How to Succeed Online

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Introduction

Congratulations! In the pages ahead you will find EVERYTHING you need to create the website of your dreams. Whether you've been running an eCommerce business for 10 years or you're ready to create your first online portfolio, you've come to the right place.

Your website is the foundation of your internet existence. It is the bridge that connects your great products and services to the online community that is your market and audience. After helping millions of people around the world get their business online, you could say we've become an authority on what it takes to create a killer online presence.

Reviewing these essential elements of creating a perfect website may shine a light on that one thing you overlooked. This eBook is your first aid kit to ensure you begin your online adventure on the right foot.

It's time to dig into this useful toolbox and have some fun building your own website!

I. Where To Start?

From corporate giants to mom and pop shops, there are a few things everyone needs to clarify before creating a successful online presence. This chapter will focus on the key issues of finding and understanding your target market and branding your business accordingly. In order to design your ideal website, you'll need a coherent business identity and graphic guidelines that truly reflect your style and voice. As well, you should review the hottest design trends to ensure your site is ahead of the curve.

1. Pick a Target Market

Before you begin to build a website you need to understand who you're building it for. Unless you're Facebook and have a customer base consisting of pretty much every living human on Earth, it's time to identify your target market. There are four essential steps to follow in order to pinpoint your prospective customers.

Think about whose needs you can meet
You're most probable customers will always be those whose problems are solved by what you offer. Think carefully about what makes your product/service unique and then identify who can benefit from it.

Analyze current customers
Take a close look at your current customers. Your most loyal customers can be a strong indicator of what to look for in your target market. What common traits do they share? Try to break them down into a few categories based on these shared traits. This will give you a good idea of what to look for when seeking out new customers.

Check out what your competitors are doing
To get further insight into your target market, examine your competitors and their customers. You may want to sell to a similar group of people or try pitching yourself to a specific niche that your competitors are missing. Either way, if you can spot gaps in your competitor's market, you are one step closer to identifying an untapped customer base.

Know what sets you apart
Armed with knowledge about the customer base, you have insight into how to market yourself. Your marketing efforts should highlight your added value – placing center stage those qualities that set you apart from the other fish in the sea.

In other words, you should be able to easily answer the question, "What makes your business different?" As you'll move forward in your marketing journey, this element will prove more than useful.

To sum it up, at the end of this process, you should be able to answer these questions about your target audience:

• Where do they live?
• How old are they?
• What interests do they have?
• What types of social media and websites are they most likely to interact with?
• Why would they potentially be interested in your business?

The clearer the target audience is in your mind and the better you understand their needs, the easier it will be to create coherent branding. And guess what? That's what we're going to talk about next.

2. Create a Brand

Once you've defined your target market and your business' strengths, let them guide you to define your brand identity.

Consider the below as your bring your brand to life:

What is the story of your brand?

Ask yourself, what was the motivation for starting it all? Your story is the backbone of your entire business operation. When you share it with your target audience, you invite them to take part in your journey. Sharing your story and showcasing your values allows people to see their engagement with your brand as a part of this journey ,not just a transaction or a click on a link. As you can imagine, this brings about stronger customer loyalty.

One great example of storytelling in branding is Airbnb's use of images on their homepage. These images depict social exchanges, family fun and discoveries of new environments. They show that the added value of using Airbnb's platform is in forming unique experiences, and in doing so they invite potential users to picture themselves as part of that story.

What is your brand's personality?

To reach maximum relatability, your brand needs to develop its own unique personality and voice. Try to imagine your brand as an actual person: What are its interests, style and tone of voice? Is it a thin-crust or deep-dish kind of brand? Who are its friends and what do they do for fun together? These traits and features will help you characterize your brand personality.

One brand that is exceptionally awesome in expressing its personality is Old Spice. Go check out their Facebook page to get a sense of how a brand personality feels.

What's your brand name and vocabulary?

What's in a name? Everything. If the logo encapsulates your entire brand identity in one image, your brand name should do the same in 1-3 words. A good brand name is not only impressive and captivating, it has to be functional too. We suggest that you prepare a long list of names and gradually narrow it down. Once you have the brand name, start working on a tagline. The tagline, or the brand slogan, is a very short sentence that completes your brand's message. Together, they deliver the full essence of your brand. These examples clarify exactly how it's done:

• Walmart: Save Money .Live Better
• BMW: The Ultimate Driving Machine
• Disneyland: The Happiest Place on Earth

Once you've chosen a name, you'll want to focus on your vocabulary in general. This pool of keywords operates like codes that help characterize who you are, what you stand for and what you offer. If, for example, you are branding your services as a personal trainer, your brand identity will help you identify words like Health, Empower, Results, Active, Fitness, Strength, Endurance, Goals, Focus and others. This vocabulary will be your toolkit, available to you and your team, for any type of action and interaction – blog posts, online ads, tweets, private emails with clients, etc.

What is your brand's look and feel?
Once you have a solid grip on your brand's personality, you can move on to the more practical and technical aspects of branding your business. Let's break it down into 4 main steps:

1. Defining the overall style
Just like in fashion, brands also can be categorized into different styles. Your brand's design can be minimalist, nautical, techy or classy; it can draw influences from pop-art, print journalism, hand-drawn illustrations or geometry; it can opt for child-like simplicity, sleek elegance, a holistic atmosphere or vintage galore.

The key is to choose a style that corresponds with the brand identity that you have in mind .For example, a refined black & white look isn't the best choice for your youthful and grungy brand for custom-made skateboards.

2. Choosing your brand's colors
It's tempting to just go with your favorite colors, we know, but this decision should be an informed one. Colors are extremely significant in brand development. It is literally impossible to think of Coca-Cola separate from the color red or to visualize Facebook in anything but its distinctive blue. These associations are not random; they are the outcome of highly successful branding.

To be able to make a confident choice about your brand colors, start by familiarizing yourself with color theory laid out in chapter II, to understand how colors work together, which combinations are absolutely fabulous and which you want to avoid.

3. Creating a winning logo
Logos are the ultimate branding tool. The most successful brands in the world can be recognized by their logos alone, which shows just how important the logo is to the core of a brand. Your logo may not be the next Nike Swoosh, but it nevertheless plays a huge role in shaping the relationship between you and your target audience.

The qualities of a powerful logo are:

- It activates associations quickly and clearly. One industry rule-of-thumb says people should know what your brand is about just by looking at your logo.
- It looks great no matter where you put it – on your website's header, your Facebook profile image or your business cards.
- It is a concise and condensed visual representation of your brand identity.

4. Finding the right fonts

Believe it or not, your choice of fonts is a major component in how people evaluate your brand. Different fonts can send out different messages, and you certainly don't want to be sending the wrong one when it comes to brand development. Don't miss our section on fonts in chapter II where we break down how to choose the most suitable few for your brand's image.

Now you know how you want to look, it's time to dress the part! In other words, you know your visual guidelines, it's time to bring it all to life.

3. Know the Hottest Design Trends

We interviewed the top designers who create our website templates, and picked their brains on the design trends that are going to take over 2017 and how you can use them to keep your website looking fresh and up to date.

Draw attention with GIFs

GIFs and animations show a deep understanding of design and give a sophisticated touch to any website. We recommend using these on specific elements that you want to stand out such as sales pop-ups, best selling products and so on. If you really want to be the coolest kid on the web, add some depth to your site with parallax effects.

In addition to the movement of GIFs and animations, you can create a 3D effect that will continue to tell your overall story in a fascinating way. If you find the recipe that fits your needs, you can be sure your visitors' mouths will be watering.

