



**First Crescent**  
Web Design + Service + Training

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## 3 Aspects of Effective Web Design

3 pivotal elements can transform your website into an effective marketing tool...but many websites ignore them.

### 1. Grab their attention!

Your first task is to make sure your visitors stay long enough to realize you can help them. With today's short attention spans, that decision takes less than 3 seconds.

Connect with them IMMEDIATELY by grabbing their attention. A punchy headline and eye-catching graphic elements give an instant sense of who you are and what you can do for them.

Today's website visitors are goal-oriented: they come looking for information or seeking a solution to a problem – and they want it fast. They click here, they click there and if they don't find what they want – quickly – they're gone.

From that first moment of contact, give them what they want. Get them nodding their heads and saying: "Yes! Yes! I need to know more."

### 2. Convey the same message in graphics AND in text

Your website's job is not to impress people with the creativity of your design team but to connect with, engage and persuade your visitors.

Think about it. Do you want a visitor to say "WOW! This site is beautiful, and creative, and clever!" Or do you want them to say "WOW! I could really use this product [or service]."

It's critical that quality, client-centered content and a stunning visual impact work as a team to convey and emphasize your core marketing message. A good web designer knows how to give equal attention to both elements.

### 3. Tell them CLEARLY what to do next

What seems obvious to you - "I want them to call me," "I want them to sign up for my mailing list" – may not be so obvious to your visitors unless you spell it out for them.

Be crystal clear about the next step. Do you want them to call you? Or download a free report that lets them know you're an expert? Or look at your portfolio? No matter what you want them to do, your "call to action" lives at the bottom of EVERY page of your site, so there's no doubt about what to do next.

Confused and uncertain people make one decision – to do nothing. That's not what you want. Lead them along a logical path, let them know that you have the answer to their problems, and then tell them EXACTLY what to do next and it will seem natural to them.

### Summary

Your website may be your first "handshake" with a potential client. It's up to you to make sure it's strong, firm and clear; that it leaves the impression you want; that it helps visitors find what they came looking for; and that it guides them to take the action you want them to take.

*First Crescent Designs is a full-service web development company, specializing in communication strategies that connect with potential clients, engage them, and persuade them to take action. Call (800) 574-6146 or email at [info@FirstCrescent.com](mailto:info@FirstCrescent.com).*