



The Four Rules You Need to Know About Web Design

Here's a fact for you: the majority of visitors to your website form an impression of your business, and the quality of your products, in the first three seconds.

About the same time it took you to read this sentence.

So if your website is unattractive, poorly designed and confusing then it won't succeed in generating sales; if people don't like what they see they'll simply click away and look elsewhere.

We understand how, when starting out, it's tempting to cut corners and 'making do' with a website you've cobbled together or asked a friend to build who does them 'on the side'.

But this is a mistake many businesses make, and is why so many FAIL on the web.

Cutting back on web design is like having a shop but without a display to attract customers in, and being located down a backstreet no one visits.

Literally millions of people are spending money everyday shopping online for products and services.

But they're only going to spend it with those they trust.

They want to trade with businesses that appear like a professional operation, rather than a fly-by-night enterprise that might close down tomorrow and run off with their money.

So if you want your business to succeed on the web, you need a professionally designed website.

Still not convinced?

Then here are four rules that clarify why professional web design is essential:

Rule # 1 – Never Let the 'Computer Guy' Design Your Site

Anyone can swing a hammer, but that doesn't mean you'd let them build your house.

Web design requires a variety of different skills and expertise. Our computer guys do what they're best at: building search engine friendly, fully functional and easy to navigate websites.

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But it's our talented graphic designers who create our websites' attractive, vibrant appearance that pull in visitors and build trust in the client's expertise.

Harnessing the latest advanced graphic design software and years of experience, our U.S. based designers' portfolios comprise of literally 100s of bright, colourful and sales generating websites. And they've designed them for a wide variety of top rated Fortune 500 companies, highly respected athletes and popular celebrities wanting to project a positive image on the web.

Remember that when people land on your website they form an impression of your business in the first three seconds.

So you want to ensure that in that brief snapshot of time you can build trust in your business' expertise, promote the quality of your products and persuade them that you'll deliver.

This is an impression only professional graphic design can achieve.

Rule # 2 – Avoid people who ‘do websites’ on the side

As mentioned at the start, it's not unusual for businesses to settle for the temporary fix of a website built cheaply in someone's spare time. And this is why so many of them fail.

It takes a significant investment of time to understand all the complex facets of web design, and then to be able to weld them all together to create a website that converts browsers into buyers.

Anyone with basic web design knowledge can download a template and customise it with your logo and information.

But it takes years of training and experience to:

- Understand how the search engines navigate websites
- Keep up to date on the latest changes in the search engines' algorithm
- Design websites so they rank highly for your key search words
- Understand the psychology behind how people navigate websites
- Know what makes people decide whether to buy from you

This expertise can only be gained from years of experience, but without it you'll be left with a poorly put together site that's an embarrassment to your company, flounders in the search rankings and fails to generate ANY sales.

Or you could employ a professional.

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Our team comprises of experienced, fulltime designers dedicated to creating innovative, vibrant websites. From years of practise, we know how to create sites that meet the expectations of our customers.

In fact, we're so confident in the quality of our websites that if you're not happy we'll refund your money, making us a RISK FREE service.

Rule # 3 – Don't settle for a website you can't update yourself

The days when static brochure style websites were adequate are over (but don't tell your competitors).

Now websites need to be a vibrant source of news and up-to-date information if you want to engage with content hungry web users.

Regularly updated, useful content builds trust by showing that you're business is active. And the search engines will rank you higher for it too.

Our content management system (CMS) allows you to update your website whenever you want, and at no extra cost. This enables you to encourage repeat visits from customers with a steady stream of special offers, industry news and details of your latest success stories.

The internet is about information, not advertising. And with your own CMS you can turn your business information into a competitive advantage, and stand out as a thought leader, whilst your competitor's static website remains stood still.

Rule # 4 – Ensure you're gaining a full package of benefits (and not just a standalone website)

Along with a smart, professional looking website, our custom design package includes a wealth of additional benefits for boosting the impact of your internet marketing campaign:

- ◆ **Build it for me:** We'll create the first ten pages, including the design, structure and content to get your campaign off to a head start
- ◆ **Flex Headers:** Images can speak louder than words. Our graphic designers will create up to ten for your website's headers
- ◆ **One year's FREE website hosting**
- ◆ **FREE domain name purchase** (i.e. www.your-website-name.com)
- ◆ **Up to 50 FREE email accounts** (you@your-website-name.com)
- ◆ **Access to all CMS Modules**
- ◆ **Traffic Monitoring:** you'll not only know when visitors are on your website, but also

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what they do when they get there

- ◆ **Live Chat Software:** chat with your visitors in real time, a customer services tactics that's proven to increase sales
- ◆ **On-site Search Engine Optimization:** We'll optimise your content to help it rank higher for your keywords
- ◆ **eMail Marketing System:** Send up to six broadcast emails to 100 recipients every month

Guarantee

We're so confident in the quality of our websites and the value of our custom design package that if you're not satisfied then we'll refund your order, making our service RISK FREE.

So order your custom web design package today with the peace of mind knowing it's one investment that's perfectly safe.

So how much does it cost?

Our entire custom website design package and additional features is available for just two instalments of \$449.50. The first is payable as soon as you click on the 'Let's Get Started' button, whilst the balance is due upon the delivery of your bright, sparkling sales generating website.

What's next?

After you've registered for our custom web design service, you'll be sent a brief questionnaire to help us understand your needs prior to a phone call to discuss it further.

Or, if you'd prefer, you can bypass the questionnaire altogether and ask us to call you to go through every detail over the phone (for international calls we use Skype).

So order your custom web design package today and start generating sales from all the potential customers who're already looking for your product or service on the web:

P.S. Remember, visitors to your website form an impression in the first three seconds. Professional web design will ensure that in this brief snapshot they'll gain a positive impression of your business and the quality of your products. Cutting corners on web design means losing sales to your competitors on a website nobody can find.

P.P.S. We're so confident in the quality of the websites we build that if for any reason you're not happy we'll simply refund your money in full, making us a RISK FREE service.

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