10 Essential Things Every Great Site Must Have

Your website should be the central hub of your marketing efforts, creating a powerful and lasting impression on your potential customers. Are you sending the right message, and giving your customers the best view of who you are and what you offer? Read on to see 10 things that every great site must have.

1　**Great Design**
The design of your site is very important as it gives users the first impression when they land on your site and represents the quality and character of your company. Put your best foot forward.

2　**Powerful Homepage**
Your homepage really needs to shine, as you only have a few seconds to impress users and entice them to click around. If you don't capture your audience quickly and effectively they'll leave.

3　**Good Color Scheme**
It's important to use your brand colors on your site, but keep in mind that color conveys a powerful message, and you want to make sure you're sending the right one by choosing appropriate colors.

4　**Relevant Content**
The text on your website must be relevant and interesting to your users, otherwise they won't stay. Gear your message towards your target audience and make sure it's something they will enjoy.

5　**Great Typography**
Typography plays a big role in the look and style of your site, so it's an important design decision that you should pay close attention to. Choose something that suits your style and is easy to read.

6　**A Reason To Come Back**
Give users a reason to come back otherwise they will forget about your site and your services. A blog is a great way to continually generate new content and entice users to regularly visit your site.

7　**Optimized For Search Engines**
Making sure your site is search engine friendly is a great way to boost visitors on your site. Everyone wants to be searchable, so take the steps necessary to increase your chances of being found.

8　**A Defined Target Audience**
In order to create the right style for your site, you must define who you want to reach. Everything on your site should be geared towards them, so it's important to have a clear vision of who this is.

9　**Visitors**
A great site is nothing without visitors to entertain so promoting your site and getting quality and relevant visitors is important and vital to the success of your site.

10　**Social Media Integration**
Social media is so huge these days so it's imperative to connect your site with social media so users can connect with you in whichever place they like best, which will also help you to spread the word.