



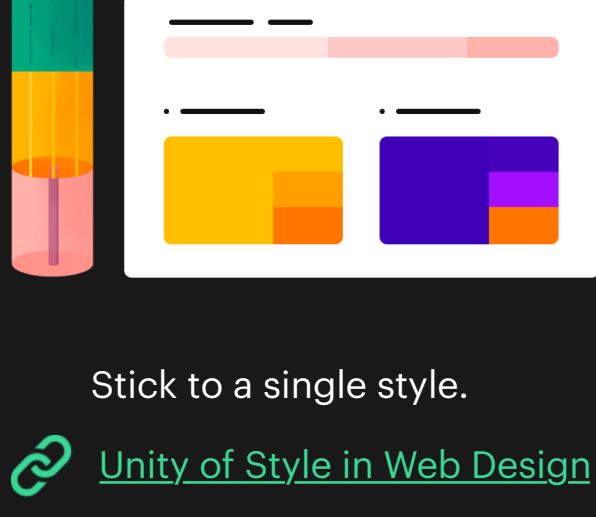
Successful Website Checklist



Design

The landing page should grab the user's attention in

5-7 seconds



Stick to a single style.

[Unity of Style in Web Design](#)



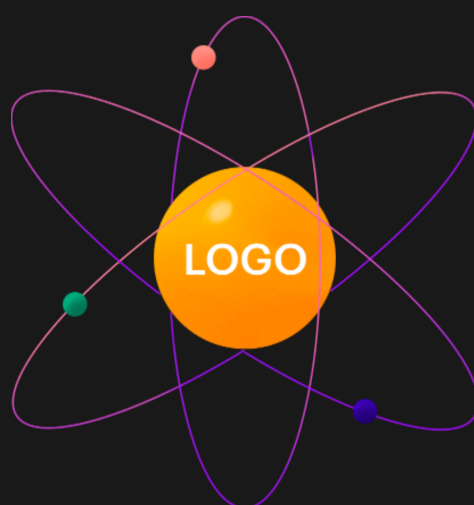
Convenient and intuitive navigation.



[User Flow. How to Guide Your Users So They Reach the Goal](#)

The logo should reflect the essence of the business.

[Logo for Success](#)



Use a variety of formats:

☒ **TEXT** ☒ **PHOTO**
☒ **VIDEO** ☒ **ILLUSTRATIONS**

Illustrations can increase conversion by



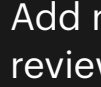
Content

Fill the site with **thematic content**.

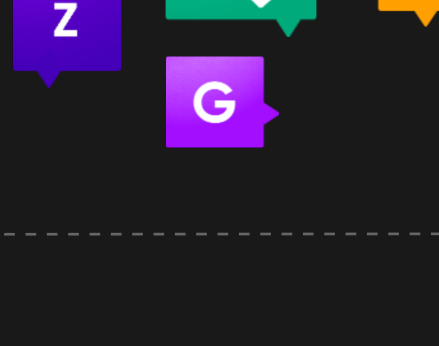
No unnecessary, distracting information.



Catchy, specific headlines.



Add real customer reviews to your site.



Marketing

Tell the user your competitive advantages and guarantees.



Make a

unique offer

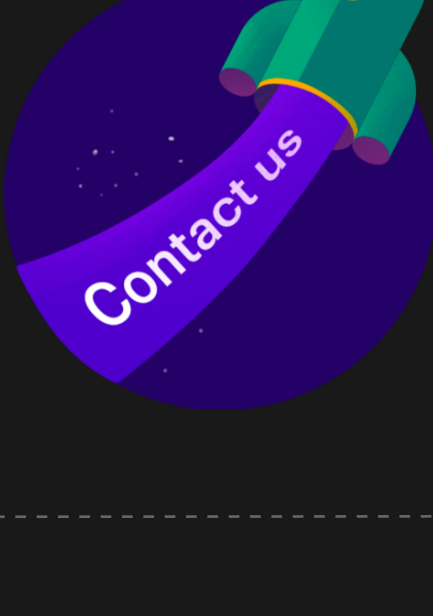
to the visitor, encouraging them to take the targeted action.

A noticeable, emotional, clear

call to action

with contrasting **bright color**.

Easily accessible contact button from any site tab.



Form...

A convenient and simple form of ordering

sending

Perform



testing of the website.

Website loading speed.

40%

of users leave the site



if it takes more than

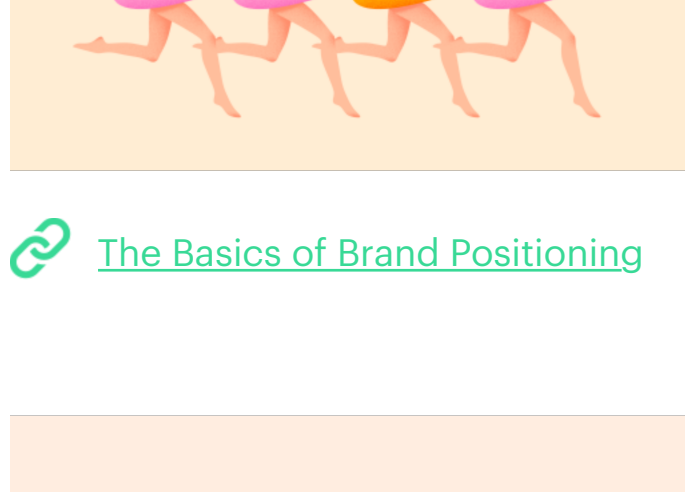
3 seconds to load.



Use [PageSpeed](#) Insights for analysis.



Bonus



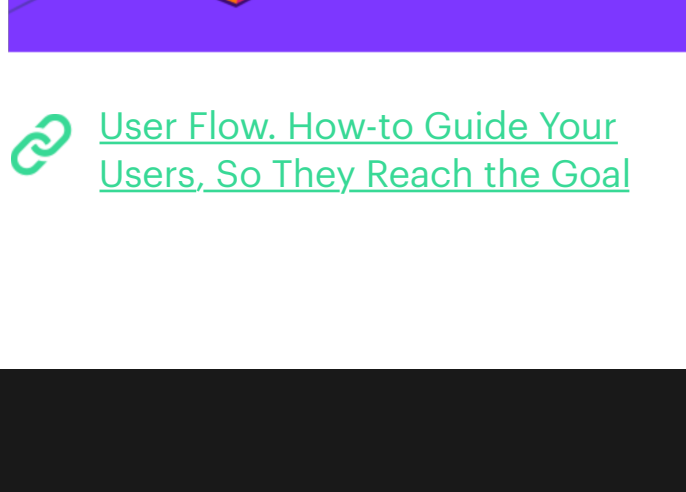
[The Basics of Brand Positioning](#)



[Useful Tips for Building a Website](#)



[Why Many Websites Do Not Survive](#)



[User Flow. How-to Guide Your Users, So They Reach the Goal](#)



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