Think outside the box with 3D geometric shapes

Once upon a time, the big digital trend was "skeuomorphism", the idea was to imitate real life objects on digital interfaces. For example, you probably remember the notepad on the iPhone that looked like an actual notepad. While cool and clear, it didn't feel modern enough. Then, Flat Design took over the web (Microsoft Windows 8 style), showcasing minimalistic icons and strong color blocks with no reference to our actual world whatsoever - it started showing up everywhere. While innovative, people got a bit lost. Finally, Google came out with Material design and brought some fresh perspective to geometric shapes, adding shadows, motion and boldness to the geometric style.

Why the heck are we telling you this story? Because when Google flaps a wing the entire Web is shaken. And if they're using geometric shapes, as should we. Visually, be ready to see more and more 3D geometric shapes in websites backgrounds and design support in general. Why? Because Google knows best.

Break the rules with flashy typography

Big typographies have been trending for a long time now and that's exactly why more and more web designers try to show their creativity and dive into uncharted waters. In the past, typography rules were very strict and things like hyphenated words and unclear lines were taboo. But not anymore!

Of course, mastering typographies is an art and as Picasso said, "Learn the rules like a pro, so you can break them as an artist.". In other words, you should investigate the topic and learn as much as possible before dealing with this design tool. Once you feel confident about your knowledge, start playing with colors, arranging the spacing, combining it with your images and mixing different fonts. (see chapter II before you go totally wild).

Go edgy: Be the king of pop (art).

If you have a keen eye for art trends, you've probably noticed that more and more pop colors are popping up around the Web (see what we did there?). The reason? Edgy art is coming back big time! That said, this doesn't mean that everyone should jump on the trend. According to the nature and visual identity of your business, you may or may not decide to use it, but this is definitely a fun and interesting trend to know about.

*If you're a Wix user, you don't have to be Andy Warhol to use this style of imagery on your website. Just pick the ones you like best from our free images library.

Now you have the information you need, it's time to get your hands dirty with actual work. So let's create this website!

II. How To Build A Website

As part of our mission to make professional website building easy, Wix is constantly focused on both design and bringing forward tools that can ensure online business success.
From the real-life effects of your color and font choices to understanding the vital site elements that provide a positive user experience, chapter II will arm you with the pro tips to ensure you are building both a stunning and effective website.

1. How to Get Started

Without further ado, let's get to it:

Choose the right template

You don't need to start from scratch! With hundreds of templates to choose from, your job is simply to find the right one for your online presence. We often recommend mapping out all of the elements you need on your site - about page, services section, gallery, contact page etc, and then finding a corresponding template based on those pages even more so than the design.

If you're looking for design flare, not to worry, with Wix templates we incorporate all the new bells and whistles in web design trends like parallax scrolling, video backgrounds and countless image galleries right inside. Every one of these beautiful website templates is completely customizable so you can add your own unique images, fun text, and interesting videos - or start from a blank slate if you're a design warrior.

Page by page tips

Choose the sitemap that makes the most sense for your business. As you create each page of your site, keep the following things in mind:

• Homepage - Your homepage is your first impression. Keep it simple with clear and concise text that gets your message across.

• About - Tell customers who you are. People love stories, so if you have a cool one about how you got started, this is the place. Feel free to have a little fun with it ;humor is a great way to make a connection.

• Services/Products - Let customers know exactly what you offer and what sets your business apart. If you offer classes or appointments, let your customers easily schedule with you straight from this page. If you sell unique products, provide as many details as possible such as size, materials, weight and more. Include great product images that clearly show how each item looks.

• Contact - Your contact page is your main asset for building trust and generating leads. Make sure to include all your business information to show you're accessible.

Showcase amazing images

Fantastic website images can instantly transform an amateur-looking website into a site that really impresses. Here are your options:

- Use your own images - Whenever possible ,it's best to use authentic images on your site. Try to choose images that are high quality ,in line with the tone of your website and accurately depict what you do.
- Take advantage of images from Wix - Use free images from within the gallery or tap into Bigstock photos.

Add the most advanced tools

In addition to acting as the online face of your business or service, you should ask yourself how your website can further enhance your professional success. Depending on your industry or field, your site could be offering a number of services that will make it more appealing to your target market. The most obvious ones are Wix's eCommerce solution or Wix Stores and our online booking system or Wix Bookings.

The Wix App Market holds a large selection of apps that will help you fulfill your website's potential to the max. Consider, for instance, Google Maps for directions, invoicing tool for organized bookkeeping, testimonials to show what people think about your products/ services, FAQ to anticipate your visitors most frequent questions, a Forum to build your community, and much more!

Go mobile

Every website must have a mobile version. That is a fact. Mobile web usage stats indicate that internet users now spend more time surfing the internet on mobile devices than they do on actual computers.. Google even announced recently that their algorithm will be prioritizing mobile-friendly websites on search results. The conclusion is clear:there's no room in the future for websites that do not add a mobile version.

Fortunately for Wix site owners, the Wix mobile editor makes it extremely easy to enable mobile viewing and adjust the layout and design for mobile screen size. When you customize your site for mobile, pay close attention to readability, navigation and image sizing.

Keep visitors engaged

Once your website goes live you will see that your main challenge shifts to attracting and maintaining visitors. You can tackle this by adding features that actively reach out to visitors and keep your online content dynamic. For example:

- Newsletter: Wix ShoutOut is a terrific newsletter tool that allows you direct contact with your subscribers. For inspiration, here are 15 great ideas for newsletters you can try.
- Blog: Writing a blog is valuable for several reasons .For one ,it lets you communicate your message and ideas in a more personal tone. In addition, blogs are very good for improving SEO (Search Engine Optimization) because they offer textual content that can be optimized

with keywords.
- Social feed: Active on social media? Make sure your site visitors are aware of it and encourage them to connect with you on other platforms. The Wix App Market offers several apps that link your site with your social accounts or even display your social activities directly on your site.

Now you have the tools to create your future piece of art, let's understand the best way to use them.

2. How to Make the Best Graphic Choices

Echoing what we've said earlier, all of your graphic choices impact not only the way your website and all of your marketing elements will look, but they'll also send a message about your brand to your visitors. That's why you must think twice before making your design choices, particularly your colors and fonts. Fortunately, we're here to shed some light on these important topics.

Color Psychology

Colors have an emotional meaning. While this meaning varies from person to person and culture to culture, there are some common reactions associated with each color. If you do a quick survey amongst friends on which colors they would define as "happy", you will get very similar answers most of the time.

To make sure you have your colors aligned with the message you want your website to convey, you need to know a bit about color psychology.

Here are the most common emotions associated with each color:
- Brown – warmth, coziness
- Black – power, sophistication
- Grey – somberness, stability
- Blue – trust, confidence
- Red – excitement, passion
- Pink – youthfulness, romance
- Purple – luxury, wisdom
- Orange – energetic, vibrant
- Green – natural, healthy
- White – purity, simplicity
- Yellow – happiness, joy

Consider this as you choose your color scheme. Now the million dollar question: how should I use colors? Glad you asked!

How Color Theory Can Make Your Website More Fabulous

Once you understand the emotions behind colors, you're ready to delve into how they play a significant role in the site's performance. Yes, you heard that right, the colors you choose for your website can actually impact its success in terms of visit duration, returning users, click rates, sales, etc. Online, colors are more than meets the eye, and you need to take this into account when you make your own site.

Color theory for beginners

At the heart of color theory is the Color Wheel. You probably have seen this fella' before, it looks like this:

The color wheel is an illustrated organization of the colors based on the relationship between them. The base of the wheel is comprised of the three primary colors – red, blue and yellow. Added between those are the secondary colors – green, orange and purple.

