extra badass points, consider developing a mobile application that complements your website.
- 6 DRIVE CONVERSIONS WITH CTAs** – Your calls-to-action are the VIPs of your website.  
And within these mobile devices, there are countless browsers and operating systems to account for. Test your cross-browser and cross-platform capabilities to ensure your website's user experience is consistent across all devices. For extra badass points, consider developing a mobile application that complements your website.

LET'S BRING YOUR WEBSITE BACK TO LIFE

SPARXOO

Creating a website that converts is a team effort... So let's join creative forces to build a website that keeps 'em crawling back for more. [Contact us](#) to learn how our web design and web development gurus accelerate growth with results that win big.