

DO'S AND DON'TS OF WEBSITE DESIGN FOR CONTRACTING BUSINESSES

DO	DON'T
<p>Put your call to action at the top of your page</p>	<p>Keep all your relevant content “below the fold,” requiring scrolling to get to it</p>
<p>Use white space to make your site scannable and easy to consume</p>	<p>Give into clutter in the name of fitting all your content on one page</p>
<p>Make sure your site is optimized for mobile - many customers only view it via a mobile device</p>	<p>Force your visitors to “perma-scroll” vertically and horizontally to get your information</p>
<p>Keep your content fresh and update it regularly to help you rank higher in search engine results</p>	<p>Make the search engines work harder to rank your site in their results</p>
<p>Present all the information your customer needs to make the call or fill out the form</p>	<p>Clutter your website with unnecessary widgets and features</p>