



WEBSITE DESIGN FOR SMALL BUSINESS: HOW TO ENSURE YOUR SITE WORKS WELL FOR YOUR POTENTIAL CUSTOMERS

Posted on October 26, 2021

In today's digital age, having a website is essential for any small business. A well-designed and thought about website can help you attract new customers, build trust with potential clients and Google, and showcase your products or services locally, nationally and internationally.

But not all website design for small business is created equal at all. If you want your small business website to work well for your potential customers, there are a few things you need to keep in mind and with the help of Local Exposure to guide you along we can .

Make sure your website is mobile-friendly.

More and more people are using their smartphones and tablets to access the internet, so it's important to make sure your website is mobile-friendly. This means that your website should look good and be easy to use on mobile devices. 90 odd percent of the population has a smart phone and most use it on a very frequent basis to dip in to searches so you need to ensure when found you offer the best first impression.

Use clear and concise language.

When writing your website content, use clear and concise language that is easy to understand. Avoid using jargon or technical terms that your potential customers may not understand. And



remember any SEO needs to be based around your services and what a customer may input into search to find those services.



Include high-quality images and videos.

Images and videos can help to break up your text and make your website more visually appealing. They can also help to showcase your products or services. Local Exposure has a media arm called [Trusted Photography](#) who offer images, video and virtual tours.

Optimise your website Design for Small Business for search engines.

When you're designing your website, make sure to optimise it fully for search engines like Google and Bing. This means using keywords throughout your content so that your website will show up in



search results when people search for relevant terms.

Keep your website updated.

Once you've created your website, it's important to keep it updated. This means adding new content, such as blog posts or news articles, and making sure that your contact information is up-to-date.

By following these tips, you can create a website that will help you attract new customers and grow your small business.

Here are some additional tips for website design for small businesses:

- **Use a professional-looking design.** Your website should be visually appealing and easy to navigate.
- **Include a clear call to action.** Tell your visitors what you want them to do, whether it's to contact you, schedule an appointment, or learn more about your products or services.
- **Use social media integration.** Let your visitors share your website content on social media, which can help to drive traffic to your site.
- **Get feedback from others.** Ask friends, family, and colleagues to review your website and give you feedback. This can help you identify any areas that need improvement.

By following these tips, you can create a website that will help you attract new customers and grow your small business.

Here are some keywords that you can use throughout your blog post:



- website design for small business
- mobile-friendly website
- clear and concise language
- [high-quality images and videos](#)
- search engine optimization (SEO)
- updated website
- professional-looking design
- clear call to action
- social media integration
- feedback

I hope this blog post has helped you to understand the importance of website design for small businesses. By following the tips in this blog post, and with our [help](#) we can create a website that will help you attract new customers and grow your business.

