Elements of a Great Website

In order to have a great website, you need to have those crucial elements on your website. There are many elements of a great website. If you notice, BeWib.com has all those crucial elements. Let's discuss the top elements of a great website.

Clear Brand Identity - One of the Most Important Elements of a Great Website

A great website's logo should be big and clear enough so that users can easily see. Not too big, not too small, just enough visible for the viewers. It helps users to remember the brand, for example, you found a very interesting blog but the brand image was not clear so most probably the user will forget about the brand or website.

Mobile Optimized and Easy to Read

Almost 52.2% of people use mobiles to visit or browse on the internet. It is mandatory for a website to be mobile optimized so that viewers don't get any troubles.

Another important point of elements for a great website is that the text is clear and easy to read. Fonts matter a lot! Don't go for stylish fonts which will create hindrance for readers.

Navigation

A page looks more friendly which have a navigation bar. Without the navigation bar, the visitor might get frustrated between different pages.

Blogs and SEO

Reserve one section of your website to blogs. People love to read blogs; in fact, it will also help your business grow as well.

SEO is another one of the important elements of a great website. No matter you have all taken care of all other things, if it doesn't rank on google or any other search engine then it's useless.

Call to Action

A short and amazing call of action will attract visitors. An ideal call of action is between two to six words.

Few good calls to action examples are "Call Now", "Click Here", "Download it now".

SSL Encrypted, Build Trust and Favicon

Today, security and ethics are very important. Of course, everyone doesn't want their personal information to be hacked. You need to earn the trust of your visitors by providing them trusted website with security.

Like branding, a favicon is also important. The favicon will help in branding your website and also ranks your website on search engine.

Links to Social Media, Click to Call and Privacy Policies

Let's just assume that a visitor wants to contact you. Now if you didn't add any contact information then how will he communicate with you? That's why it's important to add contact information.

If you are collecting private information from users (such as bank account number etc.) then you must have a privacy policy. This is to earn visitor's trust and to ensure him that his private information will be remained confidential.

Unique Content and Images

Last but not least, unique content and images are also an important factor. Unique content and images can easily win the heart of your visitors. Not just only that, it will also help in ranking up your website on search engines as well.