

# The Magic Four



Professional



User Friendly



Responsive

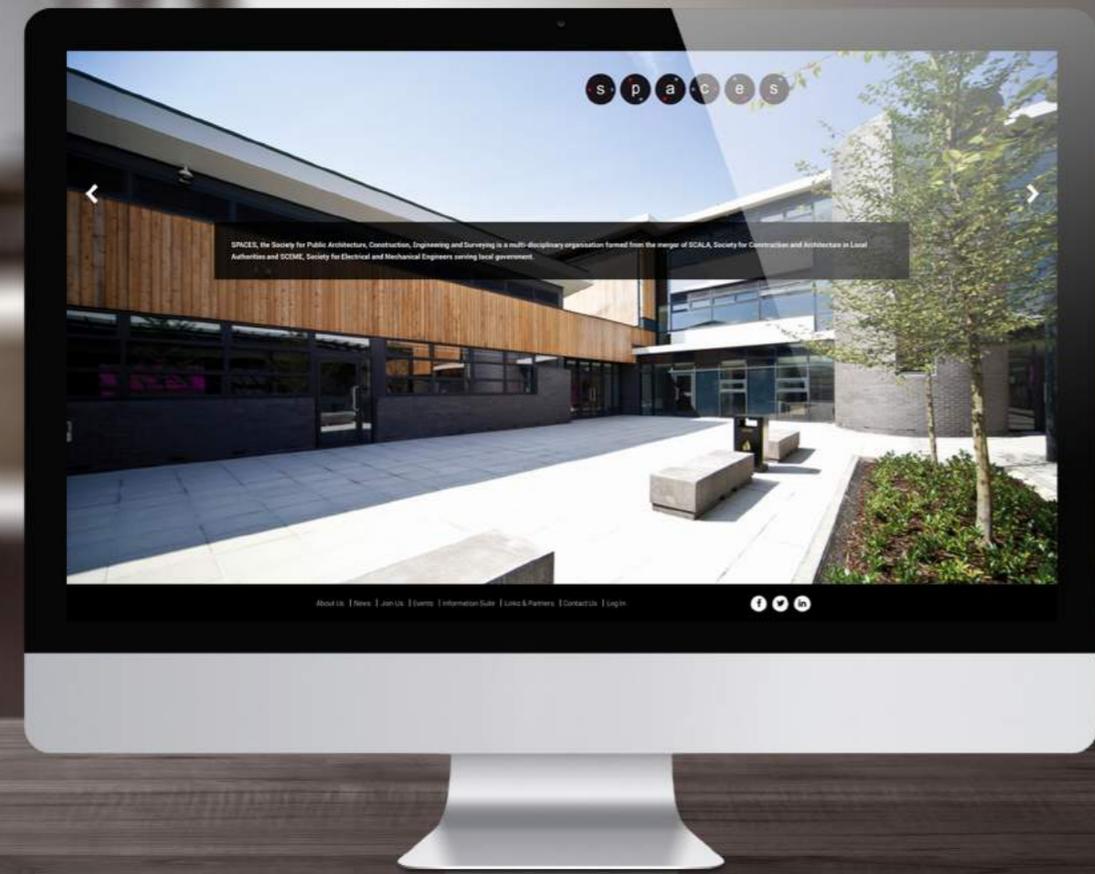


Visible

## Discover how to get more out of your website

It is said that 93% of all buying decisions start with an online search. This means your website is often the first time potential customers will come into contact with your company.

There are four key things your website needs in order to maximise success. Explore 'The Magic Four' to find out if your website has these essentials.