Warm vs cool colors

The color wheel is divided into two general categories: The warm colors, which revolve around yellow, orange and red (including most brown hues) and on the opposite side, the cool colors, revolving around blue, green and purple (including most gray hues).

There's no right and wrong when choosing warm or cool colors. The choice depends on the effect you want to achieve. Warm colors are considered to be stimulating and project action and vitality. Cool colors, on the other hand, are considered to be tranquil and have a calming effect. Whether you choose to work only with cool or warm colors depends on your brand identity and on the atmosphere you want to create on your site.

Combining colors the smart way

Successful color combinations follow a set of color schemes, most of which are based on the position of the colors on the wheel itself.

• Complementary Scheme - This formula takes two colors that are positioned exactly opposite from each other on the color wheel, like red with green, or yellow with purple. Using two contrasting colors together flashes them out, making them more lively in your design. To create a full scheme, add a neutral color to the complementary duo. Neutral colors are the ones that you don't see on your standard color wheel, like beige, light browns, light grays, black and white.

• Analogous Scheme - In this formula you use three colors that are adjacent to one another on the wheel. Any three colors that sit next to each other on the wheel harmonize well, because of their closeness.

• Color Triad - Ready to use some geometry? The color triad scheme takes any three colors on the wheel that are of an equal distance from each other, forming a perfect equilateral triangle. Possible combinations would be yellow-green, orange-red and purple-blue, or yellow-orange, red-purple and blue-green. This scheme tends to be very vibrant, so you want to create a balance in which one of the three colors is the dominant ones and the other two are the supporting ones.

• Split Complementary Scheme - With this formula, you start by choosing one color and adding the two colors that sit right next to its complementary color (creating an isosceles triangle). Possible combinations here would be red, yellow-green and blue-green, or purple, yellow-orange and yellow-green. This scheme offers a refined contrast, one that isn't quite so bold as the regular complementary one.

• Tetradic Scheme - Here you will be forming a scheme out of two pairs of complementary colors, making a rectangular shape on your wheel. For instance, you could combine yellow-orange, yellow-green, blue-purple and red-purple. This scheme is particularly rich. You don't want color-chaos on your website, so pick one color to set the tone and the rest to add a nuance.

• Monochromatic Scheme - As the name implies, this scheme utilizes different hues of the same color. You could use a wide spectrum that includes the darkest and lightest hues of that color or narrow it down by using the tones around either the dark or the light area. Monochromatic color schemes have a clean and minimalist visual impact.

• Achromatic Scheme - This is simply your classic black and white, possibly accommodated by gray (but not as the dominant color) combination.

