

10 Tips to Build a Badass Website

The majority of the time, your website is going to be the first experience potential customers have with your business. That means it matters what they see on your site. In addition to offering a good introduction to your business, your website will also play a vital role in making it possible for people to find your business in the first place – Yes, we are talking about search engine optimization (SEO). So, how do you build a badass website that will get people to your website, tell your company's story, and get the clicks, sales, and other conversions you are after? There is a lot that goes into creating a badass website, and we will share 10 tips to get you started in this article.

1 – Your Site Should Look Good

Think about some of your favorite websites. What do they look like? Do you remember the color schemes, the graphics, the logo? The way your website looks is an important part of drawing in users and creating a memorable experience. The appearance of your site should also fit within a consistent brand, so if users see a business card, flyer, print ad, or other marketing materials – they should look like your site. Working with a professional who can help you create a professional looking, consistently branded website and marketing materials is essential to building brand awareness and loyalty.

2 – Content is Still King

Good website content needs to offer valuable and engaging information based on what the user searched for, but it also needs to be found by search engines. That means working with a copywriter who understands how to combine well written content that meets user expectations with the right keywords and geographic locations, so your users can find the website in the first place.

3 – Speed Matters for User Experience

If a site takes more than 2 ½ seconds to load, you will lose 40% of visitors to your site, so you need to ensure your website is fast. With the available technology, there is no reason for your site not to be fast. Unfortunately, drag and drop sites rely on heavy scripting in an attempt to provide generic functionality without glitches, but the result is often slower load speeds. No one wants to look at that swirling load circle on their screen or watch as your images slowly appear as they scroll down the page. When this happens, you are going to lose users, so make sure your website is lightning fast.

[Check Your Website Speed](#)

4 – Invest in a Secure Website for Yourself & Your Clients

Website security is essential for your business, your employees, and your customers. Investing in security is the right thing to do, but it is also becoming a requirement for

functionality. Chrome and other search engines are increasing their security, so your site may be shut down or inaccessible for many people. Additionally, cyber threats are increasing exponentially. The average prior to the COVID-19 pandemic was about 30,000 websites hacked a day, but early estimates indicate that this number has more than doubled since the pandemic began. Protect your business, employees, and customers by investing in appropriate cyber security.

[Check Your Website Security](#)

5 – Responsive & Accessible Design is Necessary NOT Optional

When you design your website, it needs to be viewable and responsive no matter what the user environment. Site visitors may use a range of devices (smartphones, tablets, laptops, desktops), user preferences (screen brightness, color contrast, zoom), operating systems, web browsers, and even assistive devices like screen readers. It's essential that your website is designed to be responsive in any user environment and accessible for individuals with any limitations or accessibility devices. Partnering with a professional web design and development team can take the guess work out of designing for all user environments.

[Check Website Responsiveness](#)

6 – Test the User Experience

Even if you have done your utmost to design a responsive and accessible site, you still need to test your website for usability. There are numerous online, automated testing tools available at no cost or for a low fee. These are a good starting point, but best practice is always to have actual user test your site's responsiveness and accessibility.

[Test Website Accessibility](#)

7 – Find a Host with Solid-State Drives (SSD)

In recent years, many hosting services have shifted from using hard disk drives (HDDs) to using the faster and more streamlined solid-state drives (SSD). SSD hosting is mechanically superior, meaning it uses less energy and is four times faster than hosting that relies on HDDs. SSDs are less likely to malfunction, meaning your site and data are less likely to be negatively impacted by physical or technical disasters.

8 – Plan for Tech Support & Maintenance

Many businesses do not plan for 24/7 technical support or budget for equipment maintenance in their early days. Instead, they find themselves scrambling to fix things when something goes wrong. Investing in a tech support and a maintenance team may seem like an unnecessary expense, but actually, maintaining your equipment can save you money in the long run. Systems that are well maintained and regularly serviced are less likely to malfunction, and they are more secure from cyber security

threats. Do not lose time and money fixing emergency technical issues or replacing damaged systems.

9 – Optimizing for Search is Essential

The best functioning and most beautiful website will be wasted if no one finds it. That is why search engine optimization is such an important part of building a badass website. The good news is that, if you already have numbers one through nine covered, your site should be doing pretty well in search. When a site is developed and designed to function well across browsers and user environments, it loads quickly, and it has good, engaging, content – guess what, Google and other search engines notice, and getting found in the right searches by the right people means increased sales opportunities.

[Check Your SEO](#)

10 – Save DIY for Your Holiday Decorations, not Your Website

Online drag and drop web design platforms like WordPress are fine for your hobby website, but when it comes to creating a business website that looks good, functions well, and is secure, you really need to partner with professionals to build a better site for your company. You want your business to stand out, and most of those drag and drop builders work from just a handful of templates. That means your business site is going to look just like 100s of others. Because these sites are made to function in one specific way, there is only minimal flexibility when it comes to customization, and they often rely on cumbersome backend development that is slow and not secure against cyber threats. While it may seem like you're saving money up front, most of these DIY website builders charge monthly or annual fees, so you invest more money over the long term compared with professionally developed websites and you end up with an inferior site.

Bonus Tip! Avoid Relying on one Person for All Your Web Needs

We all have that friend from college who claims to develop, design, and write website content. They will also handle your tech support and monthly maintenance, and for an extra fee, even come to your business to take the pictures and videos for your custom website. There are probably a handful of people out there who can really do all of these things well, but it is better to find a team of professionals who combine experience in a wide range of areas.