
1. **USE CONSISTENT BRANDING**
   Throughout the website and social media marketing campaign including font, logos, color schemes, and imagery.

2. **LEAVE PLENTY OF "WHITE SPACE"**
   (this can be any varying color white, grey, black, etc.) between elements for aesthetic and to separate elements.

3. **REDUCE CHOICES**
   Reduce the number of choices you offer visitors to your site.

4. **LIMIT HEADINGS & PATHWAYS**
   Limit menu headings and pathways to as minimal as possible for organized content.

5. **SIMPLE & EASY NAVIGATION**
   Provide simple and easy-to-use navigation including a search window that is accurate with key words.
6. **RULE OF THIRDS**
Apply the rule of thirds so that the eye naturally drifts when looking at your webpage.

7. **COMPRESS**
Compress images and files as much as possible to not overcrowd your server.

8. **COLOR AND CONTRAST**
Use color and contrast to your advantage to appeal to call to action items.

9. **ANIMATE**
Top bars and pop ups.

10. **ANALYTICS**
Install Analytics (Google Analytics is recommended).

11. **INVESTIGATE**
Investigate into Search Engine Optimization (SEO).
12 CONNECT
Connect to social media on homepage

13 REACH OUT
Reach out to prospects via other marketing channels to draw them to your website

14 RESPONSIVE DESIGN
Make sure your website is comprehensive on mobile devices and has a responsive design to adjust to all browsers, screens sizes, and devices

15 CONSIDER ADDING VIDEO
Consider adding video. One video can improve website engagement by 86%, a website is also 53 times more likely to end up on the first page of search engines that utilize video.

16 READABILITY
Check your readability—including your font selection, select 2-3 fonts for your whole site