

A high-angle photograph of two women leaning over a desk, looking at a laptop screen. The woman on the left has long blonde hair and is wearing a black and white striped shirt. The woman on the right has dark hair, wears glasses and large silver earrings, and is wearing a black top. They are both focused on the screen. The background is slightly blurred, showing a modern office environment.

The Essentials

For Your
Small Business
Website



Website Solutions for Small Business

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It's all about you

Your business is a reflection of you.

Your website is the front door to your business on the internet.

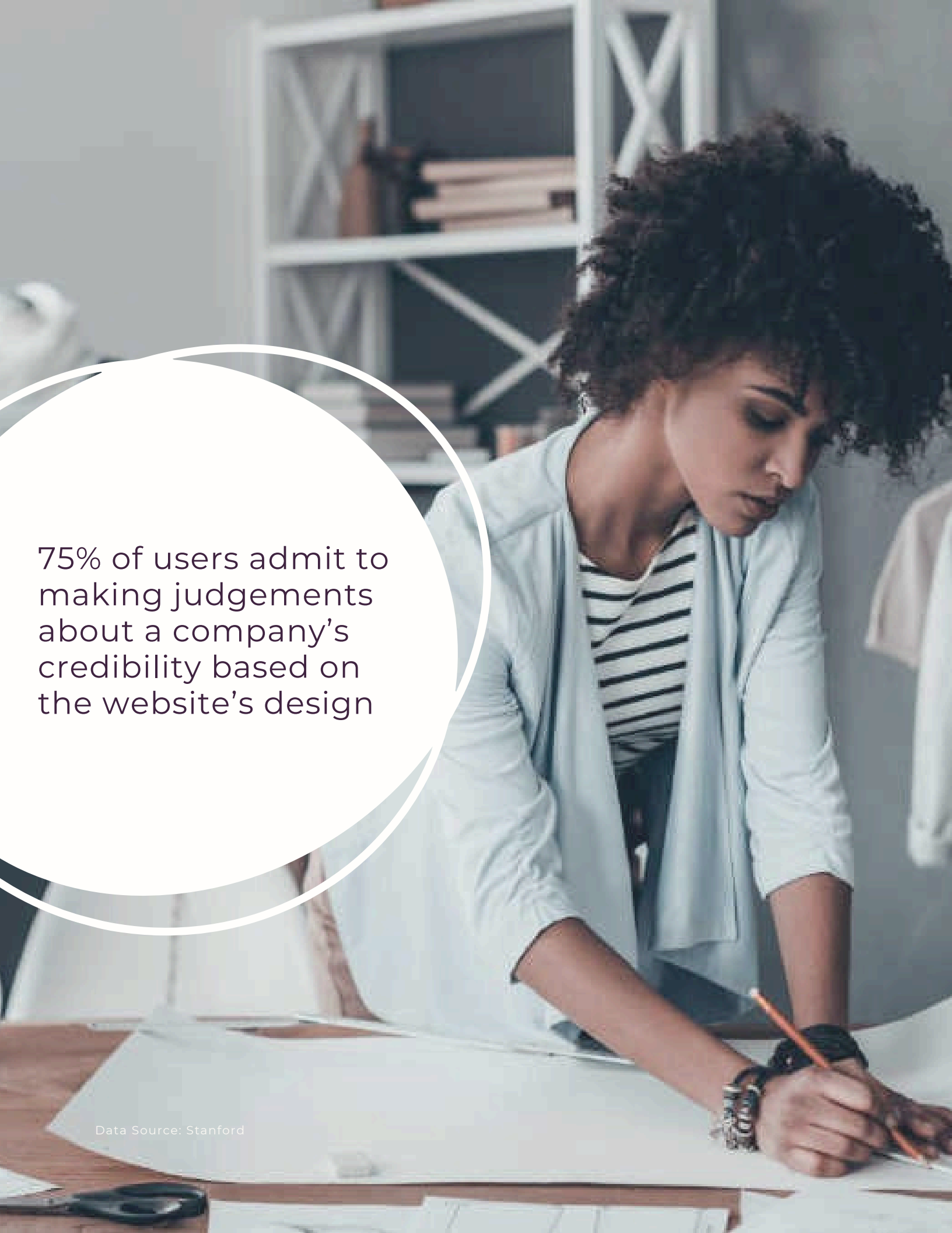
You created your website to let people know you are in business.

Your website should do more than merely provide info about your business. It should express who you are and why people should choose you over your competition.

Your website needs to be viewable on everything from a smartphone to a flatscreen TV. And every size in between.

Most importantly, it needs to be designed for viewing on a mobile device, because today your customer is using their smartphone to begin their search.

Take these actionable tips and resources for good web design to help ensure your website is working as hard as it can.



75% of users admit to making judgements about a company's credibility based on the website's design

Data Source: Stanford

Design

First, let's talk design. If your website was built with more text than photos, hard to read font or an outdated layout, like this one on the right. Well, it's time for an update.



Modern website design is more visual than text. This factors mobile traffic, faster internet, and that most visitors don't read every word. They skim websites for key words and phrases.

Why design is important

Visitors will form an opinion about your website in less than 50 milliseconds. In that fraction of time, a visitor will have decided that if your site is underwhelming then your business probably is too.

