THE FIVE MOST IMPORTANT THINGS TO CONSIDER FOR YOUR WEBSITE

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Page Speed — Internet connections are getting faster, and they're more available than ever before. Users have an expectation that a website will load quickly, and if they have to wait longer than a few seconds, the assumption will be that something is wrong (prompting them to hit the back button and go elsewhere). This is such an important consideration that it's become one of the main things Google looks at when determining how to rank a website.

Responsive Design — More than 50 percent of all web traffic is done on a mobile device. Your site has to be able to respond and look good on desktops, laptops, tablets and phones.

Navigation — The navigation needs to be easy to use and guide the user directly to the information they are trying to access.

White Space — This doesn't necessarily have to be white; it refers more to empty space than white space. Leaving some areas blank and keeping the design clean helps draw the visitor's attention to the things you really want them to see. When a website is too cluttered, people don't know what to focus on.

Clear Call to Action — They are coming to your website for a reason, so give them a clear call to action. If they learned enough about your company and decide to use you, don't make them have to put effort into finding the "Contact Us" page or phone number.

Amity Digital is a full-service web design and marketing company. For more information, or to get a free evaluation of your current website, contact Tiras Buck at 215.801.0290 or at tiras@amitydigital.com.