Complementary

Analogous

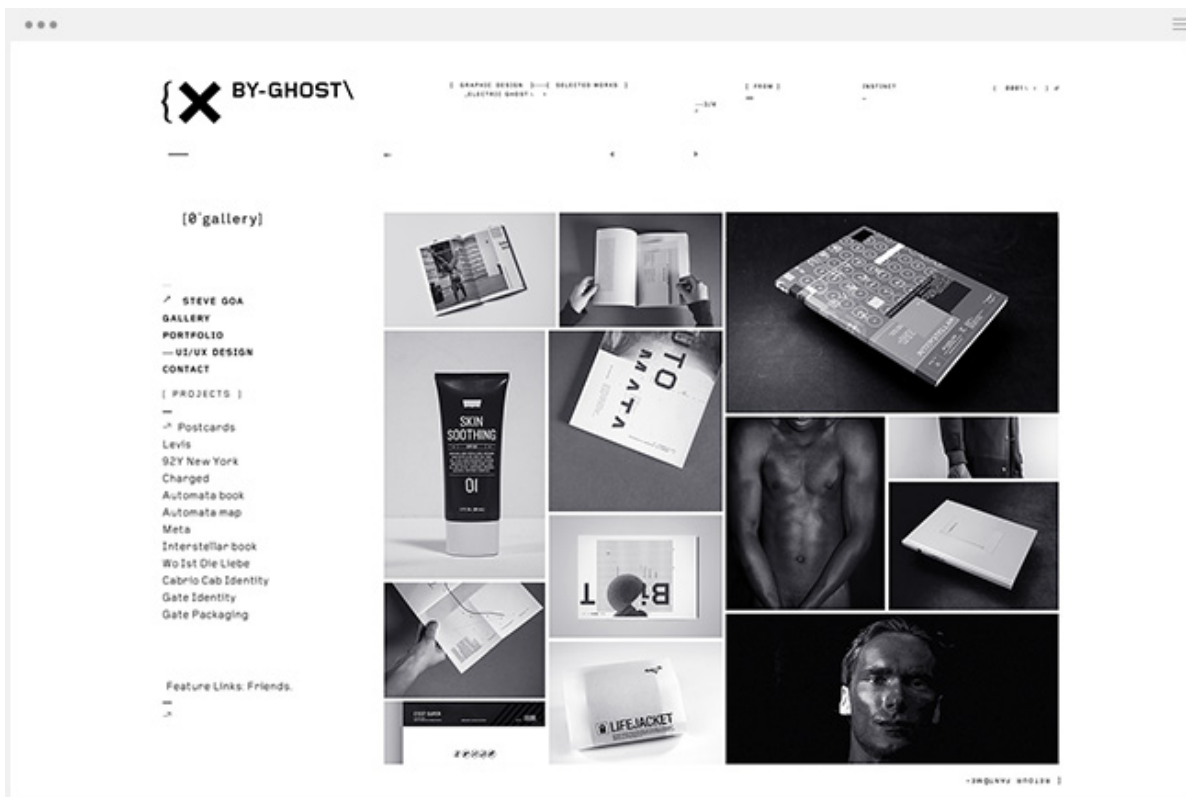
Triad

Split Complementary
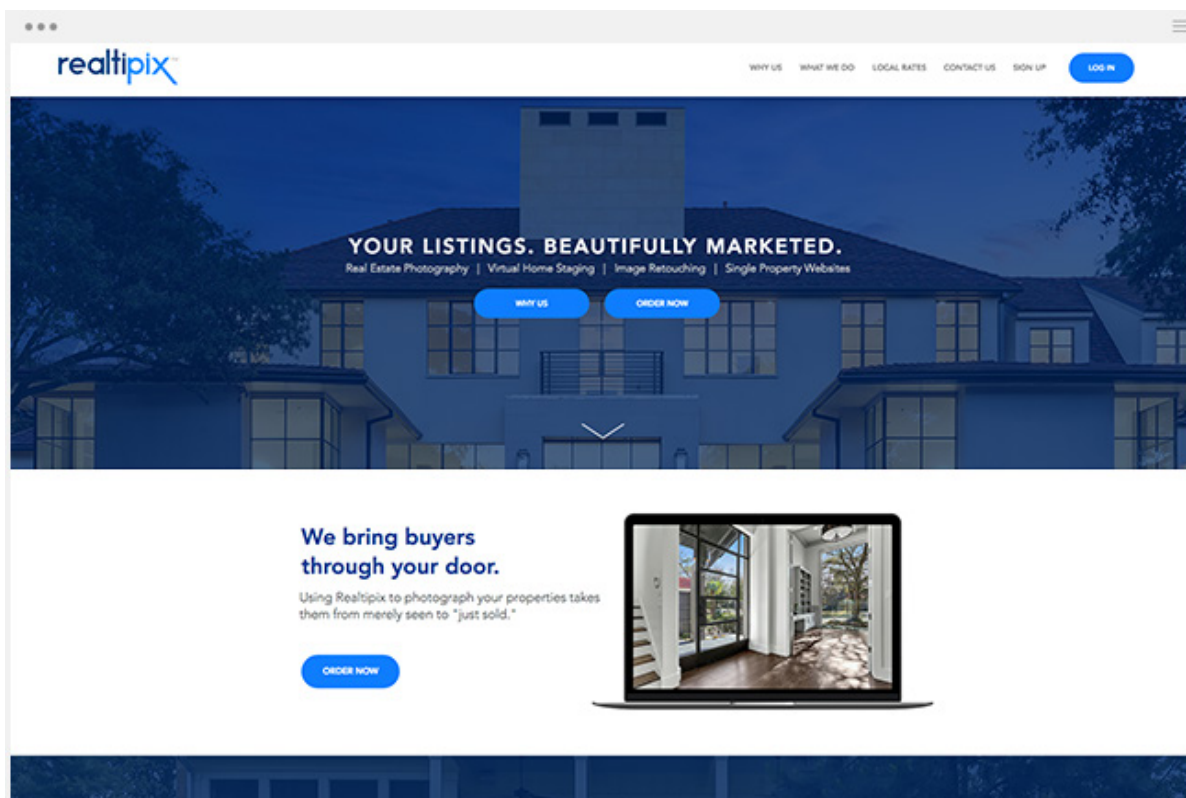

Tetradic

Monochromatic

Colors on websites – implementing the theory

We talked quite a bit about the different schemes and their abstract effect. It's time to see how these combinations are actually used in web design:

Black and white elegance ,by By-Ghost

Monochromatic Blues, by Realtipix

Analogous colors in love, by Tati e Rodrigo

The perfect balance of split-complementary colors, by Carretel Videos
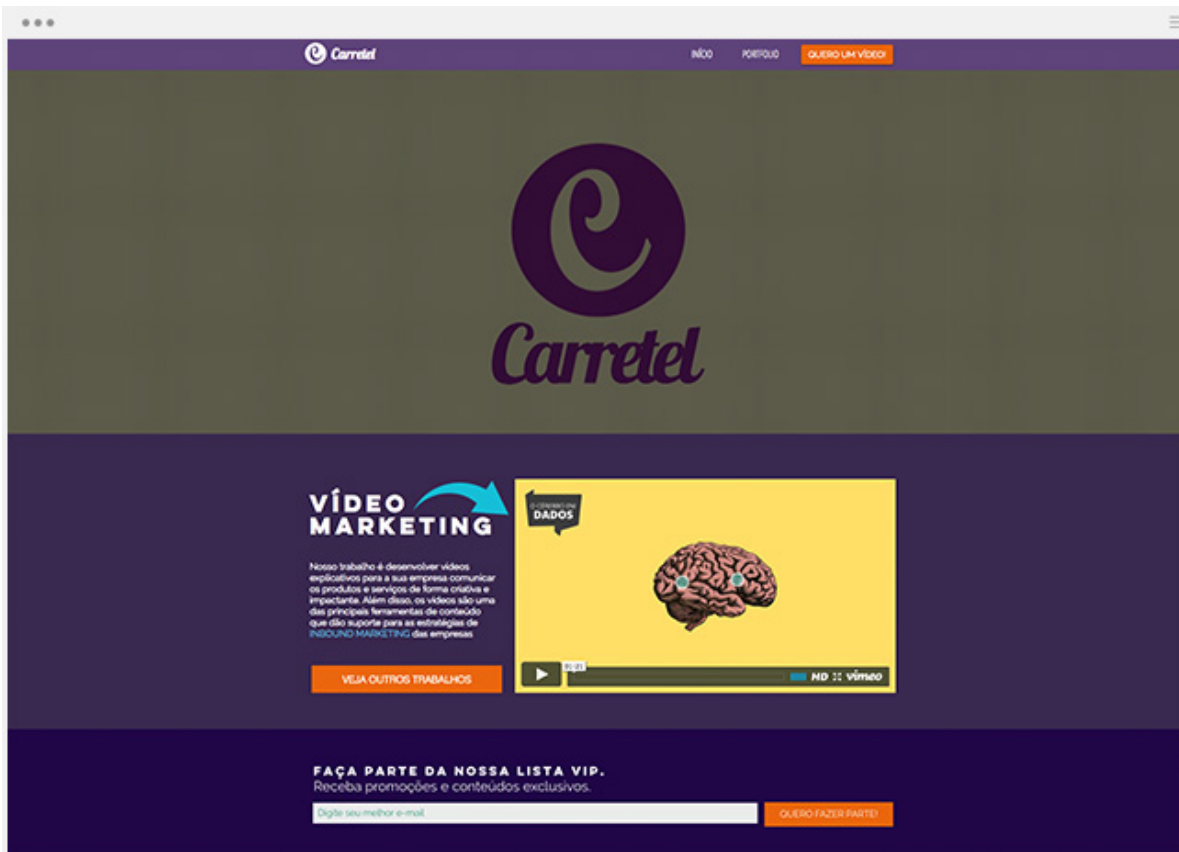
The dashing palette of the color triad, as shown by this Wix Website Template

Your visual identity is almost complete! In this next section, we will make sure you know to choose and use fonts in the best possible way.

Fonts: Best Practices & Tips

You wouldn't wear clothes that don't suit your style, so why write in Times New Roman when your brand is more Helvetica? Whether you have a chic online store or a local restaurant, it is important to pick the font that matches your brand.

How to choose the font family that fits the tone of your site

Let's start with a breakdown of the three main font families: Sans Serif, Serif and Script.

Sans Serifs are fonts that do not have decorations at the edges. They are classified as a modern and cleaner typeface, like Arial and Verdana. They are generally the standard for digital and web design because they are preferable for reading online.

Serif fonts, on the other hand, have little decorative trimmings on the edges of the letters: like Times New Roman or Baskerville. This family of fonts generally has a classic, more elegant look and is widely identified with "old-school" typeface. Making them great for print readings such as newspapers, books and magazines, but they are not as easy to read online.

Last but not least, Script fonts are a more ornate typeface. They are extremely cute and are a great embellishment, but these are harder to read. They are not recommended for long text or call to action statements.

The golden rule: three's a crowd

Beautiful fonts are essential for a stunning design, but the same way colors can be distracting, so too can font type. It's best to limit yourself to two fonts, but if you're feeling ambitious, three is the maximum.

How to make your fonts serve your UX (user experience)

Every font you utilize should have some thought behind it. If you want to put emphasis on a header it is best to increase the font size, while smaller type is great for long bodies of text. The potential doesn't stop there, try a hand at placement on the page. If that isn't enough you can also work with the composition of the fonts. Just be sure your content is legible and that the style compliments your overall design!

Interested in learning more about the user experience? Not to worry, we've got a ton of info later in this chapter.

To mix or not to mix ?That's the question!

If you're feeling limited by only using two different fonts, play around with the contrast between bold and thin, italics, and of course, uppercase and lowercase. Spacing is also a great trick to use when wanting to accent certain words.

Now comes the fun part! Mixing all the options of Serif and Sans Serif, bold and thin .Put some thought into your combos and experiment with what works best for you. Just make sure your fonts flatter each other rather than detract from one another.

If there's one place on your website where your font choice is key, it's your Call to Actions (or CTAs). Not sure what we're talking about? No worries,in our next section we'll catch you up.

3. How to Create Call-to-Actions That Actually Convert

Many factors play a role in determining the success or failure of your online presence, yet few are as significant as the one encapsulated in these three letters: CTA, which stands for Call-to-Action. We all encounter CTAs on the web all the time without even realizing it, which is why it's imperative that you give CTAs your undivided attention when building your website.

What are CTAs?

CTAs tell your site visitors what it is that you want them to do. The role of the CTA is to entice visitors to take that final step and click to complete that action to "seal the deal". Strong, persuasive CTAs get you higher sales, more followers, wider exposure and so forth.

