Quick load times build trust and project great optics with consumers, while keeping them glued to your page longer. Images require proper sizing and optimization to help speed up load times.

The rule of thumb is never upload images to your site that have not been optimized and saved for web format. Large resolution images are like eating too much at a meal. They make your site bloated and sluggish. Give your customers what they want—QUICKLY.

Always aim for under 1 MB. The smaller the better without losing quality.

Use free online tools to do the hard work for you—we love TinyJPG.
2

USE PROFESSIONAL PHOTOGRAPHY + VIDEO

Deploying high quality photos and video for your website with proper sizing will have a positive impact on consumers.

Your prospective customers do judge the quality of your images. Don’t take shortcuts: Project the best optics by using the best photography and video.

High quality + high resolution

Low quality + low resolution
DEPLOY VIDEOS PROPERLY ON YOUR WEBSITE

Video is a great way to engage viewers but there is a correct way to display them.

Use a third party video site like YouTube or Vimeo to host your videos and stream them to your site. This means that bandwidth will not be clogged up on your own site, and it will load quicker.

See No. 1 to remind yourself about importance of quick load times.

Customers won’t wait around for your content.
ENSURE YOUR WEBSITE IS RESPONSIVE

Many older websites are not responsive, meaning they don’t render properly on mobile devices. If your site is not responsive, you are losing potential customers—most of which are consuming on their mobile devices rather than desktop. It’s important to determine if your site is responsive and take measures accordingly to make it render beautifully on all devices.

TIP

Phones, tablets, laptops, desktops, even tv screens. Your website can now be viewed ANYWHERE.
The best websites provide compelling content that resonates with users. Just saying things for the sake of filling a page is not a great plan to hold attention.

Professionally created content will create a “sticky” factor with customers, and is a solid way to improve your Google ranking.

**Tell your story:**
*Go the extra mile by providing relevant, memorable information to your customers about who you are and what you do.*

**GREAT CONTENT IS KING!**
Your website is out there for all to see. It’s the mothership for your brand online, and having “curb appeal” is of the essence.

It is proven that customers select to buy from, and do business with, brands that take great care with their own aesthetic. Project radical clarity with what your brand stands for.

Make great design and content a key element of your marketing and website strategy, and when a consumer lands on your site they’ll know within seconds what you’re about.
WEBSITE ACCESSIBILITY IS KEY

The Accessibility for Ontarians with Disabilities Act (AODA) became law in 2005, and aims for all business websites to be fully accessible by 2025.

More than 16% of Ontarians have a disability and want to access information like everyone else. It would be a huge oversight to ignore them.

Can your site be read by a screen reader? Font choice, sizing, colour selection, contrasting text, graphics and proper alt text labeling for images are just a few of the accessibility checks that should be considered for a “user friendly” website.

An accessible website is more enjoyable for EVERYONE to navigate, not just those with a disability.
CALL TO ACTION

DOS + DON’TS

Having “Call to Action” areas or buttons and internal linking is key to a customer successfully navigating your website and finding relevant info. It also enhances Search Engine Optimization (SEO), which means more people will ultimately engage with and do business with you.

Make sure “Call to Action” areas are descriptive and don't feel generic to promote engagement and accessibility.

Remember to edit your website often so old, dated info is not hanging around to turn people off. Search engines also appreciate frequent updates and will reward you with improved ranking.
YOUR WEBSITE MUST WORK IN TANDEM WITH YOUR SOCIAL MEDIA

You should ensure your social media mentions point to and link back to your website often.

By continually driving your “social channels” back to your website where consumers can dig deeper into your content, you will eventually see an increase in traffic to your website.

TIP

As an agency, we deliver web design as well as social media and video services that all work together in tandem for your business.