Abdul Saboor Aman Explains The Importance Of Having A Properly Designed Website

SARASOTA, FLORIDA, UNITED STATES, June 28, 2018 /EINPresswire.com/ -- Abdul Saboor Aman, an online marketing expert, explains that it is vital for all businesses to not just have a website, but to have one that has been properly designed. Thankfully, there are plenty of sites out there that can help businesses to build such a website and some of them are even for free. However, he stresses that it is important for companies to ask for professional help in creating their site so that it is will be effective and functional.

Walls states that a company website is an important tool for brand awareness and having a good online reputation. The online world is highly competitive and a small mistake can have serious consequences for a business. While people have the option of simply trying to do things themselves, they will unlikely be truly successful with that.

Abdul Saboor Aman Explains the Reasons for Having a Website

According to Aman, there are two main purposes of a having website. It is important to be aware of these, as this ensures that you focus on the right things. The first purpose is to provide information for Steve Amancurrent and prospective customers. This is the biggest purpose of all, as the website enables people to find out details about the business. Hence, a good website should include such things as a company history, awards and recognitions, staff details, and so on. Contact details should be both physical and digital and include a postal address, telephone number, Twitter ad, email address, and so on. Furthermore, the website should include clear details of the various products and services. Lastly, if applicable, customers should be able to book appointments online.

The second purpose of a website is to enable a business to grow. When more people are exposed to what a company is offering, it becomes more likely that they will also start to purchase those goods or services. Hence, it is very important that websites can be found, both on the internet and through mobile devices. This is achieved through search engine optimization (SEO).

Abdul Saboor Aman Explains the Value of SEO

If a company wants their website to be found, they must make sure it is fully optimized for search engines, mobile viewing, and local data. Aman has won numerous awards for his marketing efforts and he believes that, without SEO, online businesses will become stagnant and eventually lose out altogether. One of the most important elements of SEO is to use targeted keywords placed in the right locations on every page of the website. This helps to increase search engine rankings, which means it becomes easier for a site to be found. When a website has been properly SEO optimized, it is more likely for it to appear on the first page of Google and the other search engines. This, in turn, means it is more likely to attract new visitors, who can be converted into paying customers.

However, he hastens to add that there are other important elements to consider besides keywords as well. These include:

1. Google Analytics. This is an invaluable and free to use tool in terms of building a website and growing a business. This tool provides feedback on how the website is performing. Data include bounce rate, number of clicks, and how long visitors spend on the different pages. Effectively, this data enables businesses to see how people interact with the website and, therefore, what works and what needs improving. The information can be used to make changes, which can then be tested to see if those changes lead to any kind of improvement.

2. Social media. Almost everybody in the world now uses social media, which means it is a very valuable tool for marketers and businesses alike as a way to reach large numbers of people. Thus, businesses should not just have a website, but they also are found on Instagram, Twitter, Facebook, and LinkedIn. Through these sites, they can advertise their products and services, engage with their followers, run contests, and more. Additionally, social media enables them to build a positive reputation.

According to Abdul Saboor Aman, a company's website should present visitors with a clear, concise

message. People should be able to instantly see who the business is, what they do, and how they can get in touch. Building a website is very complex and requires a lot of skills and knowledge, particularly if the site also has to be optimized. This is why Aman advises businesses to always enlist the services of a professional who can focus on getting things right. While it is certainly true that enlisting professional services will cost money, the potential return on investment is far greater.

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