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**Blog - Top 3 Website Design Trends**

What aspect is important for a company?

An important aspect of every business is a company’s website. By having a website, a potential client can see what your business is all about and what services you and your team can offer them if they were to come to you. The first image that will be seen from the clients are based on your website. If you either don't have a website or if your website isn't professional, it will turn people away and guide them to your competitors. In addition, by having your website look better than your number one competitor, you will be able to acquire a new customer over your competition. Here are some top website design trends:

Responsive design:

Throughout the world, people are using a variety of technology platforms. These different technologies range from cell phones, iPads, to a computer/tablet. The problem is that companies think that since their website looks good on a computer screen, that it will look the same on all other devices. However, you can make the website appear the way it should on all of these different technologies by making your designs responsive. Responsive design allows the user to view a website, but the website information and layout will appear differently depending on the size of the screen that the user is using. Therefore, if a user is on their phone viewing your company’s website, the user will see the same information, and images, but they could be placed in different areas of the screen than that of a computer.

Seo:

When designing a website, it is important to make keywords throughout the information in order to allow Google searches to bring customers to your website. This is where Search Engine Optimization, also known as S.E.O. comes into place. By incorporating S.E.O., companies will be able to reach more potential customers. S.E.O. allows google to find the words on your website that are matching what a user is looking for. For example, if you were to search on Google “bath bombs” the places that sell bath bombs such as LUSH will come up onto the browser. This is the same thing for every company. You want every word on your website to be able to use S.E.O., as an end result, you will be able to acquire more customers than you would have prior to using S.E.O.

Company Image:

People who are looking to work with other businesses want to know what and who they are dealing with. If a potential client wants to work with you, it is important to show the type of people you are within your website. By allowing users to see how amazing you are, it will draw the customers in and they will want to see it first hand. However, if they can't find any information on you, they are likely to choose a website that they know more about. One way you can show customers who you are as a company is by utilizing reviews. Show the reviews people have made about you and your company on the website. In addition, you should also put your expertise and how you got to where you are. By showing people on your company’s website the type of people that work there, it makes it more personable and credible.

How can you revitalize your website?

With the world becoming more and more technologically advanced, it is important to have a website fit into the new era. At Amped Marketing and Advertising, we specialize in helping companies achieve professional website design. We are an all in-house company with a highly experienced team who is ready to design the perfect website and utilize S.E.O. for your company. We are here and ready to help.

Contact Us Today at 520.777.8309. We look forward to hearing from you soon and showing you what we can do.

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*Amped Marketing and Advertising is a company that is ready to help local businesses around Tucson sprout to the best of their abilities. This company is an all in-house company with a highly experienced team who is ready to hit the ground running. Every detail matters from both an advertising and marketing viewpoint, so make the most out of every detail within your business. If your business needs more advertising or a new marketing route, don’t hesitate to come in for a free consultation. The solution to your issues has been right under your nose this entire time. With the help of Amped Marketing and Advertising, your business will be better than you have ever imagined. If you would like more information about this topic, please call Mauricio at 520.777.8309 or email at* *info@amped-m.com* *We look forward to hearing from you soon.*