

# 101 tips to an Irresistible Website

## Beautiful Branding

1. Get a professional logo. It's rare to find a website or a blog without a logo. It's a good way to build credibility and noticeability.
2. Upload a site icon to the Customize section of your WordPress website. WordPress calls for it to be 512x512 px. This could be your logo miniaturized!
3. Always use High-Definition (HD) images on your site.
4. Use 3-5 colors max. 1-2 main colors. One a background color, a call-to-action color, and an accent color.
5. When choosing a color palette, start with complementary or triad of colors. Adjust from there. Good color combo designs tell a story.
6. Do NOT use true black (#000000). Pure black doesn't exist, so it looks out-of-place online. Black is a darker shade of another color, so pick an actual color.
7. Never use a neutral gray (#cccccc) if you want personality. Dive into the meanings and symbolism of color: red – passion and energy; orange – enthusiasm and emotion; yellow – happiness and optimism.

## Terrific Typography

8. Pick a font that's easily read. 95% of online is typography so using a font that can be read by all your readers is the easiest and most inexpensive way to make a good impression.
9. Use 2-3 fonts max. Less is more in this case. Choose a heading 1 font, heading 2 font and a body copy font. Only use a more in special cases.
10. Set the font for your body copy to be a minimum 16px. Anything smaller is difficult to read on large screens. Scale down to 12px on mobile devices.

11. Choose a typographical scale like the augmented fourth, perfect fifth, or golden ratio. Use the scale to set font sizes for your paragraph text, H4, H3, H2, and H1. Base your line-heights and text margins on this scale.
12. Design other typographical elements like block quotes, bulleted lists, numbered lists, captions, help text, alerts, highlighted text, code samples, abbreviations, and even addresses. Note: this might be already answered in the theme you've chosen with WordPress.
13. Consider installing custom icon fonts like [Font Awesome](#) to use common image elements like social media logos, navigation buttons, and interactive graphics. An icon loads faster, scales endlessly, and gives you the ability to change the color to match your branding.

## Superb Layouts

14. Use the rule of thirds for a base layout. Divide your layout into thirds horizontally and vertically, then align key focus points where the lines intersect.
15. Keep the most important content "above the fold". This means that your most vital content is at the top, BEFORE your reader scrolls.
16. Consider using a baseline grid to position the elements on your web page. This is the space between the lines of text and the text itself. The space between your content blocks is just as important as the blocks. Every line of text should have a margin bottom that sits on the bottom of your baseline.
17. White space is essential. It's there to give breathing room and balance to the web page. It's used to draw your reader's eye to what's most important.
18. Balance the visual elements of your site, like the buttons, inputs, forms, headlines, etc. Blur your eyes and track the path that your eyes take.

## Splendid User Interfaces

19. Use bold, colorful call-to-action buttons. Each page should have a goal, usually to click a button. Make sure that button is noticeable.
20. Add hover and active states to your links, buttons, inputs and textareas (this is the forms that your visitor can fill out and has unlimited space). If you choose to lighten your buttons on hover, you should also lighten the links and the borders on your inputs.
21. Be consistent with form styling. All textareas and input fields should be styles the same. Same border colors, background colors, on hover, on active, placeholder text, active text, etc.

22. Change the color of the “visited links”, to let your readers know when they’ve been to that page before.
23. Create a style guide after you’ve finished creating your logo, colors, typography, layout and image sizes. This can help to keep your site (and you) consistent.