## Does your website look professional?

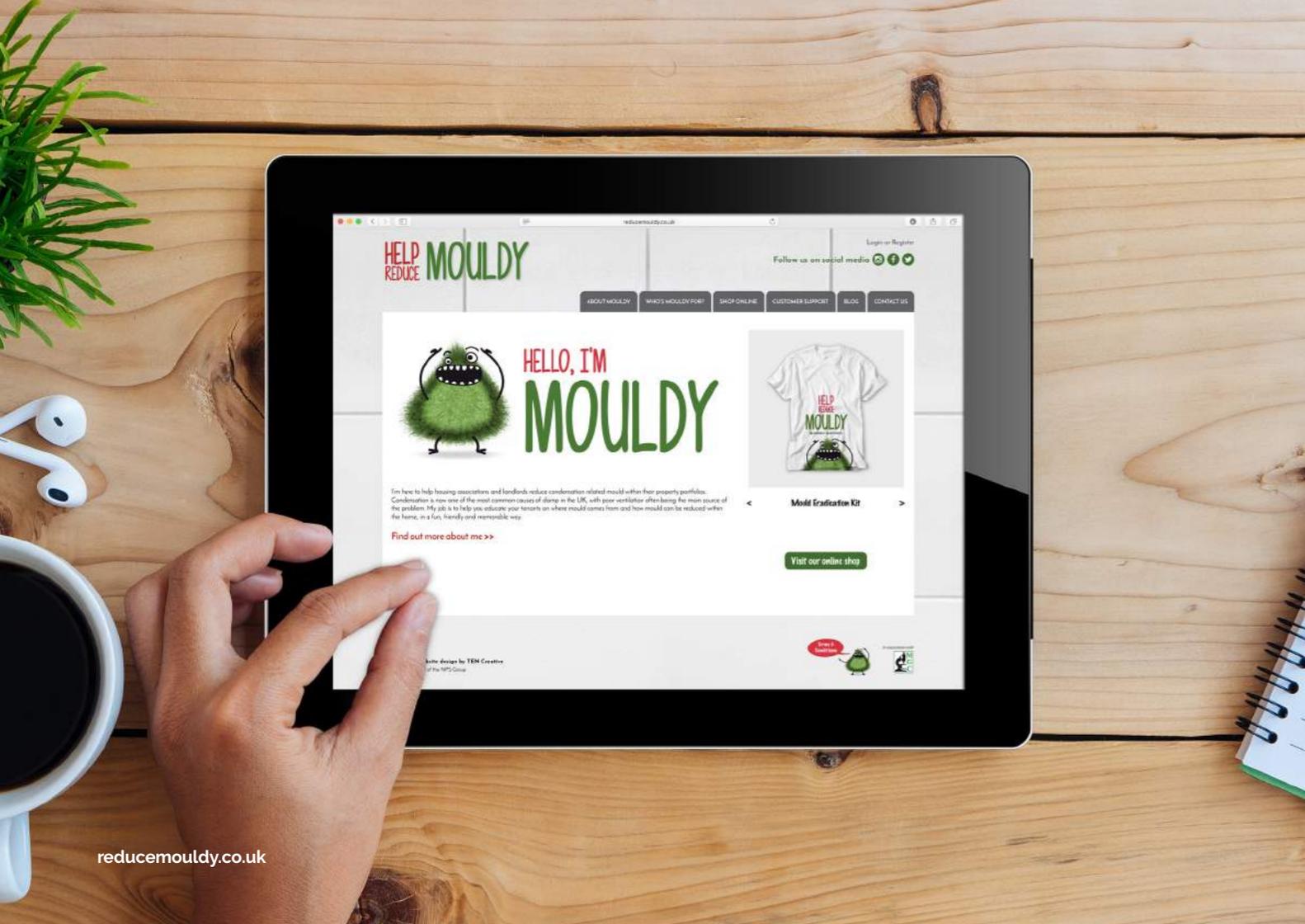
Websites that look great and give a clear indication of what your company has to offer, make a great first impression.

### WHY YOUR WEBSITE DESIGN MATTERS

A clean, simple and professional looking home page encourages visitors to click through and look at other pages on your website.

Keeping the design in line with your brand creates consistency, which evokes a sense of trust with your customer base.

A website that quickly and effectively communicates what your company has to offer, keeps your audience engaged.



