

Useful Tips Website Building



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Introduction:

Should I Create a Website? Do I Need One?

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People always want to follow the latest thing, be it in fashion, sports, that kind of thing. Websites have become a necessity to almost everyone.

Companies, businesses, individuals, even young adults have created personal websites with their respective purposes, be it for profit, or for entertainment.

It must also be mentioned that the Corona Virus Pandemic has resulted in people seeking to purchase products and find services they need on the internet more than ever before.

With this in mind businesses that do not have any website presence are going to be left behind so consider creating an online presence today.

What one must consider, however, before creating a website, are the factors in which must be put to thought before doing so, such as the cost, maintenance, use, web hosting and so forth.

Firstly, associating with the costs above, we must always try to find an affordable hosting services, not spending too much, or too little.

A cheap hosting service does not exactly symbolize a credible reliability rating, but we must always look for value for money deals.

Here is a Great website hosting service in the UK that Ritcor use and are partners with which are affordable while always providing excellent services in uptime and support: [CLICK HERE](#)

With regards to the efficiency and server/web host reliability, there are many cases of web hosts not providing the service they had assured other people, some had even shut down and were nowhere to be seen.



Keep this note in mind; for when you are planning your business website, as a hosting service would be the first thing to look for.

Next question you will need to ask yourself particularly for a business website is whether it would be cost effective and affordable to hire a professional website designer.

Bear in mind website building and management is quite technical and if you need your website software and content updated regularly it is a better more practical solution for small business owners

So, now having considered the things to do before building a website, do we actually NEED one?

If creating one would boost sales or promote positive implications for your business brand, then you should think of getting your business online as soon as possible.

Remember, planning is the key to success, in everything we do and building a website needs proper planning too.



5 Important Rules in Website Design

When it comes to your website, extra attention should be paid to every minute detail to make sure it performs optimally to serve its purpose.

This is vitally important for business websites and ecommerce stores.

Here are seven important rules of thumb to observe to make sure your website performs well.

1) Do not use splash pages

Splash pages are the first pages you see when you arrive at a website. They normally have a very beautiful image with words like "welcome" or "click here to enter" or 'Subscribe'.

In fact, they are just that -- pretty vases with no real purpose.

Do not let your visitors have a reason to click on the "back" button!

Give them the value of your site home page immediately up front without the splash page telling them to enter the website.

2) Do not use excessive banner advertisements.

Even the least net savvy people have trained themselves to ignore banner advertisements so you will be wasting valuable website real estate.

Instead, provide more valuable content about your business or products and weave relevant affiliate links into your content, to rather let your visitors feel that they want to buy or use your services instead of being pushed.

3) Have a simple and clear navigation.

You have to provide a simple and very straightforward navigation menu so that even a young child will know how to use it.

Stay away from complicated Flash based menus or multi-tiered dropdown menus.

If your visitors don't know how to navigate, and find what they are looking for quickly, they will leave your site.

4) Have a clear indication of where the user will land.

When visitors are deeply engrossed in browsing your site, you will want to make sure they know which part of the site they are in at that moment.

That way, they will be able to browse relevant information or they want to find or alternatively navigate to any section of the site easily.

Don't confuse your visitors ever because confusion means "abandon ship" and vital visitors will leave!

5) Avoid using audio on your site.

If your visitor is going to stay a long time at your site, reading your content, you will want to make sure they're not annoyed by some audio looping on and on your website.

If you insist on adding audio, make sure they have some control over it -- volume or muting controls would work fine in this instance.



Good Design Practices

Your website is where your business resides online-- it's like the headquarters of an offline company.

Considering this, it is important to practice good design principles to make sure your site reaches out to the maximum number of visitors and converts or sells to as many people as possible.

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Remember; make sure you have clear directions on the navigation of your website.

The navigation menu should be uncluttered and concise so that visitors know how to navigate around your website without confusion.

Reduce the number of images and videos on your website.



They make your site load very slowly and more often than not they are unnecessary.

If you think any image is essential on your site, make sure you optimize them using image editing programs so that they have a minimum file size.

Keep your text paragraphs simple and at a reasonable length. If a paragraph is too long, you should split it into separate paragraphs so that the text blocks will not be too big.

This is important because a block of text that is too large will deter visitors from reading your content.

Keep text simple to read and avoid using long complicated wording which only a professor would understand.

