

Benefits of Web Design This Holiday Season

1. Design

Don't be afraid to have fun with design during the holiday season. Whether it's small seasonal graphics, or tabs for special holiday deals, these design elements allow the customer an escape from the real world. Switching out standard fonts and logos to include fun, seasonal elements gets the consumer excited about their experience and, hopefully, their purchase.



2. Functionality

While visually appealing design elements are important, the user's experience navigating the site is a top indicator of whether they will purchase the product or become a repeat customer. Don't get so caught up in making your holiday updates flashy and new that you forget to check and ensure your navigation links work. Broken links ruin your credibility and the user experience.



3. SEO

Your website design might draw the customer in, but your content will make them stay. Utilizing keywords is at the heart of your holiday promotion strategy. They can be used in promotions, coupon codes, banners, and social media advertising. Seasonally appropriate blog posts provide value to the customer and will help drive traffic from search engines to your website.



4. Credibility

An impressive design might draw in a customer, but they won't stick around long if your brand is not credible. Holiday coupon codes should work, promotional deals should be fairly advertised, and contact information should be updated and accurate.

