

# Winning Website Structure: Web Design Tips for Small Business

In this guide, we delve into key design tips that will elevate your website, ensuring it not only captivates visitors but also effectively communicates your brand message. From intuitive navigation to compelling visuals and strategic calls-to-action, this exploration aims to equip small businesses with the insights needed to create a winning online presence.

## ■ Hero Section

The first impression, a visually striking area at the top of your website, showcasing your brand and key message.

## ■ Value Proposition

Communicate the unique value your business brings, differentiating it from competitors and resonating with your audience.

## ■ User Benefit

Clearly outline the advantages or solutions your products or services provide to visitors.

## ■ CTA (Call To Action)

Strategically placed buttons guiding users to take specific actions, such as making a purchase or subscribing.

## ■ Feature

Highlight key aspects or functionalities of your offerings, demonstrating their value to potential customers.

## ■ Review/Testimonial/Credential

Showcase positive feedback from customers to build trust and credibility in your products or services.

## ■ FAQs

Anticipate and address common queries to enhance user experience and provide quick access to information.

## ■ Blog/News Section

Regularly updated content providing insights, industry news, and valuable information to engage and inform your audience.

## ■ Privacy Policy and Terms

Clearly communicate your website's privacy policies and terms of service, establishing transparency and trust with users.



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