Make sure your website complies with current trends in web standards and make sure they are cross-browser compatible.

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If your website looks great in Internet Explorer but breaks horribly in Firefox and Opera, you will lose out on a lot of prospective visitors. Different people prefer using different browsers.

Avoid using scripting languages on your site unless it is necessary.

Use scripting languages to handle or manipulate data, not to create visual effects on your website.

Heavy scripts will slow down the loading time of your site and even crash some browsers.

In addition, certain scripts are not supported across all browsers, so some visitors might miss important information because of that.

Use CSS to style your page content because they save a lot of Work by styling all elements on your website in one go and are quite simple to use and manage.



Improving Usability of Your Website

No matter how brilliant your website design is, if it is hard to reach the content of your site then your site is as useful as an empty shell.

Here are some tips to improve the usability of your website to ensure it serves its functions optimally.

The first method is to make sure the typography of your content is suitable.

If you have large blocks of text, make sure to use CSS to space out the lines accordingly.

The longer a single line of text is, the greater the line-height of each line should be. Also, make sure the font size of your text is big enough to read easily.

Some sites have 10-pixel-tall text in Verdana font; and while that may look neat and tidy, you have to really strain your eyes to read the actual text.

Make it easy for visitors to find content that they want on your site too.

If you have thousands of articles on your site and a certain visitor wants to find one single article from that pile, you have to provide a feasible means to enable visitors to do that without hassle.

Be it an SQL-driven database search engine or just a glossary or index of articles that you have, providing such a feature will make sure your visitors can use your site with ease.

Categories are useful in placing articles of different topics for ease of finding them for visitors.

Ensure that your site loads fast by streamlining images and text if you do not want to lose visitors as mentioned above.

Most internet users will leave a website if it doesn't load completely within 15 seconds, so make sure the home page loads quickly to keep visitors attention.

Last of all, test each and every link on your site before it goes online. There is nothing more effective in tarnishing your professional image than broken links, so be very careful about that.

Mistakes to Avoid When Using Web Templates.

Website templates are very affordable and you can even download free ones as well which save you a lot of effort and time when you want to create a new layout for your website.

If you are using Wordpress CMS there are thousands of free templates to choose from which makes it even easier to find one suitable for your needs.

However, a lot of people make mistakes in the process of choosing and using a web template and end up with something unlike the layout they had in mind.



Here are some guidelines to help you avoid those mistakes.

The first obvious mistake you should be aware of is using a popular template.

If many people use the same template, your website will not appear unique at all and your credibility as a solid, different website will be tarnished.

In other words, you will appear generic just like your next-door neighbours.

To whole point of using a web template is to save time and effort. You can just change the title and appropriate details and you're done.

Try and avoid customizing the template beyond recognition.

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While that may be good in the sense that you're creating a unique graphic, you're defying the very purpose of using a web template – that is saving time and effort.

However, on the opposite side, if a template you purchase is suitable but some changes are necessary to suit your site's theme, then you will have to take some time to make these changes.

Do not choose templates just because they are pretty; choose them because they serve your purpose.

The Importance of a Good Design



Your website is the hub of your online business; it is the virtual representation of your company whether your company exists physically or not.

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When you are doing business online, people cannot see you physically like how they could if they were dealing with an offline company.

This is where a good design comes in.

Imagine if you are running an offline company. Would you allow your salespersons to be dressed in shabby or casual clothes when they are dealing with your customers?

By making your staff wear professionally, you are telling your customers that you do care about quality.

This works simply because first impressions matter to visitors when they arrive at your online presence.

If your website is put together shabbily and looks like a 5 minute "quick fix", you are literally shouting to your visitors that you are not professional and you do not care for quality.

On the opposite, if you have a totally professional looking website layout, you are giving your visitors the perception that you have given meticulous attention to every detail and you care about professionalism.

You are organized, focused and you really mean business.

On the other hand, you should also have anything related to your company well designed.

From business cards to letterheads to promotional brochures, every little bit matters.

This is because as you grow your business, these items become the face of your business.

Once again, think of the "salesperson dressed shabbily" analogy and you will get my point.

Website Customization: What Can We Do?

Nowadays, in this trendy world, people get very uptight when they do not look entirely presentable. This would also be the case in web designing.

Every individual would definitely want their website to look good, and as mentioned before professional.

Here are a few things we could look out for when wanting to create a professional looking webpage.

