

Excellence of contemplative life essay sample

[Business](#), [Company](#)



A good website is one that is designed and written to reflect the personality of the organization and at the same time that attracts a heavy traffic of visitors. A beautifully designed and very informative website would be worthless if no one gets to see that website. So as im

There several things to consider in developing or improving a website. These include the following: content, design, landing page, search engine optimization and external links.

A good website should tell the visitor briefly and as much as possible about the company. It should clearly show the company as a truly credible one. The website should also lead the visitor to action. That action can come in the form of making a query or purchasing a product. The website should also be organized in a manner that the visitor could easily follow.

The website design should be appropriate to the company business. So, it should try to reflect the company's personality in a manner that is appealing to its target visitors. Since it is a company website and not a personal one, it cannot be very trendy. However, it should still be creative enough to appeal to the visitor. It should not be very plain like template uploaded into the internet. It should include among other things the company colors and follow the company guides with regard to such things as uniforms and office design.

A website can thus be very attractive and very informative. It tells so much about the company that the company would want all people to know about it. Such information is only useful if that information reach the target

audience. So, the next items should be done to get visitors coming to the site.

The texts of the website should be search-engine-optimized. That means it should follow SEO rules so search engine would be able to index the website and include it in its list. Commonly searched keyword about the company's competitors, industry and its unique selling points should be mentioned repeatedly in the text, especially of that in the landing page.

A good website should have a landing page. This is the page that search engines would bring the visitor into once he clicks the search engine finds. This is the page where much of the SEO keywords should be placed. More importantly, the landing page should be interactive in a way that would lead the visitor into action. It may have a query or selling routine. If possible, the landing page should allow the visitor to take concrete action like buying a product.

The website should have a link to other sites or blogs. At the very least, it should have a page on Facebook and Twitter that link to the website. In addition, if the company could manage, it could have links into many blogs. The more there are links like these, the higher the search engines would rank the website or its landing page.

It is also important to keep these links active. The more "likes" or posts into these sites mentioning the link to the website, again the higher the ranking of the website in search engines. It also helps the website to maintain its rank and prevent the rank from going down. Since competitors and other

companies are continually updating such linked sites, it is also important for the company to do so. So, it must have a page in Facebook and Twitter and perhaps two other blogs that can be updated as often as possible.

So it is important to apply all of these things in developing or improving a website. Otherwise, a very well-made website would be like a paradise island resort that nobody knows about and nobody knows how to get to.

References

Casel, Brian (2011, 24 Mar). 10 key considerations for your mobile web design strategy. Mashable. Retrieved on 15 Dec 2012 from

Kent, Peter (2011). Search engine optimization for dummies. Indianapolis, IN: Wiley Publishing.

McNeil, Patrick (2007). The web designer's idea book. Cincinnati, OH: How Books.

Swallow, Erika (2011, 5 Oct). 5 tips for improving your product landing pages. Mashable. Retrived on 15 Dec 2012 from .