Designing a website for today focuses on what differentiates your business. It is not just a repository for a lists of services or products. Imagery to showcase you, your products and services is the norm now. Old-school text are out.

With high speed internet and cellular, sites can take advantage of visual design and video which is what consumers demand.

Mobile is critical

85% of adults think a company's website when viewed on a mobile device should be as good or better than its desktop website.

Data Source: Comnio



Building for mobile

Consider Users

Most users now go online on a mobile device. A site that shrinks to fit on mobile causing the user to pinch and zoom is frustrating to users.

Why mobile design really important

Google indexes only the mobile version of websites. If your website is not built for mobile, you will not be included in Google search. Fewer search results may mean lower revenue for your business.

Test your site

Visit your site on your smartphone. If you need to rotate your phone, pinch, drag or zoom to view it, it is time for a redesign.

The need for Speed

53% of visits to mobile sites are abandoned if pages take longer than three seconds to load



Building for speed

Over 60% of network traffic, which includes visits to websites, is now from mobile devices. Plus, Google penalizes slow websites.

One way to improve speed is by optimizing images. This involves both the resolution (how many pixels per inch, or DPI), the image dimensions and the image quality. The goal is to reduce as much as possible while retaining image quality.

Another easy way to speed up website loading is to use a content delivery network (CDN). A CDN is a network of computers around the globe to help distribute your website.

Say your website is hosted in L.A. and you have a visitor from Paris. With a CDN, your website will be copied to a server in Paris. This helps your web pages load faster.

There are also a number developer tools that we use to improve speed.



Security is key

85% of people will not continue browsing if a site is not secure.

What is SSL?

And why care?

Definition

SSL stands for Secure Sockets Layer and serves several purposes. It is used to protect your website from bad actors.

Protection

It protects your customers from hackers aiming to steal data such as email addresses, credit card information, and social security numbers.

Authenticity

It lets website visitors know they've arrived at the correct site. And, most browsers will prevent insecure sites from loading by presenting a warning to the user.

Verification

When a site has an SSL, it is indicated by the small lock in front of the URL and the designation of "https" at the beginning of the URL. A site URL that starts with "http" does not have an SSL certificate.

Search

SSL greatly enhances SEO. Google will not rank sites in search that do not have an SSL certificate. That can amount to lost traffic & lost revenue.

Accessibility

The American's with Disabilities Act requires websites be accessible to all. For example, light text on a light or busy background may be unreadable for a vision-impaired person.

A vision-impaired person visiting your site could file suit against you. And the cost to your business will not only be the cost to fix your website. Plaintiffs are being awarded damages as well.

These lawsuits have become more common as any website not in compliance is an easy target. The sheer number of active websites built without ADA compliance makes this an easy and profitable business for attorneys pursuing these cases.



In 2023, ADA
website compliance
lawsuits are on track
to nearly double
versus 2018.

Don't be one of them.

Key Takeaways

Though a lot more goes into building a website, we've outlined the most important elements to consider, especially if your current website is a bit dated.

Site builders like Wix, Weebly (now Websites by Square), Squarespace, GoDaddy WebBuilder, Shopify and others are marketed as simple ways to add images and text to create a website, but it's hard to get a final result that looks like the professionally designed templates they showcase.

A professional web designer understands how to use space, imagery, color, and typography together to elicit emotion, capture attention, and most importantly help win business.

Every website needs

1

Visual Design

Websites can be both smart and good looking.

2

Mobile Design

Users are mobile. Meet them where they are.

3

Speed

Don't lose business with a site that's too slow.

4

SSL Certificate

Security is of the utmost importance.

5

Accessibility

Accessibility is not just for buildings.



What we do

WEBSITE DESIGN

A website is the heart of your marketing efforts. It represents you on the internet. Each website is built to meet the demands of your visitors and search engines.

AS-NEEDED SUPPORT

Access to support at a time you schedule. With our HelpMe! service, we will assist you over Zoom as you build your website or help fix an issue. We also provide technical support to designers when there's a snag.

WEBSITE MAINTENANCE

WordPress Care Plans tailored to each client to make sure WordPress and plugins are updated, backups, and malware scans are performed to ensure your website runs smoothly and securely.

VIP DAY INTENSIVES

Want someone to give you dedicated help to get your website completed quickly? Or a day dedicated solely to *your* website project? Then a VIP Day intensive is just what you're looking for!

Who is Trivessa?



JULIUS LOPEZ, Co-Owner

Julius created his first website when Netscape Navigator was the top browser. He's combined his IT background, which includes UCLA, Intuit, and the BBC with his eye for design. He now specializes in building fast, secure websites with WordPress, and is the host of the Los Angeles WordPress Divi Meetup.



IRENE LOPEZ, Co-Owner

Irene's client service background comes from advertising, marketing and ad sales. She has worked with clients like AYSO, American Express Publishing, Dole Foods, Nissan Motors and Princess Cruises and uses that experience to help small businesses and non-profits achieve their website presence.

Contact. Connect.

Visit Trivessa.com to check out our services in greater detail, view our portfolio, and to schedule a free, no obligation consultation.



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