Colour Schemes and Themes.

When designing, always choose matching colours. An example of a matching colour would be to have a dark background, with visible words and designs.

With the dark theme, try not to mix too many bright colours into the design.

What we should NEVER do, is to mix two very different colours, such as purple and yellow. Now, of course, it would depend on the purpose of the website, but those two colours are too striking for one who wants it to look more professional.

Themes must always suit the company or rather, the organization/ etc.

If the website was made to cater for a food company, it would be wise to stick to that particular category, rather than to revert to a different theme, such as machinery.

Fonts should be used in regard to the formality of the website. A simple sans-serif, Verdana or Tahoma font would suffice in most cases.

Exceptional cases such as design and art groups might want to use fanciful designs and fonts. Of course, that's only if you know what you're doing and that the text remains readable.

Finally, we must always try to think of our visitors, see your website. The resolutions and file sizes of the pictures must not be too large in terms of size.

This is to allow maximum compatibility and cater our visitor's needs. Therefore, planning is something we should always do, before attempting something.



Identifying Your Audience

Understanding the type of people who visit your site is a very important task because you can use that information to enhance your site to suit them.

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As a result, you will gain more loyal returning visitors that come back again and again for more.

What is the age level and what kind of knowledge does your audience have?

A layman might linger around a general site on gardening, but a professional botanist might turn his nose at the very same site.

Similarly, a regular person will leave a site filled with astronomy abstracts but a well educated university graduate will find that site interesting.

Consider your audience's emotional state when building your site. If a very irritated visitor searches for a solution and comes across your site, you will want to make sure you offer the solution right up front and sell or promote your product to them second.



In this way, the visitor will put his trust in you for offering the solution to his problems and is more likely to buy your product when you offer it to him after that.

When you design the layout for your site, you also have to take into account the characteristics of your audience.

Are they old or young people? Are they looking for trends or are they just looking for information served without any icing on the cake?

For example, introducing a new, exciting game with a simple, straightforward black text against white background page will definitely turn prospects away. Make sure your design suits your site's general theme.

When Is the Right Time to Redesign?

If you run a website, chances are you often wonder whether it is the right time to do a total redesign of the layout of your website.

Here are some points to consider:

Are you thinking of a redesign just for the sake of it? If you answered yes to that question, it is not yet the right time to do a redesign.

Remember, a design serves a specific purpose.

If you are not sure whether to do an overhaul of your site, keep in mind that your current design might have a specific purpose that you might not know about.



You will lose that function if you do a redesign.

On the other hand, if your website has had the same website design since 1990, perhaps it is high time to do a redesign.

The last thing you would ever want to happen to your site is when visitors leave your site without taking a look at your content just because the design is old fashioned.

If this is your case, here are some points to ponder before doing a redesign. Redesigning your website is like performing plastic surgery on it.

Your website loses its current identity (for the better or worse) and your regular visitors might not recognize your new design at first glance.

You risk losing them just because they thought they landed on the wrong page.

Thus it is very important that you retain a characteristic feature from your old layout.

Perhaps it is the logo of your site; perhaps it is the same text style for the title for your site.

To play it safe, put a poll on your site to let your visitors do the talking. If they think it is necessary for the website to have a fresh look, and then give it to them!

Search Engine Friendly Pages.



There is no point in building a website unless there are visitors coming in. A major source of traffic for most sites on the Internet is search engines like Google, Yahoo!, MSN, Bing and so on.

By designing a search engine friendly site, you will be able to rank easily in search engines and obtain more visitors.

Major search engines use programs called crawlers or robots to index websites to list on their search result pages.

They follow links to a page, read the content of the page and record it in their own database, pulling up the listing according to relevant keywords as people search for it.

If you want to make your site indexed easily, you should avoid using frames on your website.

Frames will only confuse search engine robots and they might even abandon your site because of that. Moreover, frames make it difficult for users to bookmark a specific page on your site without using long, complicated scripts.

Do not present important information in Flash movies or in images.

Search engine robots can only read text on your source code so if you present important words in Flash movies and images rather than textual form, your search engine ranking will be affected dramatically.

Use Meta tags accordingly on each and every page of your site so that search engine robots know at first glance what that particular page is about and whether or not to index it.

By using Meta tags, you are making the search engine robot's job easier so they will crawl and index your site more frequently.

Stop using wrong HTML tags like to style your page.

