What features to include in a website to attract more visitors?

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Developing the website is not merely an alternative but almost a necessity these days. Websites are being used actively to position, promote and market the products and services of the business and its offerings. When it comes to acquiring a good and attractive website, there are certain features, which you should make sure that your website contains. These features are discussed in detail below:

Feature number 1 â€“ Visual effects!

The website has to contain certain visual effects in itself. Different users flock to the website, not just to gain the information but the role of the website is to provide with the information in an easy to understand and amusing way. Visuals has a better impact on the readers mind and cognitive learning, as opposed to the written content of the website. Think of a creative way to represent the content or the information that you wish to impart through your website. Represent it in an engrossing and lively way by using various multimedia elements and a lot more. Visual effects, certainly goes a long way in making certain that the website is lively and attractive.

However, attention must be paid. Use the multimedia and Flash elements very judiciously. As, if in case you over use the same, it has a negative effect on the website and slows down its performance and working.

Feature number 2 - Images!

Other than the visual effects, your website must contain attractive and meaningful images. It has a further more importance if in case you are developing an ecommerce portal for your website, as you need to represent the product and its fine details through multiple images. While including various images in your website, you need to ensure that each one of it is web optimized. If you hire a professional web design company, they can work towards the search engine optimization of the images, with the help of Image ALT tag. Also, use the images of small sized with good optical resolution, so as to attract more visitors and make the website light weighed.

Feature number 3 â€“ Proper spacing of the website!

The spaces that you use in your website is important. Pay attention to the left and right, top and below margins. The more compact the website appears, that better and more positive impact it has on the users. Even in displaying the information, it is important that we separate the entire piece into small chunks. Separate the same in various different paragraphs to make the entire information look compact and user friendly.

Feature number 4 â€“ Headings and Sub headings

Talking about the content of the website, one must not over shadow the importance of separating the same under various sections. Give proper headings to the content and also organize the same under various sub headings. It is a given fact that user will not read the entire chunk, if it is not properly organized. However, if you separate the content and arrange them under various sections, the user would feel motivated to go through the entire content. Also while putting up the headings and sub headings of the content, make sure each one of them is catchy and sounds interesting. Besides, using proper headings enriches with key words and key phrases has a positive SEO impact as well.

While developing the website, make sure to include all these features in the website design, to make it much more interactive and interesting.

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