

IS YOUR WEBSITE DRIVING MORE THAN JUST WEB TRAFFIC?

If your web design isn't bringing the traffic you expected, if it feels outdated, it's not delivering qualified leads, or your brand's message isn't hitting its mark, your site's design can be refined to draw in customers, generate revenue, and work as your best first impression – executed with careful research and classic, but inventive and eye-catching designs.

It starts with breaking down your current website for spare parts. What parts still work for you and do those parts need refurbishing? What parts are overcomplicated or have lost their usefulness? What parts make the best introduction and accurately establish your brand?

MorningStar brings an objective eye to your website, helping you make decisions about content and the way it's presented. We use trusted analytic programs to track trends in your specific business segment and apply the information to write efficient copy and website coding, develop optimal site navigation, choose affecting graphic design, and respond to your audience with clarity and purpose.

MAKE IT EASY FOR THEM TO FIND YOU

Search Engine Optimization (SEO) is data mined from software that tracks trends in which words customers use to search for your product, or products like it, via search engines, like Google, Yahoo, and Bing. Encoding these words into your pages brings exponentially more traffic to your site as your URL pops to the top of search engine pages. MorningStar will find which words work.

MAKE IT EASY FOR THEM TO LOVE YOU

You understand your brand, your products, your prices, and the structure of your current website, but customers don't necessarily have that knowledge or patience. Remember, potential and current customers won't spend much time at a site they find difficult to navigate.

Steve Krug, website usability expert and author of the "Don't Make Me Think" series of books, explains, "If something requires a large investment of time — or looks like it will — it's less likely to be used."

Usability measures how quickly customers can intuit or learn to use your site. MorningStar takes such metrics very seriously, making sure your customers are only a few clicks away from what they seek, handing them information before they know they need it.

Flexibility for changing and updating a site is so important, especially now. The build-it-and-leave it web presence is obsolete. Products, prices, markets, events, and information flow constantly across your web pages, and it shouldn't be difficult to make necessary amendments whenever you need them.

Functionality is what it sounds like: will this website function as it's intended to? For instance, will the mobile version provide a clear, but shorter iteration of the site on a smartphone that satisfies customers' needs? Will visitors be able to easily find what they want? Even things as simple as making sure the outbound links work are key.

MAKE THEM LOVE YOU

Effective, simple copy makes your pages clean and clear, providing what's called "readability." This too is often guided by specific programs, according to Jakob Nielsen, renowned web marketing and usability expert who co-founded Nielsen Norman Group. "While there are many readability formulas, they all focus mainly on the length of the words and the length of the sentences."

Provide value-focused, thought leadership content on your products or services and your industry through articles, white papers, and webinars. Offering valuable content that showcases your knowledge base, experience, and position as a leader in your industry will engage your target audiences.

Capture qualified lead contact information from your website visitors who want to learn more from your valuable content.

MorningStar Media Group has a wealth of expertise in optimizing websites for revenue generation, capturing quality leads, and designing for your target audiences. We understand that the goal of your site is for people to interact, to look for more than just your phone number, address, or pricing. The importance of your website is the equivalent of a first face-to-face meeting, and MorningStar can help make sure you make the best first impression.