Rather use CSS (Cascading Style Sheets) instead because they are more effective and efficient. By using CSS, you can eliminate redundant HTML tags and make your pages much lighter and faster to load.

5 Ways to Keep Visitors Coming Back.



A lot of successful websites depend on returning visitors to account for a major part of their traffic.

Returning visitors are easier to convert into paying customers because the more often they return to a site, the more trust they have in that site.

Keep your visitors coming back to your site with the following methods:

1) Start a forum, chat room or comments section

When you start a forum, chat room or comments section you are providing your visitors a place to voice their opinions and interact with their peers -- all of them are visitors of your site.

As conversations build up between people, a sense of community will also follow and your visitors will come back to your site almost religiously every day. Think social media.

2) Start a web log (blog) for latest news

Keep an online journal or more commonly known as a blog, on your site and keep it updated with latest news about business or products.

Human beings are curious creatures and they will keep their eyes glued to the monitor if you post fresh news frequently. You will also build up your credibility as you are proving to them that there is also a real life person behind the website.

3) Carry out polls or surveys

Polls and surveys are other forms of interaction that you should definitely consider adding to your site. They provide a quick way for visitors to voice their opinions and to get involved in your website.

Be sure to publish polls or surveys that are strongly relevant to the target market of your website to keep them interested to find out about the results.

4) Offer Visitors puzzles, competitions and games.

Just imagine how many office workers procrastinate at work every day, and you will be able to gauge how many people will keep visiting your site if you provide a very interesting or addicting way of entertainment.

You can also hold competitions to award the high score winner to keep people trying continuously to earn the prize.

5) Update frequently with fresh content (Important)

Update your site frequently with fresh content so that every time your visitors come back, they will have something to read on your site.

This is the most widely known and most effective method of attracting returning visitors, but this is also the least carried out one *because of the laziness of webmasters.*

No one will want to browse a site that looks the same over ten years, so keep your site updated with fresh bites!

Generating Revenue with Good Planning.



For anything to work well, care must be taken to make firm, workable plans to execute it and the same goes for website designs.

With a well thought out website design, you will be able to create a site that generates multiple streams of revenue for you.

In fact, many websites turn into online wasteland because they are not well planned and do not get a single visitor. Gradually,

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the webmaster will not be motivated to update it anymore and it turns into wasted cyberspace.

The crucial point of planning your site is optimizing it for revenue if you want to gain any income from the site.

Divide your site into major blocks, ordered by themes, and start building new pages and subsections in those blocks.

For example, you might have a "food" section, an "accommodation" section and an "entertainment" section for a Tourism website.

Post relevant articles in the respective sections to attract a stream of traffic that comes looking for further information.

When you have a broader, better-defined scope of themes for your website, you can sell space on your pages to people interested in advertising on your page.

You can also earn from programs like Google's AdSense and Yahoo!

Search Marketing generates revenue if people surf to those themed pages and click on the ads.

For this very reason, the advertisement blocks on your pages need to be relevant to the content, so a themed page fits that criteria perfectly.

As Internet becomes more widespread, advertising on the Internet will bear more results than on magazines or offline media.

You can start tapping in on this lucrative stream of profit right away!

Reducing Website Loading Time Through Image Optimization.

Even though more and more Internet users switch to broadband, DSL and 5G wireless every year, a large portion of the web's population is still running on slower internet connections in certain countries.

It is therefore unwise to count these internet users out of the equation when you're designing your website, and a very major consideration we have to make for these users is the loading time of your website.

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Generally, all the text on your website will be loaded in a very short time even on a slow connection. The culprit of slow loading sites is mainly large images on your website.

It is thus very important to strike a delicate balance between using just enough images to attract your users and not to bog down the overall loading time of your site.

You should also go to a greater length and optimize every image on your site to make sure it loads in the least time possible.

There are many images editing software to remove unnecessary information on your images, and thereby effectively reducing the file size of your image without affecting its appearance.



If you own Photoshop, it will be obvious to you that when you save an image as a JPEG file, a dialog box appears and lets you choose the "quality" of the JPEG image –

Normally a setting of 8 to 10 is good enough as it will preserve the quality of your image while saving it at a small file size.

If you do not have Photoshop, there are many free images compressors online that you can download and use to reduce your image's file size.

On the other hand, you can opt to save your images in PNG format to get the best quality at the least file size.

