

Designing A New Brand Website In UAE: Here Are 5 Things To Know

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In brief

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Creating a business website is essential for businesses today. However, it's not an easy task for everyone. Although many easy-to-use website builders allow you to design an attractive website, you need to consider a few essential things for a fully-responsive business website. Small business owners in UAE hire a web designing agency like Igloo web design company for their business websites. However, the following tips will give you insights into developing a good-looking and dynamic business website.

Things to Know Before Designing a Business Website

Building a website can be easy, but it's hard to create a site that can drive traffic and help you generate more leads. Here are five important things to consider when designing a business website.

1. Think About What Your Business Stands for

Many people worry about the color, logo, layout when it comes to designing a website for their business. As a business owner, it's more important to know the fundamental values of your brand and what your business stands for instead of worrying about the style. Having a clear idea about your core values will help you communicate with your customers easily. Again, you can also convey it to the web designing agency if you don't want to design the website on your own.

2. Essential Information

If you have a small business in the high street, you should provide essential information such as an address, phone number, direction, etc. It helps the user to contact you and find your store or shop easily. If you have an attractive website, but there is no contact information, how can a user connect with you? You won't believe that a shocking number of businesses lack this information but have an attractive website out there.

3. Useful Content for Your Users

Since the business world has become more competitive, you need to come with high-quality content to drive traffic to your website. Publishing SEO-friendly relevant content on your website will improve your search engine ranking and performance. Listing the services or products on your website is not enough. Since there are a number of websites providing similar products or services, you need to come first in the search engine results. For example, if you have a toy store in Dubai and you don't have any content about toys on your website. On the other hand, your competitor has a similar website with great content on toys. Chances are higher a user will visit your competitor's website because it will perform better in search engines.

4. Make a Mobile Responsive Website

No matter what type of business you have, you need to make your site mobile responsive. If your site is not mobile responsive, you may miss out on many potential customers because they will switch to another similar website that responds well in mobile. A recent study shows that more than 76 percent of consumers say that they don't like the website if it's not mobile-friendly. No matter which method you choose, be it a responsive design or bespoke mobile site, ensure that it's mobile-friendly.

5. Work on Security

Are you conducting online transactions? Then, it's extremely important to secure your website because users will enter their credit card, debit card, or online banking credentials. So, you need to secure your website. Again, Google suggests turning your website from HTTP into HTTPS for ranking. When users find that your website doesn't have a security symbol, chances are higher they will return from your site. So, it's important to work on security.

The Bottom Line

It's not the complete list to create a fully-responsive business website. However, these are the top five important things that you need to include in your business website. There are several other things that you should take into consideration. If you are unsure how to design a website for your business, don't hesitate to hire a web designing firm.

References

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