Now for the fun part – learning the ropes of creating CTAs that yield to real results.

Define your goals

You need to have a clear understanding of your website's goal. Let's put it this way: What are you hoping to achieve? The answer to this question would determine how you use CTAs. Your goal and the action that you are calling for correspond to each other. If, for example, your site's goal is to advance your life coaching service, the action you will be prompting would be scheduling an appointment, and the CTA might read something like: "Book Your First Session Here" or "Schedule a Free Consultation".

Make sure they can't miss it

A CTA has to be clearly visible. All the effort that you put into creating your CTAs will be useless if your site visitors are unable to spot it on your site. Here's how you guarantee that they will:

• Your color palette should make the CTA stand out (see the section above).
• The proportions of CTA buttons or texts should reflect their unique role on your site. You want to go with a size that distinctively marks the CTA a crucial segment of the site; one that shouldn't be overlooked.
• Choose a prominent location. The space surrounding the CTAs should be free of clutter and shouldn't compete with other buttons in the area over clicks .You shouldn't assume that CTAs work best if placed right at the top of a page.

Remember, you're asking visitors to take action, so the request should appear the moment they're ready for it.

Keep it short and clear

CTAs are brief and to the point. They describe the action in a straightforward manner– "Download Your Copy", "Register for a Free Trial", "Buy This", "Sign Up and Get 50$ Off", "Reserve Your Seats", etc. This type of copywriting may sound a bit bland or even off-putting in its directness, but it's what works.

The time is NOW

Adding a sense of urgency strengthens the CTA's impact. Adding words like "Now", "Here" or "Today" to your CTAs helps prompt quick reactions. Other phrases that elicit this type of determination are: "Get Instant Access", "Grab Limited Discount Code" or "Take Advantage of Our Best Deal Ever".

Lead with incentives

When you're asking your site visitors to do something for you, you better be willing to do something for them in return. Make sure the value that you are offering is clear, and that it actually appeals to your group. For example, CTAs like "Start My Free Trial", "Create Your Own Blog" or "Download Straight to Your Device" all offer a certain incentive that allows visitors to visualize what they're getting out of this deal.

Analyze & test

No serious website owner would be pleased with following all the steps mentioned above without tracking their impact. Analyzing the success rate of your CTA is crucial in evaluating your site's overall performance and is a vital step towards improving your strategy for growth.

After tracking and measuring your CTA's performance, you have the knowledge required to experiment, compare and improve various call-to-action schemes. Your analysis may show you that some colors bring in more clicks than others ,or that the phrasing "Buy Now" is more effective than "Purchase Now". Keep track of your different tests to better understand what triggers action with your target audience and continue to improve your CTAs accordingly.

Keep in mind that having good CTAs isn't a guarantee that your visitors will convert into clients. In order to make sure they're really blown away ,your site needs to have good UX (user experience). Not sure where to begin? Read on for the information you need.

4. A Beginner's Guide to Mastering UX

There's nothing more annoying than visiting a website with broken links, no visible contact details, or messy text. Don't be that guy (or gal!) You can create the most stunning website with the content of Shakespeare himself but without good user experience you've got nada.

As we have been hinting throughout the book, user experience (or UX as the pros say) is design that answers to your user's needs. This ranges from color to navigation and everything in between. Here's what you need to do in order to make sure your users have a positive experience when perusing your site:

Sketch the flow

Before actually creating your site online, we recommend mapping your site navigation on sticky notes and color coordinating which elements will repeat on each page. As we mentioned, this is an ideal practice before choosing your template.

Double check readability

As you add your text, make sure it is not only well written, but that it is legible (don't forget what you learned about font!) Checking in with a few friends, or user testing, is always great since you're likely so used to your own content that you could recite it by heart. A few rules:

• Use 12-14 size font and be careful not to use more than 13 words in a row
• Keep fonts consistent
• If the background is light, the text should be dark and vise versa
• Make sure clickable things look clickable (ie :they should underlined)

Keep it above the fold

"The fold" refers to the place on your website where if site visitors want to continue viewing, they must begin to scroll. Though today people are more inclined to read on, or to at least skim, you still want the most important information to remain above the fold.

What should always be above the fold:
• Contact information
• Social icons
• Logo
• Search bar
• An image (high quality one please)

Make it easy to navigate

Navigation is one of the most basic elements of any website, but it is rarely treated as anything more than a technicality in the web design process. While it's true that the navigation menu is meant to be practical and allow people to browse through the website easily and intuitively, it doesn't mean that we should just go with the default options and not put any serious thinking into it.

Think of your website as a home and the navigation its blueprint. Consider the following tips:
• Always link your logo back to your homepage
• Include a header with your business name ,logo and site menu
• Organize and hierarchize your menu in a coherent way
• Add anchors to direct visitors to important sections on your site
• Include icons ,lightboxes ,and images to help guide your site visitor (for example - a shopping cart for your checkout page or a lightbox to promote a sale)
• Don't forget your footer! This is the perfect place to include all information regarding your site (legal info, support, additional pages, sitemap, etc.)

Don't trap me!

Many websites unknowingly use elements that lead visitors to a dead end. That's a UX no no.

How to give your visitors a way out:
- Set links to "open in a new tab"
- If you have any sort of sign up page or pop-up message – provide an exit such as "Return to Homepage" or "Sign-up Later"
- Don't keep your site's music on loop. Just because you love Justin Beiber on your homepage, doesn't mean everyone else does, too.

With this information in your back pocket, we bet your site looks pretty perfect right about now. Let's make sure people can find it! And even more than that, let's make sure the right people can find it.

III. Work On Your SEO

A beautiful website that doesn't show up on a Google search is like a message in a bottle lost at sea; if nobody finds it, it's a complete waste. That's where SEO comes into the game.

SEO stands for Search Engine Optimization and refers to optimizing your website so that it can be easily found and highly ranked by search engines like Google, Bing, etc. Since search engines today are quite sophisticated in determining which sites show up on top of the search results, you need to know at least some basic information to keep your site and its content in tune with what search engines value in a website.

Chapter III includes the key factors that should be incorporated into your website in order to be picked up and ranked higher by search engines.

1. SEO Talk:
How to Find The Perfect Keywords For Your Web

To bring lots of visitors to your digital masterpiece, you want to show up as high as possible on Google and other search engine's results. Before you jump into the technical details of SEO, you should make sure you find the right keywords for your business and use them in the text and other elements of your website (don't worry, we cover all of those details in the upcoming section).

Keywords are 2 to 5 word phrases that your potential clients would type into a search engine when looking for you .And while no one knows your business better than you, deciding which keywords to use is not always intuitive. That's why we are breaking down the necessary steps in making this crucial decision.

Make a list
The first step in finding your keywords is to sit down and make a list. Think of terms and phrases that your clients would be looking for when searching on Google for a business like yours. Not sure if you're on the right track? Google those terms and see if your competitors come up. If they do, you're probably onto something.

Be specific
When brainstorming keywords, choose words that describe what you do and the services or products you sell. Then, consider pairing those words with trendy terms like "organic" or "DIY". If you run a local business, try adding a word that describes your location. This will help you target customers in your area and help the right people find your site.

Think like your customers
Put yourself in the shoes of your customer. For example, while you might describe yourself as a "garden designer", your potential clients are far more likely to be looking for a "landscaper" when searching online. Even if you don't think of yourself in this way – your clients do. And when it comes to keywords, that's what matters.

Use a keyword tool
When it comes to choosing keywords, experts always use a Keyword Tool like Google Analytics, Moz Explorer or SEMRush. These tools tell you exactly how many people are searching for specific terms each month. They also suggest terms to use and can tell you if a keyword is very competitive. (If many businesses are trying to rank for a given term, it's considered competitive and is harder to rank for).

