

FIVE IMPORTANT WEBSITE TRENDS YOU'LL SEE IN 2017

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THE BEGINNING OF A NEW YEAR IS A GREAT TIME TO TAKE STOCK OF YOUR BUSINESS' WEBSITE.

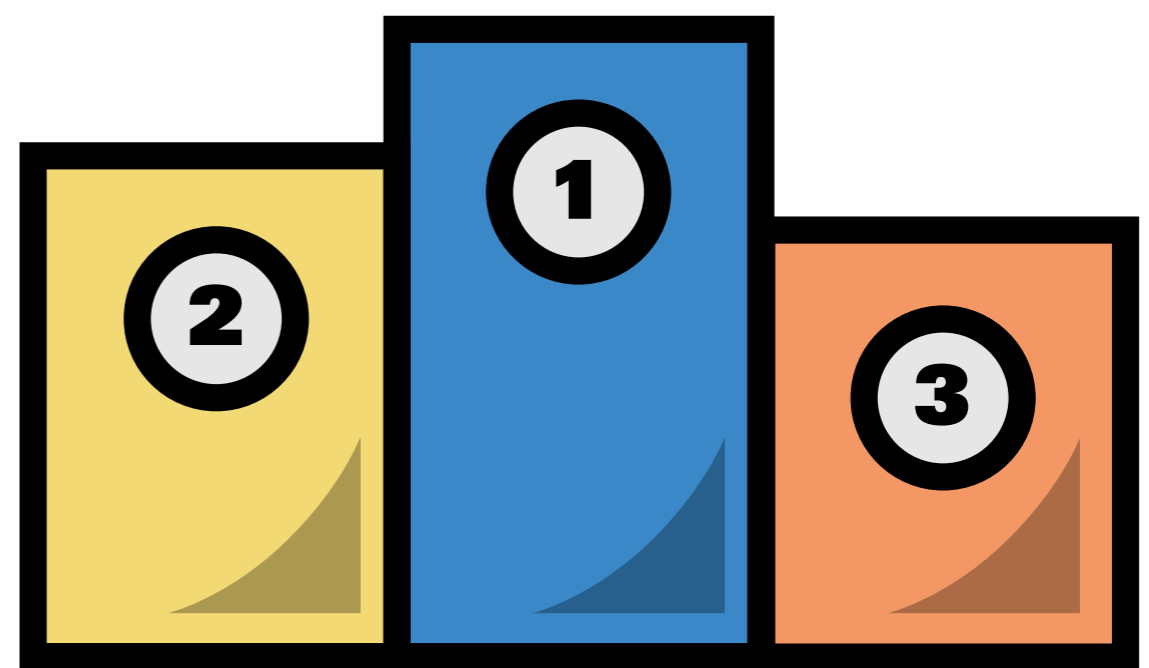
Is it doing all it can to convert your browsers into buyers – and boost sales?

As the Lead Web Designer for Mavidea, I keep track of website development trends.

My goal is to bring my clients new technologies that:

- Help attract new customers and keep existing ones
- Are budget-friendly and cost effective
- Make things easy for both their business and their customers
- Help drive sales

If you have a small to medium business and want the biggest website impact for your 2017 dollar, here are the top improvements to consider.



Five important website trends you will see in 2017...apply these to your site to look better than the competition and WIN big.



1ST TREND

MOBILE FIRST DESIGN

MOBILE FIRST DESIGN - MAKE SHOPPING EASY FOR CUSTOMERS ON THE MOVE

From the customer's business standpoint, a website experience should be as clear and cohesive as possible -- no matter what device they're using.

That's where mobile-first design comes in.

What you don't want is to build a site that looks great on a desktop computer - but doesn't look good on a smart phone.

We also want web design to look and respond to the different ways customers work and shop on different devices.

For example, if your dishwasher breaks and you're looking up companies that repair dishwashers where you live, your expectation will be different

if you're looking to make a quick call on your smart phone as opposed to looking for detailed information on your desktop.

Also, we don't have as much screen "real estate" on mobile devices, so the design tends to be simpler. We don't want customers to have to scroll for days to find what they're looking for.