## Is your website user friendly?

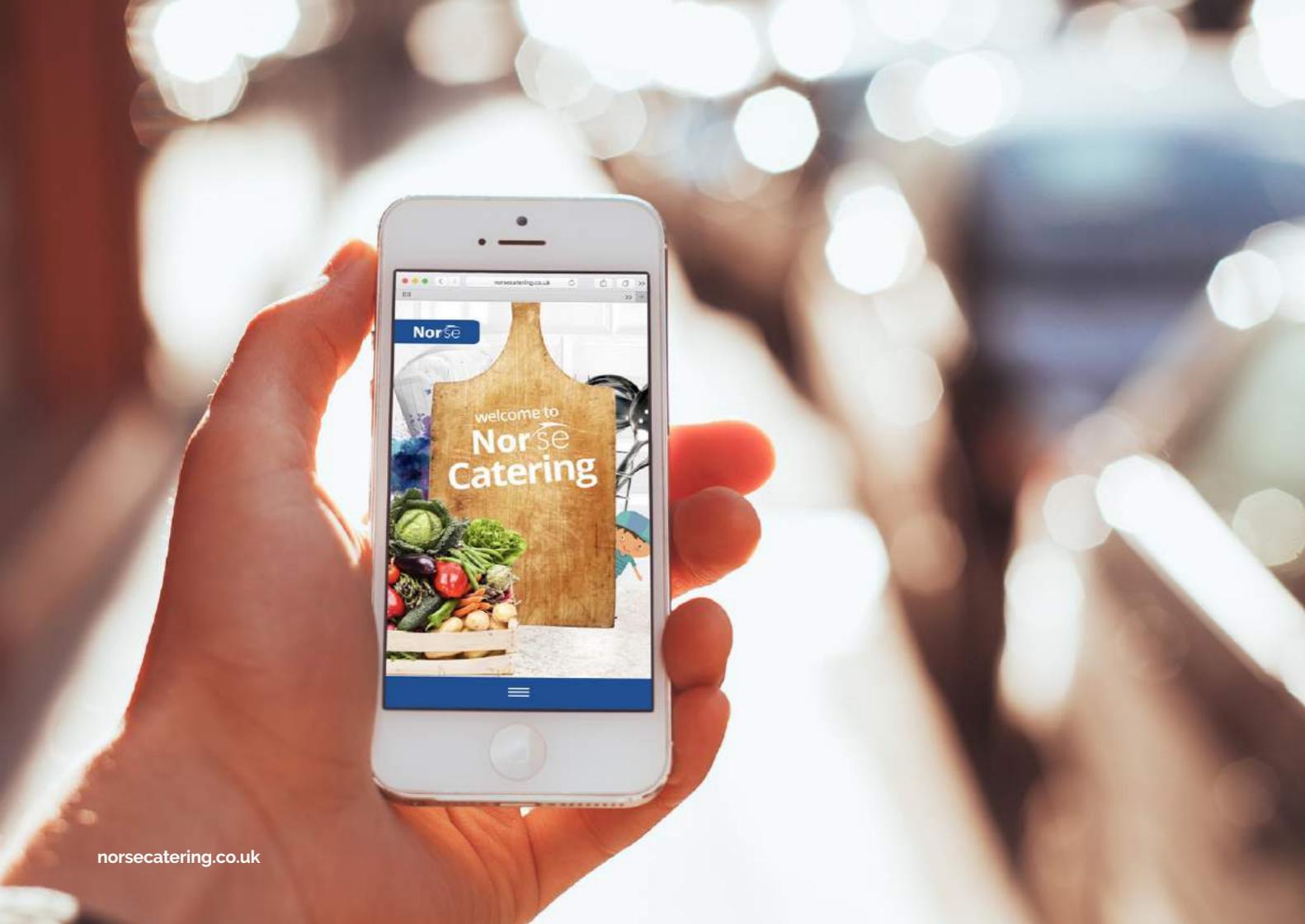
User friendly websites are seamless in their navigation and help users find information quickly.

### WHY A USER FRIENDLY WEBSITE IS ESSENTIAL

On average, website visitors choose to stay or leave within 10 seconds. Avoiding user frustration is key to maintaining their presence.

Loading times, site structure and clear communication are essential Google ranking factors. User centred design has these at their core.

Websites that are easy to use reflect well on your brand, making you more appealing to potential customers.



## Is your website responsive?

A responsive website recognises the device it is being viewed on and adapts it's design to improve the user experience.

### WHY YOUR WEBSITE NEEDS TO BE RESPONSIVE

Around 50% of website views are on mobile phones. Mobile users have little patience for sites that are difficult to use.

In April 2015, Google started giving penalties to non-responsive websites, favouring mobile-friendly sites in search results.

A responsive website improves the user experience by easing navigation, reducing loading times, and improving readability.



## Is your website visible?

Being visible means your website is appearing near the top of search engines for relevant search terms.

### WHY VISIBILITY MATTERS

A website that ranks highly for appropriate search terms ensures your company is being discovered by potential customers.

Websites that appear on page one of search engine results receive 90% of website traffic.

Search engine positioning can make a big difference to your company's reputation and customer trust.

## Does your website have 'The Magic Four'?



Here at TEN Creative we understand the importance of visual identity and the communication of your brand.



We develop user interfaces that improve site navigation and carry out extensive testing on user experience.



We provide bespoke web design & development that is fully responsive to suit all screen sizes.



We improve visibility by ensuring content is optimised for search engines.

## Interested in what we have to offer?

We'd love to meet you.

Call Kevin Matthews – Creative Director on **01603 227153**

*or*

Arrange a meeting through our website at:  
**[tencreative.co.uk/the-magic-four](http://tencreative.co.uk/the-magic-four)**



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