Google Keyword Tool
The Google Keyword Tool is a great tool for two main reasons.
1. It's free.

2. It's owned by Google – Master-of-All-Things-Search-Related.
Unfortunately, they've recently changed the rules, so if you aren't currently running an AdWords campaign on Google, you can't access the Keyword Tool. If you do want to set up an AdWords campaign, however, you can then use the Keyword Tool to access monthly search numbers for a specific term nationwide, in your state or even in your city. The tool can also recommend similar phrases for you to use.

Moz Explorer

While the Moz keyword tool only provides nationwide search data, it is excellent at recommending phrases that you may not have thought of. Its ability to suggest longer tail (more than 3-4 words) keywords with lower search volumes make it a great choice for small businesses. Moz charges a monthly fee, but you can try it out free for 30 days (And that should be more than enough time to get all the data you need).

Here's a step by step of how to use Moz:
1. Go to Moz Explorer.
2. Enter a keyphrase that you think describes your business
   (If you want to look for local terms you can add the city or state as well).
3. Select your country.
4. Below 'Keyword Suggestions' click 'See all 1,000 suggestions'.
5. Search volumes for the original keyword will be displayed as well as a list of recommended terms which will show up in order of relevancy.
6. If it says "no data" next to a term, it usually means the search volume is zero or very low.
7. You can export the CSV file and choose the keyword ideas that are most related to your business.

SEMrush

SEMrush is another tool that the experts love. In addition to getting keyword data, you can also use it to find out how your competitors are ranking. (Just enter their Domain, click on Organic Results and click on Positions) SEMRush only gives you one day to try out their tool and then you'll have to pay, but they're so great, it may be worth forking over the cash.

Consider competition

While you may be an excellent wedding photographer in Chicago, the chances that you will rank high for "Photographer Chicago" or "Wedding Photography Chicago" are very low. These are highly competitive terms and it will be virtually impossible for a small photographer to show up on the first page of Google for them.

Find a niche instead – and try to find keywords that capture it. Are you particularly talented when it comes to black and white wedding shots? Or do you have a photojournalistic approach to capturing a marriage? Add some specific adjectives to your key phrases and you'll boost your chances of ranking high.

Go for quality over quantity

Usually you don't want to choose the keywords with the highest number of monthly searches. Not only are these phrases often too competitive, but even if you do succeed at ranking high for them, they may not bring you actual clients. It's more important to look for quality keywords that accurately and specifically describe what you do. Not sure if a word is right? Ask yourself: What are the chances that someone Googling this is really looking for me?

Once you've identified a list of 5-10 great keywords, it's time to use them throughout your site. Not sure where to place them or how much they'll cost? We'll cover all of that in our next section.

2. 5 Easy SEO Tips to Boost Your Site in Under an Hour

Now that you've chosen your keywords, you're ready to implement them on your website to come up high on search engines. With so many websites on the web today, there is no way to guarantee that your site will rank first on Google – but there are plenty of simple things you can do to increase your site's chances of ranking real well.

Choose the right URL

Your URL is the first place Google looks to understand what your site is about and decide how to rank it. The ideal domain will include your business name and perhaps a keyword or two that are relevant to your business. For example, if you are a contractor, you might want to purchase a URL like www.yournameconstruction.com.

It's also important to make sure your URLs are clean. This doesn't mean dusting off the old ones but rather making sure the end or your link is as simple as the text on your site. No special characters. No hashbangs. No page ID.

Create titles and descriptions for each page

Did you know that you can write a unique title and description for each page on your website? These are brief texts that accurately and clearly describe what your business does, ideally with a few keywords and phrases mixed in.

Ever hovered over a tab on your browser? That short phrase that pops up under your mouse is the title of the page. While the description is not visible, it too is very important for search engines! In fact, the title and description are among the first things Google uses to determine your site's rank. Plus – once your site does show up in a search results page, web surfers will read your title and description to learn what your site is about and decide whether or not to check it out.

Wix users can find it here:
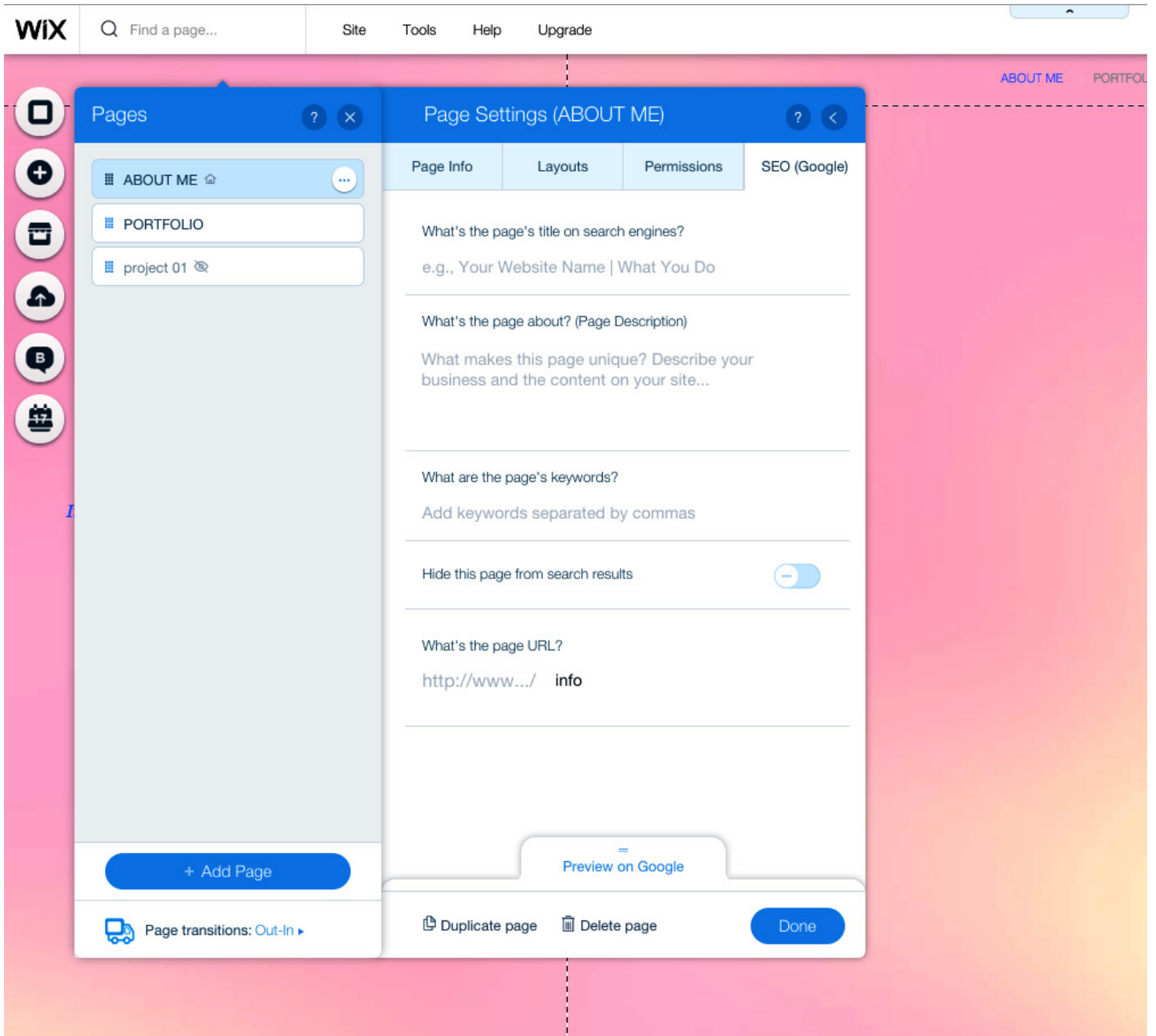
Utilize anchors

As you write the text for your website, consider where you can use anchor text. Anchor text is simply a word or a group of words, that visitors can click on to be taken directly to another web page, either on your site or anywhere on the Internet. This right here, is an anchor text, for example.