You can also save your images in GIF format -- the image editing software clips away all the colour information not used in your image, thus giving you the smallest file size possible.

However, saving in GIF format will often compromise the appearance of your image, so make your choice wisely!

Ways to Improve Sales Through Your Website.

Anyone who has been marketing online knows that the lifeblood of a business is the traffic of a site. More visitors equal more sales.

However, here are some ways that you can tweak your web sites with to improve sales without the need to get more visitors.

The first method is to weave in your personal touch in your sales message. Nobody wants to be sold to by a total stranger, but many people will buy what their close friends recommend to them.

Social media connections to your website also help build up credibility but post regularly and build your community and branding all connected to your website.

If you can convince your audience that you are a friend who has their best interest at heart, they will be convinced to buy your products.

Remember to speak to an individual in your sales letter, not to your whole audience.

The second method is to publish testimonials and comments from your customers. A good idea would be to publish both good and bad comments; that way prospects will be really convinced that these testimonials are real.

When prospects see testimonials on your website, they will have the confidence to buy from you because human beings follow the herd mentality; when others have bought and proven it authentic, they will jump on the bandwagon and buy too.



Use visual representations for the problems and solutions that your product offers. Not everyone will read your text copy from the head to the tail, but most people will pay attention to images on your website.

Offer quality bonuses discounts and special offers to accompany the product. When you offer bonuses that complement your product, your prospects will feel it's a very good deal and it would be stupid to miss it.

Be sure to state the monetary value of your bonuses so that people will be even more compelled to grab your good bargain. Lastly, ask for the sale!

Many people entice their prospects with the benefits of their product, sell to them with stories of how it has solved many problems, even offered killer bonuses but forget to ask for the

sale. Give a clear instruction on how to buy your product (e.g. "click the button to buy now!").

Web Design Elements You Should Avoid Having on Your Site.



As a web designer, you should design your websites to give your visitors the greatest ease of use, the best impression and most important of all a welcoming experience.

It doesn't matter if you had the greatest product in the whole world -- if your website is poorly done you won't be able to sell even one item of it because visitors will be driven off your website by the lousy design.

When I'm talking about a "good design", we are not only talking about a good graphical design.

A professional web design will be able to point out that there are many components which contribute to a good website design -- accessibility design, interface or layout design, user experience design and of course the most straightforward, which is graphic design.

I hope that you will be able to compare that against your own site as a checklist and if anything on your site fits the criteria, you should know it's high time to take serious action!

1) Avoid Background Music.

Unless you are running a site which promotes a band, a CD or anything related to music, I would really advise you to stay away from putting looping background music onto your site.

It might sound pleasant to you at first, but imagine if you ran a big site with hundreds of pages and every time a visitor browses to another page on your site, the background music starts playing again.

If I were your visitor, I'd just turn off my speakers or leave your site. Moreover, they just add to the visitor's burden when viewing your site -- users on slower connections will have to wait longer just to view your site as it is meant to be viewed.

2) Extra large/or too small text size

As I said, there is more to web design than purely graphics -- user accessibility is one big part of it too! You should design the text on your site to be legible and reasonably sized to enable your visitors to read it without straining their eyes.

No matter how good the content of your website or your sales copy is, if it's illegible you won't be selling anything!

3) Popup windows

Popup windows are so blatantly used to display advertisements that in my mind, 90% of popup windows are not worth my attention so I just close them on instinct every time each one manages to pass through my popup blocker.

(Yes, I do have one like many users out there!) and, well, pops up on my screen.

Imagine if you had a very important message to convey and you put it in a popup window that gets killed most of the time it appears on a visitor's screen.

Your website loses its function immediately!

In concluding this section, let me remind you that as a webmaster your job is to make sure your website does what it's meant to do effectively.

Don't let some minor mistakes stop your site from functioning optimally!

Conclusion:

The face of the internet is changing every day and once you are comfortable with website design there is no problem keeping up with them.

Keeping your website fresh and engaging ensures that your visitors will keep coming back too.

With mobile being the current in thing these days it is important to use a responsive template that automatically resizes according to the browser and website monitor, and the best options for these are CSS templates which are also easy to modify.

Wordpress templates are automatically responsive and great CSS, CMS websites to opt for in these cases.

Complete the entire program you have and soon enough website design will become second nature. I taught myself and you can too no matter what your background is.

Best Wishes for your success

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