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# 5 THINGS EVERY WEBSITE MUST HAVE

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Exzited 2019

# 1. QUALITY CONTENT

DON'T COPY AND  
PASTE, BE YOURSELF

Your website must focus on your visitors' interests and needs. You need to ask, "What's in it for them?" To provide visitors with what they're looking for, strong content must be developed in the form of products, services and intellectual property – all of which needs to constantly evolve in order to stay fresh and relevant.

No duplicate content. Does your website use the same blocks of copy on multiple pages or is it found on different websites? Remove duplicates or you will likely get penalized by Google.

## 2. MOBILE FRIENDLY NO OPTIONS HERE

According to Statista in 2018, 52.2 percent of all website traffic worldwide was generated through mobile phones, up from 50.3 percent in the previous year. Mobile currently accounts for half of all global web pages served. You don't want to be left behind.

The rise in use of smartphones has changed internet surfing to mobile devices. People are always on the move with phones or tablets in their hands. This shows how important it is for your business to have a mobile friendly website.

# 3. SITE SPEED

## 3 SECONDS RULE

Research from as far back as 2016 showed that 53% of mobile website visitors will leave if a webpage doesn't load within three seconds. And those kinds of bad experiences can leave a lasting negative impression of a brand. In fact, research shows that the level of stress from waiting for slow mobile results can be more stressful than watching a horror movie.

# 4. IMAGES

## IMAGINE THAT

Visitors are 80% more likely to read content if it's paired with an image and 64% more likely to remember what they read. In other words, your website needs images. where should you get them?

[pixabay.com](https://pixabay.com)

Stunning free images & royalty free stock. Over 1 million+ high quality stock images.

[shutterstock.com](https://shutterstock.com)

Over 300 million royalty-free images.

# 5. NAVIGATION

## SIMPLE IS THE WAY

It acts like a road map to all the different areas and information contained within the website. If the navigation is clear, visitors will stay and have a good experience, which ultimately leads to more business for you.

Unfortunately, not every website's navigation is good.

A practical and simple website navigation is not only beneficial for visitors to the site but can also contribute positively to success in marketing; the easier and more successful a user experience on your website is, the more likely you are to lead users to click through and create conversions.