Effective anchor text should be used to help visitors navigate your website and find what they are looking for. It should also include keywords and phrases related to what you do. If you own a shoe store, for example, the words, "Check out our selection of children's shoes," on your homepage can link via anchor text to your online store that is stocked full of – you guessed it – children's shoes.

Anchor text is a great way to boost your SEO, but keep in mind that excessive linking or anchors that don't really help your readers can raise red flags with Google.

Add alt text to all your images

Search engines are great at reading text on your website, but they still haven't quite figured out how to look at the images on your site. To understand what's displayed in a photo or graphic, search engines look for "alt text," a concise written description (just a few words) about each image on a website. When writing alt text, be sure to accurately describe what is shown in the image, but also try to include the name of your business or a few keywords related to what you do.

Pro Tip: You don't need to write alt text for images that are purely functional or design related, such as a background image that is just shapes. If the image doesn't have anything to do with the topic of your site, you can skip the alt text.

Wix users can find it here:
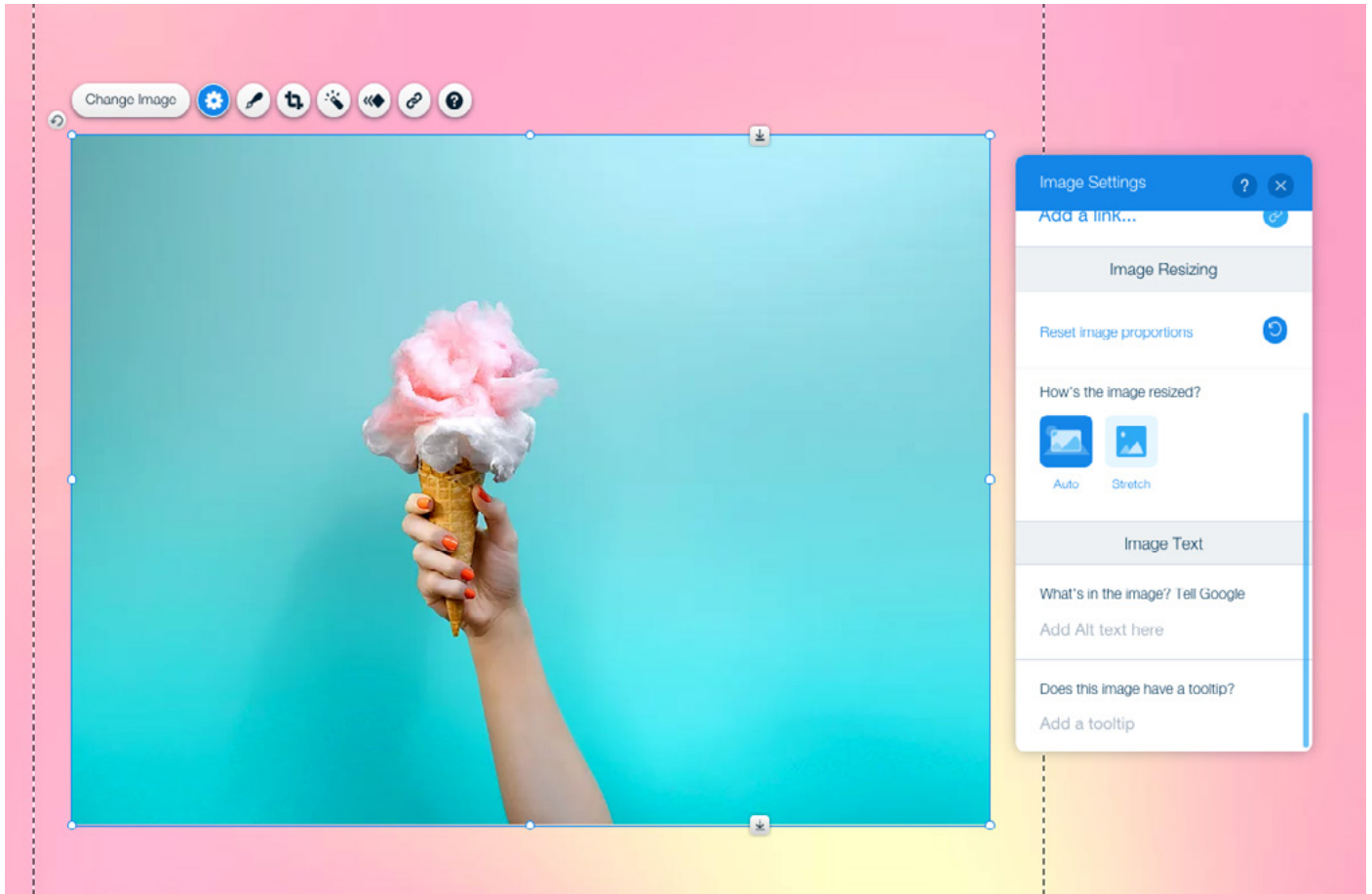
Give your site structure with the right headers

Just like you've seen in this eBook, every page on your website should have a title, a subtitle and so on. When search engines scan your website, they'll understand your content better if you explain to them the text hierarchy. The most relevant part is the title of your page and you should define it as H1 (in the Text's Editor). The H1 should be descriptive the page's content and you shouldn't have more than one H1 per page. Choose carefully and don't forget to
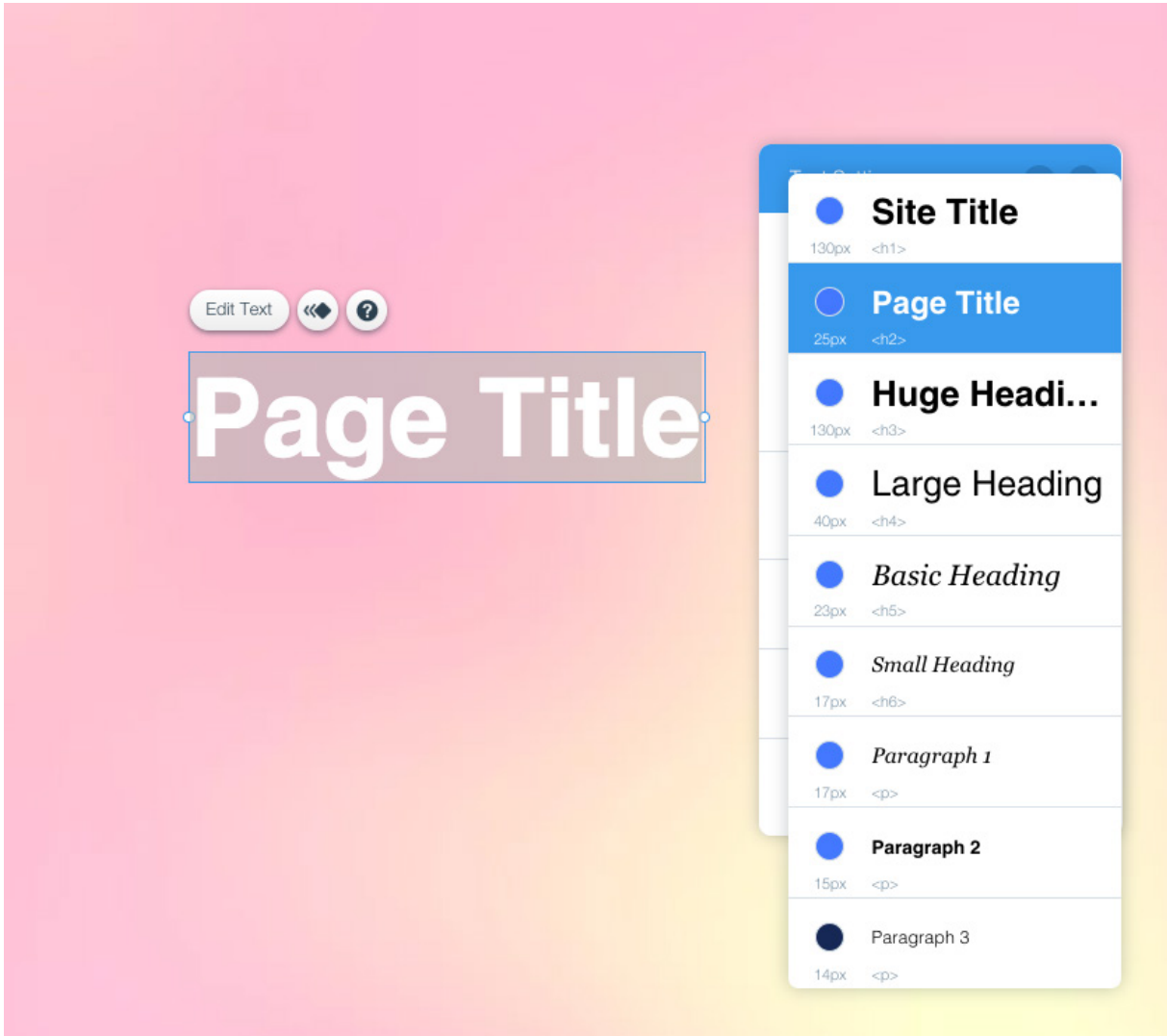
include your keywords. Following your H1, is H2, H3 etc. The clearer your text structure is, the easier search engines will digest your site's content.

