



# INTERESTED IN IMPROVING YOUR WEBSITE PERFORMANCE?

Since 2013, SEO Web Logistics has created literally hundreds of websites.

We are passionate about providing websites that are contemporary, intuitive, informative and wow the eye.

**Interested in a few industry secrets? Read on.**



# THE BREAD-AND-BUTTER BASICS

The first website went live in 1991. There wasn't much to it, just a dump of text – no images, links, pop ups, animations...

A lot has changed since then, and it continues to change, which is a good thing.

But over the last 30 years there have been some rusted-on fundamentals that have really stood the test of time. Trends can come and go but, based on experience, we know if you nail these factors your website will generally be successful.



The world's first website, launched in 1991.

## CONTENT

Website content...is king

It's sometimes easy to be caught up in fancy website design, bright images, branding, retro colours, snazzy animations....and don't get us wrong, this stuff is important (and we'll cover it later). But what should never be forgotten is what your website actually says i.e. its written content.

Good written content, as we know it, is SEO optimised, interesting, current / fresh, it doesn't sell (or is very subtle!), audience-led, easy-to-understand and follow, educational, actionable and provides value. It is also mixed in with professional visual content.

Poor content is none of the above, along with a steady supply of spelling and grammatical mistakes (never forget the difference between there and their – visitors notice, and respond accordingly).

While most of us are never going to be writing for The New York Times, but if you decide to write your website content it's important that you present your business' online presence as professional.



## SPEED

There is a need for speed.

You will know from personal experience that there is almost nothing as annoying as a slow loading website page. And we've all been in a situation where we have become frustrated and hit the back button. For the business owner, this potentially is a lost customer.

And while visitors have always appreciated a fast website, they are not alone...the Google algorithm is a huge fan as well. Search engines reward fast loading websites by bumping them up the rankings.

Google has more than 200 ranking factors for its search engine, but speed is right up there among the most important.

Interested in testing a website's speed. Google has a great free online tool called PageSpeed Insights which can provide any website with a score out of 100 for its mobile and desktop speeds.

## WEBSITE CONVERSIONS (ALSO SOMETIMES CALLED CRO)

What good is a website if it doesn't bring in the moolah, right? This is relevant for all websites, whether it is an e-commerce website looking for an online transaction or a local plumber presenting as a reliable set of hands in a call-out emergency.

When we initially speak to potential clients, one of the first questions we ask is what outcome they want from their website. It's quite often called a call-to-action (CTA). It could be a transaction, the exchange of an email address, a phone call or even a subscription.

Regardless of what you are trying to achieve, setting your website up for conversions of any kind is hugely important.



## WEBSITE STRUCTURE

While chatting about website design can be glamorous, getting into the nuts and bolts of website structure can be less so. Your website structure – how your website is organised, laid out and linked – plays a hugely influential role in your online success. It also helps Google 'crawl' your website more easily.

The ultimate plan when designing any website navigation should be to provide the visitor with the most convenient way to find out what they are most interested in. Users should not have to wade their way through countless pages, instead information flow should be logical and succinct.

There are plenty of tips that we can impart on how to improve your structure, however the key recommendation is to take your time planning your website. Don't rush any decisions without consideration. Put yourself in the shoes of your audience (and test your theories whenever budget and time permits).

## MOBILE OPTIMISATION/ RESPONSIVE WEBSITE DESIGN

About 55 per cent of all website traffic comes from smaller devices (including mobiles and tablets). It's a growing number, made even more impressive as only about ten years ago it was about 11 per cent!

So, what is mobile website development? It is the process of designing and developing your website so that content and functionality perform as well on mobile devices as it does on desktops.

It is important for website designers to use responsive code which allows for websites to adapt to various screen sizes and orientations of any device that is viewing the content.

Put simply, it's not a five-minute fix or afterthought. Good website designers will give serious consideration as to how the user experience should change on the smaller screen.

## SEO AND YOUR WEBSITE

OK, so you have set up your website. It looks very schmick and the content appeals to your audience, but there is a major problem...you have no visitors!

That's where search engine optimisation (SEO for short) enters the conversation. For those who don't know much about SEO, it refers to how prominent your business is on search engines following the use of relevant keywords by prospective customers.

