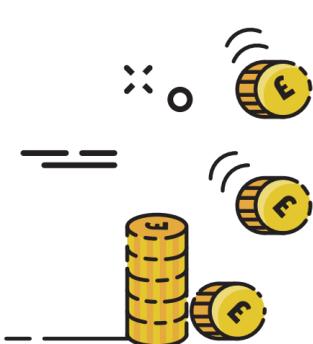
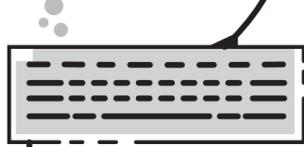


Websites are shop windows

Why websites are for life and not to be left to look after themselves
Discover what you should be doing right now.

Christmas has come and gone. Even the greatest shopping streets in the world will have changed or be thinking of transforming their shop window. What would you think if a Christmas display was still in place during February or even the following July? Exactly.



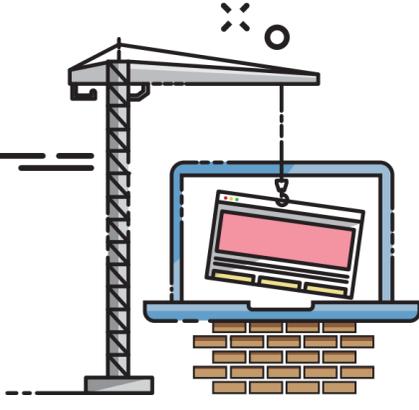
Shops like Selfridges, Harvey Nicholls, Liberty, Harrods and Hamleys in London all go to town at Christmas. Their window displays are part of Christmas folklore and tradition. They will have spent thousands on their display. Undoubtedly their designers are working on Christmas 2017 already. Remember marketing is transient. Your website may well have been expensive but did you set aside budget for its upkeep and maintenance?

We all know money is tight. Budgets don't stretch to infinity but it makes great economic sense to ensure that your website that works for you 24/7, is looked after.

So everyone at VKN Digital got together to collate their list of tips to ensure your website looks fabulous whatever time of year it happens to be.



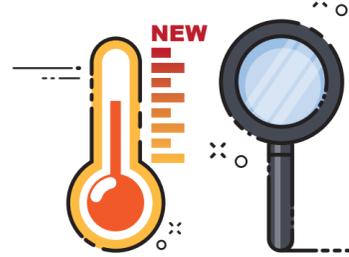
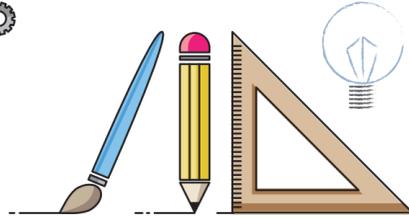
Top Tips for your Websites



The top tip is to plan a regular budget for websites' maintenance. A webmaster needs to refresh the design; check the content: update privacy policies and copyright.

Check links work and contact forms do what they say they will do. These checks need to happen regularly.

Consider your original website design as a skin that will need to be refreshed. What looks great this year may look incredibly dated the next. Don't be precious over the design be prepared to tweak, amend or transform.



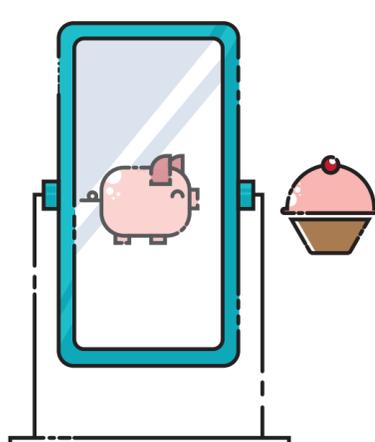
Keep up with your industry trends and see what needs to be updated. You have to ensure you're not recommending or advising last year's thing.

Get your designer and content writer to work together. These two disciplines are not mutually exclusive. Both sides can add something to the debate. The more flexible and agile the relationship the clearer the messaging and the user experience.



Spring clean your websites every season. Revamp images, content, design, banners, messaging. Eliminate things that don't work or branding that looks tired.

Think about the user experience. Grab their attention for the right reason. Consider how you might stimulate attention and action. You might need to change colours. If you have used stock photography visitors might be bored seeing the same images everywhere. Changing images to some original shots created just for your business might make you stand out from the crowd.



Ask yourself does your website really reflect the company's image or your brand story? Is your website giving off one message whereas your company represents something quite different?



Question the purpose of your website

- Ask other people how they feel about it?
- Does your website actually attract enough attention?
- You can tell that through analytics. The bounce rate will give it away.
- Are you capturing visitors' imagination?
- Can they see what's in it for them?
- Will you stop people in their tracks?
- Does your message sounds as passionate, authentic or as trustworthy as you hoped?
- Design can make all the difference to the way people receive and interpret your products and services.

