



**multimedia reputations.com**

## Websites deconstructed : 9

You're starting up a new company, you're selling goods and services, you need to raise your existing company's profile, you're launching a campaign or raising money for a good cause. Perhaps you're an expert in your field and you want to share your knowledge.

We aim to help you simplify the process so you end up with one that does the job you want it to do effectively

### 8 top tips for getting your message across

**Think like your reader:** when they visit your website they're there to DO or GET something so make sure they can find it as easily as possible.

**Keep it simple:** readers scan websites, they don't read. You have 4 seconds to capture a new site visitor and it doesn't matter how artistically creative your site is visually it needs to be clear and easy to read.

**First impressions count:** your homepage is your visitor's first impression of your organisation and where you encourage them to look around your website for more on products or services you're selling.

**Most important first:** The top 300 words are where you sell your product, service or message.  
Use bullet points to keep it short and to the point.

**Active not passive:** Use active verbs, it makes sentences simpler and shorter and encourages people to do something.

**Don't use acronyms** or industry jargon: You may understand them, readers won't. They'll feel excluded and leave.

Use the words your potential customers will use to search for your website: Key words are used behind the scenes as what are called meta tags for the title and to describe the content of each page of your website. You should also use them in the content of your pages but choose them from the user's point of view, not yours.

**What makes you unique:** try to identify what makes you different from your competitors and keep it in mind for every page of your website's content?

**A picture is worth a thousand words** – it's a newspaper cliché but true: They draw the eye, cut down on the number of words you need to use and liven up a page

Frequent change: Add/change a little something to your website every two weeks – it will keep you at the top of the search lists.

Think before you decide to write and manage your website for yourself: How much do you charge per hour for your time? How much longer will you take to write for your website than someone experienced will take? How many potential sales will you risk by doing something you're not familiar with instead of concentrating on what you do well?

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