One last tip for the road! Go mobile: if your website has a mobile version, you will be rewarded with better placement in Google's mobile search results, bringing your website more traffic and expanding your business. If you haven't already done so, you can optimize your site for mobile in one click with Wix! How cool is that?

Feel like you can handle a bit more information on SEO? Read on for insider tips on backlinking.

3. The Beginner's Guide to Backlinking

You've got keywords, image alt text and anchor links galore. Now it's time to get external links directing to your website. Here's the 411 on what you need to know about getting backlinks.

What are backlinks?

Backlinks are links from any external website that link to your site. These links are crucial because they tell search engines that your website matters. Google considers links as votes, so each new link is like a way to generate votes in a never-ending popularity contest on the Internet. More votes for your site means more credibility and, in all likelihood, a higher ranking in relevant searches.

However, not all links are viewed as equal in the eyes of search engine robots. Google and Bing give far greater weight to links coming from websites that are reliable and popular. A link from Wikipedia or The New York Times, for example, will do more for your site's credibility than a link from your friend's blog.

When a website links to you, they are saying that your content is interesting and relevant to their readers. The links also help search engines understand what your website is about so they know when to display your website in search results.

Where can you get quality links?

To start the process of getting backlinks, make a list of potential websites that may link to you. Scour the Internet for websites in your field that show up high on Google. Keep in mind, however, that if you're an interior designer, it won't help your ranking to get a link from a website about dentistry. You have to stick within your industry. Focus your energy on identifying quality sites that will have a significant impact on your rank.

If you can get a link from a university or government website, that's a big plus. Search engines tend to trust and respect sites that end in .gov, .edu or .org (used for nonprofits). You also want to keep your links fresh. Google stays on top of things so it's important to add new links every few months to let search engines know your site still matters.

How to get links

Once you have a list of potential websites you want links from, it's time to start targeting webmasters. Those are the people who maintain these sites. There are three different kinds of links you can aim for and we explain each one below, in order of their importance and power to help your site.

Type 1: Getting natural links

Natural links have the strongest impact on boosting your site. As the name suggests, these

links happen naturally with little effort on your part. A natural link is when a website chooses to link to your site, unsolicited. It usually happens because you have fabulous content that others deem worthy of sharing and promoting with their users.

To improve your chances of getting natural links, you want to consistently create high quality content and make it easy for others to share. That's why you should really consider adding a blog to your website! If your content really is useful, chances are that other sites will want to add a link so their users can read it too.

Important Tip: In addition to helping you get backlinks, a blog will help you attract readers who are looking for long tail keywords. For example, if you have a Pizzeria in San Francisco, the chances people will find you when typing "Pizza in SF" are low; there are big competitors in the game like Pizza Hut and Dominos, so it will be hard to win. But if you write an article on your blog titled "Where to find the best mozzarella for pizza in San Francisco," readers who are interested in pizza recipes will more than likely find you and get to your site. In addition, they'll remember you as the cool guy or gal who helped them find the best mozzarella for their pizza. We digress. This is already another subject #ContentMarketing.

Type 2: Outreach links

Outreach links come from sites that you approach directly to ask for links. These links may be from popular blogs or other highly ranked websites in your field. There are three primary ways to get outreach links and all of them require that you speak directly with the manager of the target website over phone or email.

Promote your existing content - Read through the content on your website or blog and think about who specifically would want to read it. Then, look for other websites and blogs who are targeting this same audience. Reach out to these websites and send their webmasters links to some of your most professional, high quality and relevant content. Tell them why you think their readers would find your content valuable and ask if they would be willing to link to your content.

Guest posts - Email the webmaster of the target website and offer to write a guest blog on their site. Make it clear that you are familiar with their site! Keep the email brief, but be sure to explain your area of expertise, share a sample of your writing and pitch a few topics that will be relevant to their readers. If the idea is interesting enough, the webmaster will probably be happy to have you write a guest blog. Be sure they agree to include a link in the post back to your own website!

Reviews and giveaways - Another option is to invite bloggers to review your product or services. Offer a free class at your yoga studio, a pint of your hand-churned ice cream or cut and blowdry at your salon. In exchange, they should agree to write an online review of your business that includes a link to your site. Another great way to entice a blogger to write about you is to offer their readers a coupon to use for your products or services.

Type 3: Self-created links

You can also quickly and easily create links to your website without any help from other webmasters. These self-created links have the least amount of influence on your ranking, but if you generate lots of them they can help boost your site.

Be a good samaritan! Online forums and blogs - You can create your own links in endless forums, blog comments and online directories. While some of these links can be "spammy," if you provide comments that are truly insightful and link to content on your site that really is relevant and valuable, they can help promote your website and bring you new visitors. You might try commenting on posts in LinkedIn groups and share a link to a related page on your website. Make comments in an article on Reddit and include a link if it will actually help the readers of the post. Stick within your area of expertise and these links can bring you traffic and boost your credibility.

Directories - You can also self-create links by adding your website to online directories like Yelp, Yellow Pages, Google Places and more. These kind of links are particularly helpful if you're a local business. Wix even has an app called Site Booster to automatically add your site to many directories across the web.

That's pretty much it - your website is now ready to rock the Web!

Conclusion

You're officially equipped with everything you need to create your own stunning website. We hope you enjoyed this eBook because we enjoyed writing it! We really hope your new website brings you the success you're looking to achieve and that these pages will aid you in your digital adventure.

For more tips, you can come and visit our blog (www.wix.com/blog) and learn more about everything you'll need to be successful online. If you haven't done so yet, head over to wix.com and start your own website - it's easy, you have our word on that.

Good luck,
The Wix Team