

180 Sites Web Design Agency Adopts New Approach for Service Industry Websites

California-based 180 Sites web designing agency delivers high-performance and visually engaging websites for service industry businesses.



180 Sites - Web Design Agency

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/EINPresswire.com/ -- Every aspect of a business website makes an impact,

affecting its ability to influence sales and serve as an effective branding tool. Something as basic as the color scheme of the call-to-action button or the text on it can affect the conversion rate of a web page. Business owners need a digital agency like [180 Sites](#) that offers 360-degree web designing services with maximum support for website maintenance.

“

Nearly 88% of online consumers are less likely to return to a site after a bad experience”

SWEOR

Website design has a major impact on buying psychology. Usually, it takes milliseconds for a browser to further explore a website or exit it immediately. Both, B2C and B2B buyers tend to evaluate a business through the website – the first impression is created by this digital asset and a good impression can initiate a query, direct communication, or a sale. Not just the services industry,

this is as relevant for traditional businesses with physical footprints that have just started their digital journey as it is for established enterprises who need better performing websites to raise their bottom line.

According to Kissmetrics.io, web design statistics suggest that 47% of online users expect a webpage to load fully within 2 seconds [\[Sweor\]](#)

The attention span of the modern consumer is reducing, and the increasing bounce rate is a major concern. Optimizing the website design for better desktop and mobile performance ensures a brand continues to compete and grab the browser’s attention. 180 Sites helps to create a better design with a layout that can attract visitors. Using visual elements that boost engagement, recall, and recommendation, such websites help to create more conversions.

Website designing and development services belong to the unstructured tier of the IT services sector. With many price variations, it is difficult to define a median that represents what a team of website developers or designers should charge. Business owners can find the costs overwhelming. There is every chance of a digital agency putting up irrelevant costs, especially if the client does not understand this niche inside-out.

180 Sites web designing services offer a clear advantage. There is a defined process for creating low-cost but high-performance websites without any sign-up fees and the monthly plans are subsidized to ensure the overall quote is affordable for small businesses too.

“180 Sites is amazing. They have taken our web presence to the next level. We are so proud of our site and have received great feedback from our customers. Not only that but they provided all of this at an affordable price. I’m talking affordable even if you just started your business. Contact them, you won’t be disappointed!” - Daniel Dixon, CEO Of SendJim

The web designing marketplace seems high on freelancers but this ecosystem might lack the professionalism a fully scaled web designing agency, like 180 Sites, delivers. It is better to have qualified professionals with contractual terms of engagement for a business website – the 180 Sites team provides this with a defined project end date, a dedicated project manager, onboarding assistance, and insight & support beyond the scope of a typical web designing project.

Longer landing pages can generate up to 220% more leads than shorter landing pages
[\[Marketing Experiments\]](#)

Run a search engine search for the best website designing agency and it is most likely that the same names pop up each time, for certain locations. The reason lies in the big advertising dollars that old-school agencies continue to spend to ensure their search engine visibility is sustained throughout the year. Not only are the big wig agencies like to charge more than \$15,000 for a business website, but there is also a risk of getting an outdated website design that fails to upsell the brand or boost conversions.

180 Sites makes the best websites for the service industry, ensuring each site has an individual appeal that helps to boost engagement and compete for better search engine ranking, converting more casual browsers into actual buyers.

About 180 Sites

Based out of Southern California, 180 Sites is the preferred website designing agency for the service industry. Offering the entire bouquet of website development services under one roof, the firm offers web audits, web designing, and web management. Handling every aspect of the concept-to-design journey of a website along with its free management and support for 2 years, 180 Sites offers a simple process where customers can effortlessly check a package, sign up, and

submit their company details to a 180 Sites' project manager who takes control of the entire process. Business websites developed and maintained by 180 Sites help brands achieve more online traffic and an upswing in their conversion rate. The web design agency offers three packages to choose from with maximum support, including content updates, mobile speed optimization, and monthly site health reports.

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