Whatever action you want your customer to take, it's important that it shows up at the top of a mobile screen. In older websites not designed for mobile, critical contact information often sinks to the bottom when viewed on a phone or tablet.

If you don't make it easy to take action, you might just miss the sale.





2ND TREND

MICRO- INTERACTIONS

MICRO-INTERACTIONS - LITTLE CHANGES CAN MAKE A BIG DIFFERENCE

Little details that clarify site navigation might not mean a lot by themselves, but together they create a smooth, interactive, engaging user experience.

Micro-interactions are unobtrusive ways to give users greater control over their experience. Small animations can highlight actions you don't want visitors to miss.

And status indicators can help visitors understand where they are within a process, such as ordering. Small functional interactions like these can help decrease bounce rates, and amp engagement.

When you move away from a boring website to an active one, visitors are more likely to stay longer - and buy.



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3RD TREND

DARINGLY DEFINE YOUR DIFFERENCE

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In today's tough markets, different can be good. Different shows your customers you connect with their lifestyle and goals.

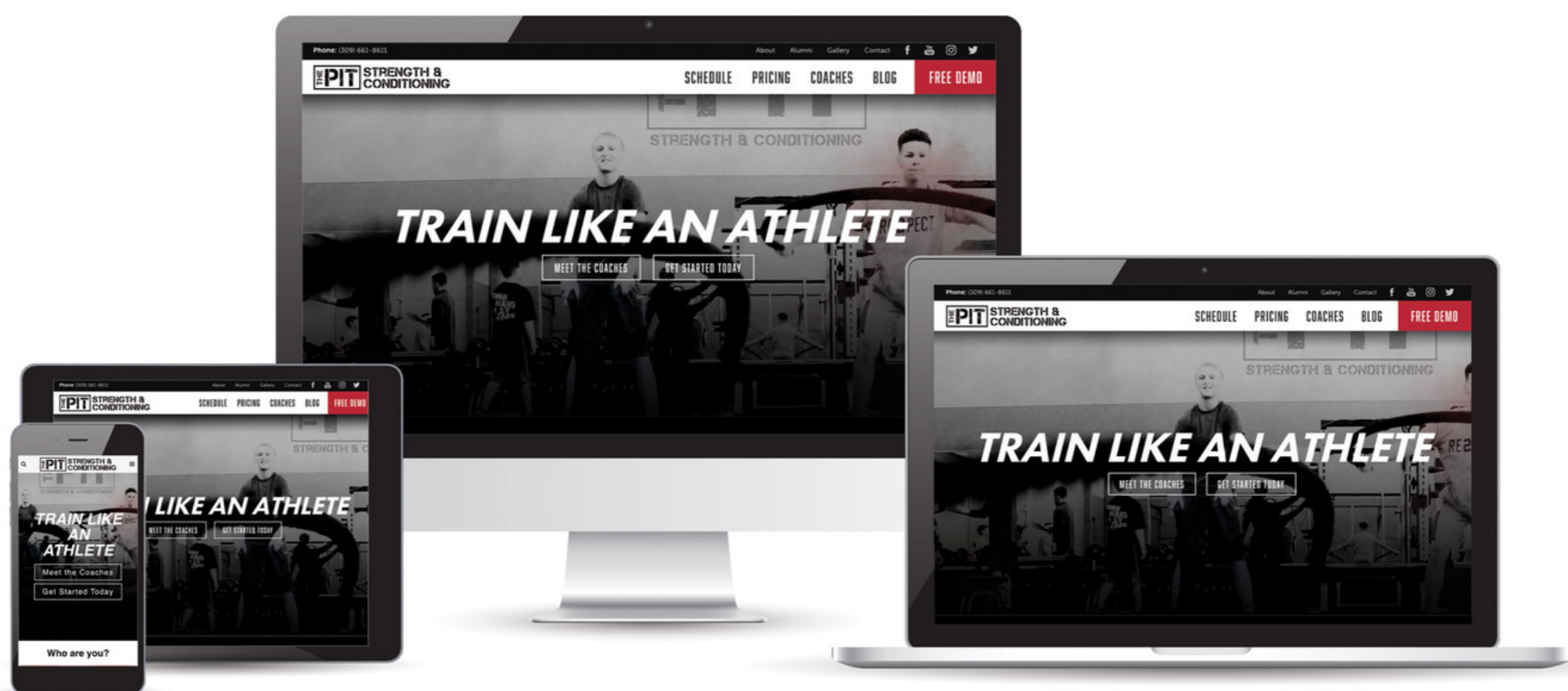
Dynamic colors, attractive gradients, and clean design contribute to a positive customer experience and productive interactions.

