

7 Elements of a Great Website



Many things we deem important for a good website are hard to quantify. There's a lot of talk about quality in SEO, for instance. Even Google has been saying for year that you should focus on the quality of your site and content. After every algorithmic update that Google implements, the answer for those who lost rankings is the same: it might not be your fault, because other sites might seem to be a better fit for this specific query. Nonetheless, you should work on the overall quality of your content.



1. Your website satisfies user intent and has a clear goal

Do you know your audience? Why should anyone come to your site and do business with you? It's not because you think you have an awesome product — that just doesn't fly anymore. You need to have a clear mission and goal for your website. Your story has to be right. It has to align with what people want and need.

2. Your website has technical prowess

A good website is easily crawlable and shows search engines what they can and can't index. Good sites don't have a huge amount of errors. A good website loads super fast, from anywhere in the world. Make sure you do everything you can to get those pages to load as fast as possible.

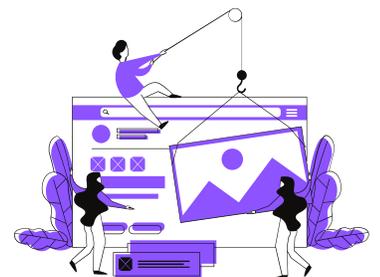


3. Your website is trustworthy, safe and secure

Both search engines and users are looking for signals that signify trust. Why should your site and content be trusted? Things like regular downtime might be an indication of sloppy maintenance. A missing green lock icon can mean you don't take security seriously. There are a lot of hints that they look for. Your site should be a safe haven for visitors. You need to have your security in order.

4. Your website has a great design and stellar UX

Does your website need to be beautiful? Let's be honest, beauty is in the eye of the beholder. The design of your website needs to help fulfill the goals you set. Your message should come across loud and clear. The design should be on-brand and well-thought-out. But more importantly, your site should be clear and easy to use for everyone.



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5. Your site has awesome, user-centered content

Be user-centered, not company-centered. Good content helps your users accomplish their goals and you want to offer this content at the right moment while keeping the business goals firmly in sight. To do so, you need to know your user inside out. Understand them, understand their behavior and focus your content on that. The content you offer should be clear and easy to understand by using language your users know well.

6. Your site is mobile-friendly

For the last couples of years, mobile traffic has kept growing and growing. If your site is not mobile-friendly by now, you should really get to it and work on your mobile SEO. But if your site has been mobile-friendly for a while, it is time to start looking at building your next site mobile-first. It's not a new concept, but most sites are still being developed desktop-first. After designing the desktop view, the designers creams it down to mobile size, often losing its authenticity and freshness along the way.



7. Your site can "talk" directly to search engines

For years, search engines tried to read content on pages to determine what that page is about. They need that content to be able to match the search query with the indexed pages that give the best answers to this query. Turns out that truly understanding what something on a page is or means, is harder than it seems, especially for machines. Search engines need a little guidance to discover the true meaning of elements on a page.



So what makes a good website?

There's a lot that goes into building a good website. It's not simply buying a domain, getting some random host, installing WordPress and picking a theme that looks cool. When you leave it at that, you're setting yourself up for failure. You need to plan to get things right. You need a strategy - which is probably the most important element of a good website.

Purple Cow Branding can make your website work for you.

Contact us at hello@purplecowbranding.com or 972-430-9220.