7 Tips you should follow in 2023 for a Healthy Website for your Business

A brand new year opens the door to technological advancement in every aspect of your business. While talking about regular advancement & up-gradation in business technologies, a very basic yet important thing is the company's website. However, we often neglect the health of the website & in result, it affects the users' experience & business credibility.

In 2023, let us promise to keep a regular track on our brand's website health & practice timely up-gradation. Here are some tips which will help you take care of your website.

1. **Site Speed:** The average user spends fewer than 15 seconds on your website. There are few free tools which you can use to check your website's loading speed such as **Google's Pagespeed Insight, Pingdom, GTmetrix** etc. Make sure your website's loading time is at least **15.3 seconds**. Maintain this with the following tips:
   - Decreasing image file sizes on your website
   - Cleaning up your coding
   - Making sure your hosting is reliable

2. **Mobile Friendliness**: Ideally, your website should work well on all devices, from desktops to tablets and smartphones. However, in the era of smartphones, most of the website's traffic is generated from mobile. If potential customers land on your website from mobile but find it difficult to read or navigate, they will leave it immediately. Thus, making your website mobile responsive will help you to earn an increased number of customer engagement. While designing & developing the website it is important you should keep a check on your website's all the pages from all the devices.

3. **Brand Uniformity:** Website works as a tool to communicate your Brand's mission & vision to the audience. All the pages of your website should display uniformity. Using your brand colours & same font style throughout all the pages make your website more credible to the users. Also, using colours that are soothing for eyes and using easily readable fonts increase user experiences & engagement.

4. **Above the Fold Content:** Website layouts are majorly divided into 2 parts: above the fold and below the fold. "Above the fold" describes what people get to see immediately after landing on your webpage without scrolling down. The remaining content which can be seen after scrolling down is known as "Below the fold". In the above the fold areas of every page, place those content which will pull your audience & make them check out the other parts of the website.

5. **Content is the Key:** Content is a matter of prime importance in a website's health. Google ranks your website based on your content, your traffic depends on your website content, conversions from website only happen if the content of the website is communicated clearly & is useful for your audience. In the era of information overload, having a strong content that can stand out among all of your competitors. Here are a few things to keep in mind when crafting your content:
   - Clean copy without grammatical error
   - Descriptions of products & services
   - Enabling Call to Action (CTA) through your content
   - Eliminating technical jargon

6. **Make it easy to navigate:** A clear & easy navigation is the key to a successful website design. A clearly segmented mega menu in the header navigation looks organized & handy if your website contains numerous pages. Footer navigation is mainly for relatively unimportant pages but still holds a place of importance. One should offer a clear way to get back to the homepage no matter where your readers land. Also, keeping clear CTAs on every page plays an important role in conversion from website.

7. **SEO:** SEO, or Search Engine Optimization is basically optimizing your site to rank higher or show up on the search engines. This is one of the most important practices of maintaining a healthy website. Good SEO practice can bring thousands of visitors to your website every month without costing you any extra money. However, SEO is a complex process and you need a specialized person for this. There are some basic things which you can implement right away to help your website's SEO.
   - Make your contact information, including telephone number and address, easy to find.
   - Put contact information in the footer of each page.
   - Have a link to your address with Google Maps on your contact page. Perform keyword research.
   - Optimize your site pages with on-page SEO targeting those keywords. The Yoast SEO plugin is highly recommended if you have a WordPress website.
   - Create a sitemap for Google & other search engines to index your website.

The LNSEL family wishes Happy New Year to you. May 2023 bring Joy & Success in your Lives.

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