Lead customers to action with strategic use of color. An example: This site we built for The PIT Strength and Conditioning,

Notice the spot of red color at the top right? Labeled, "Free Demo", it clearly calls visitors to take an action that is a primary goal for this website.

With so much at stake, why be blah? Spice it up a little bit. Great design and a dash of fun combat short attention spans and drive interaction.

The PIT Strength and Conditioning





4TH TREND

VIDEO

GET THINGS MOVING WITH VIDEO

If there's one thing that we saw really take off in 2016, it was online video. These days, video looks and functions great. And there are so many ways to use it.

You can integrate an eye-catching background video like the one on Mavidea's site. You can leverage YouTube for video social sharing.

Today, we can do more creative things with video than we ever could before. Once, placing video on a website next to text or photos was difficult.

Now, it's a technique that can really drive interest in your content.

Video used to be a headache. You needed a good camera and phones weren't good for viewing video yet. But now, you can shoot video on your phone and upload it instantly to Dropbox.

We're really encouraging our clients to do that because it can add so much value to your website – and your online customer relationships. Feel free to be casual. Catch and present great moments as they happen. In your business, you're the expert. Let video show what you know.

Check out Parson's Video Website:





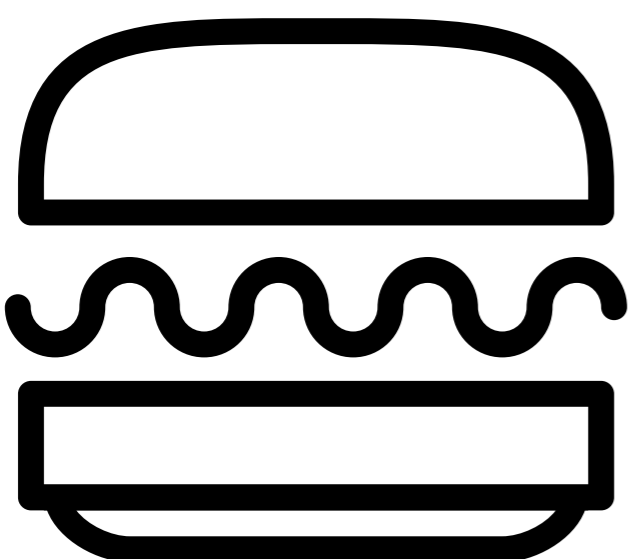
5TH TREND

MENU SYSTEMS

A FUTURE BEYOND THE “HAMBURGER”

In the sites we build, we’re moving toward ever more refined navigation – and away from the typical “hamburger” menu. We’ve always been kind of against it because it hides useful navigation elements.

These days, we have more effective strategies to get customers moving toward productive interactions. Our goal is to create sites that are functional and that perform optimally for small business.



Email us today to get started:
adviser@mavidea.com

1. CHOOSE a MavideaSITE basic site and we’ll build you a smoothly functioning website that leverages core design and search strategies.

2. BUILD one of our MavideaSITE pro sites, we can toss in tech goodies that will really engage your customers and differentiate your business in truly unique and effective ways.

WHICH WEB STRATEGY IS BEST FOR YOU IN 2017?

[Click Here to Find Out Which Website Strategy is Right for You](#)

Reach out to a real live caring person at Mavidea:

888-898-8960

adviser@mavidea.com.

Ready? Start Now.

You'll find that 2017 is full of new opportunity for your business – make sure you are prepared to make it the best year yet.



Sincerely,

Michael Guarienti
Lead Web Designer for
Mavidea