It's hugely important in bringing in your desired traffic and growing your online presence and business.

It shouldn't be an afterthought. It goes hand in hand with the website build, like peas and carrots.

## FIVE WEBSITE DESIGN TRENDS FOR 2024

So now we have the fundamentals down pat, it's worth exploring what makes a website pop and stand out from the crowd...you know what I mean, the colourful magic dust.

This is where quality website design can separate you from your competitors. And with more than one billion websites live currently, it's certainly helpful to have a bit of wow factor.

In 2024, these are the five trends we are seeing.



### Typography

This year you can expect a lot of oversized typography. Expect it to be bold and colourful, interactive and it may even be dynamic and move around a little bit.

Also keep an eye out for serif fonts and even custom fonts that are edgier and perhaps more artistic than ever before. It may even be nostalgic (who doesn't love the retro 1980s, right?)

One word of note, if the typography is big and bold you will have less room for everything else. You therefore have to make the words count, be meaningful and ensure they resonate with your audience.



## AI CONTENT

To be fair, AI content was very much a 2023 thing. But there is so much more of this evolution to run – we are really only at the beginning of this transformation (and let's face it, we are not just talking about websites here).

But if we are to focus on websites, AI is having a profound impact. We're talking about the visuals, text creation, visitor interaction, and more.

A few quick examples are the capability to create your website text with Chat-GPT. Or create a jaw-dropping visual using either Midjourney or Dall-e.

One final word of warning, AI is far from perfect. It is facing legal problems and it raises a variety of ethical issues. Google has also flagged it doesn't think too highly of AI content either. So tread carefully and ensure you are comfortable with the outputs.



## Interactivity and motion effects (or micro interactions)

It's time to get a bit more techy now...

Interactivity, motion effects, micro interactions, there are a variety of names as it covers a broad range of features, including:

- Hover effects.
- Parallax scrolling.
- Clickable videos.
- Comments/feedback.
- Internal links
- Interactive maps.
- Image galleries
- Surveys and forms.
- Quizzes.
- Reviews.

What do the above all have in common? They are interactive and engaging. Gone are the days of people passively consuming information. Users want to choose their own online adventure.

In isolation, none of the above are necessarily new. It's a collective and strategic focus that makes this a 2024 trend.

And when done successfully, your business benefits. Visitors hang around for longer, increasing sales or taking the desired website action.



## DARK MODE

Black is back, that's for sure.

Having dark backgrounds on a website has multiple benefits.

Firstly, with so many of us increasing our screen time in recent years, a black background with contrasting text and content, helps to reduce eye strain.

Secondly, predominately black screens extend battery life. We are not suggesting for a moment, that it's going to double your battery life, but every little bit helps, right?

Thirdly, it just looks cool. Contemporary and sleek. It makes everything else, including the text, just pop that little bit more.





## LET'S CHAT ABOUT CHAT

Have you ever visited a website and wanted a quick answer relating to a product or service? Chat functionality on websites has become increasingly popular for this reason – in fact 40% of internet traffic prefer to use live chat over any other form of contact. This number climbs to 63% for millennials.

Why do we like it? It's super convenient for your website visitors obviously, but it can also really help business owners close a sale. And importantly, it doesn't need to be in business hours. Chatbots have the big advantage of being available 24/7, even potentially working while you sleep.

Chatbots are not new in 2024. Many websites, from large and small businesses, recognise their convenience these days, and have so for a few years now.

What is changing though is just how clever they are becoming. With a bit of AI secret sauce, chatbots can now answer questions relating to your business nearly as well as the business owner can.

It's all a matter of training the chatbot with your products and services. And it doesn't take hours or even days, like you and I, it can be done in minutes.



### About the author **David Walsh**

David Walsh is the CEO and owner of SEO Web Logistics, a digital marketing agency established in SEQ in 2013.

David is an experienced marketing and communications professional with 20 plus years experience.

He has worked for some of Australia's biggest companies including Insurance Australia Group, The Commonwealth Bank and Energy Australia.

He also led the media response at Queensland Health, helping drive positive outcomes during the challenges of COVID-19.

David is passionate about applying his experience from large organisations to small to medium businesses across Australia.

David has completed a communications degree at Charles Sturt University and an MBA at Colorado State University.