

# Effortless Sites want you to have a good looking website

## *HOW TO LOOK GOOD ON THE WEB*

Every small business needs a website ... but not just any website.

Some take the decision of doing without, or doing it themselves, to cut costs. But this can be a false economy.

We all want sales and your website is your shop window. It is usually the first port of call for any prospective customer, who wants to find out more about your business. And what they see can make all the difference to your bottom line.

It is not as easy as it looks to create an effective website, so it is always worth seeking the advice of an expert. They will ensure that it showcases your business at its best.

The design and content should reflect your business values and strengths. It is a good idea to keep it simple and straightforward, so that viewers know exactly what you offer.

Testimonials, a call to action and easy to find contact details are also a must. The goal is to attract customers and encourage them to buy your product or service, so it pays to make it easy for them.

And nowadays your website should provide a link to your social media channels, such as LinkedIn, Facebook and Twitter.

Every small business also needs to keep an eye on costs. A good website does not need to break the budget, though. The ideal website designer will provide not just quality and excellent service, but value for money too.

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