## Impressive User Experience

24. Add micro-interactions to buttons and other fields. For example: an “upload” button becomes “uploading” when clicked.
25. Use power words in your marketing to help your readers take action. This is where you can get creative in the words you use on your buttons and don’t just use “sign up here”.
26. No scroll jacking! Never mess with the default behavior of the browser. You might think it’s nice to scroll twice as fast as normal, but it’s not.
27. Consider NOT having a homepage slider. They decrease conversions and there’re better ways to display more information in a small space.
28. If you’re going to have a pop-up sign up form, consider having it pop up at the end of your reader’s visit and not right at the beginning.
29. Use headlines, sub-headlines, lead paragraphs, lists and captions to make your content easily scannable. Most readers visiting any website will scan it first before deciding to read the whole thing.
30. Add descriptive placeholder text to all your forms, inputs, and dropdowns. If you want someone to fill out a field in a certain way, tell them. For dropdown or select fields, make the first option descriptive: “select year” is better than the year “2022”.
31. Add HTML5 validation on your forms to make it clear when there’s an error in the form after a user tries to submit it.
32. Make your website accessible for the visually impaired. Tips: avoid vague link names, reduce clutter, use punctuation, keep a simple layout, add alt text to images, use larger text, and maintain high contrast between text and background colors.
33. Check your site for broken links (use [BrokenLinkCheck.com](https://www.brokenlinkcheck.com)). Fix any broken links so your readers don’t get frustrated when they click a link, and it goes nowhere!

## Magnificent Development

34. Take the time to get your site audited to know where you need to fix, change or update. Knowing what needs to be done before you start will help to know if you need a professional’s help or not. Try a service like [SEMrush.com](https://semrush.com) to get a full audit done on your site.

35. If you don't feel comfortable creating and editing your own website, make sure to do your research to find the right people to do it for you. Don't pick the first one you find.
36. Make sure your site is mobile optimized to display responsively on any device. Properly mobile-friendly sites load faster, rank higher, and give readers a better experience.
37. Create and display the optimal image size. If you've uploaded a larger image and wish to display it on other places, make sure to use the thumbnail version of the image instead of the full-size image.
38. Add alt and title tags to ALL images and links. When your site doesn't load for your readers, then it'll display the alt text instead. Also, when you hover over links, the browser displays the title tag for that link, which makes the UX better.
39. Add WordPress plugins to your site to provide functionality and usefulness.
40. Don't add just any plugin to your site. Be particular and specific of the functionality that you're looking for. Do your research about the plugins and don't use ones that are questionable.
41. Be careful to copy and paste your content from another document into your WordPress page. There may be formatting behind your content that transfers and can cause troubles inside your WordPress page. Copy and paste without the formatting to be able to help with this.
42. If you know how, update the style format instead of each individual line. This is where you update the font, colors, button styles in the "customize" section in WordPress.
43. Add internal and external links in and out of your site. Make sure that these links are relevant and important to your content, not just done randomly.
44. Test for cross-browser compatibility to make sure your site displays properly in Chrome, Firefox, Safari, Internet Explorer, Google and others.
45. Consider setting up a staging environment to make changes to your current website. Ideally you should have a production site, which everyone sees, and a staging site, where your developer makes changes. Once the changes are ready to go live, push the staging site to production.
46. Show the current year for copyright in your footer. When you see a site with an old copyright, most assume it's no longer active.

## Outstanding Search Engine Optimization

47. Choose one keyword phrase, or long-tail keyword per page. This tells Google what you want that page to rank for. Focus on optimizing every aspect of that page for that keyword.

48. Set keyword-rich title tags on every page. The title displays as blue link on Google search results. There's a limit of 55 characters for this title tag.
49. Include one and only one H1 per page. In most cases, this will be the same as your title tag.
50. Include plenty of H2s, H3s, and H4s in the content of your page to create sub-headlines and visual hierarchy.
51. Optimize your page for a specific keyword by including it in the title, H1, sub-headlines and in the first 1/3 of your content.
52. Your meta tag, or meta description, displays in search results as the description under the blue link. Make sure to include it on every page and include the keyword phrase.
53. Your permalink, which is the URL after your domain (eg: yourdomain.com/permalink-here/), should include the keyword phrase separated by dashes.
54. Google considers domain age in its algorithm because a domain that's been registered for many years is more like to be a high-quality resource. Register your domain name if you haven't done so already.
55. When writing a blog post or creating a web-page, consider writing at least 2000 words per page/blog post as you're more likely to be added to the SERP (search engine results page) when you do.
56. Create a sitemap (sitemap.xml file) and put it in your root directory so it displays on domain.com/sitemap.xml. It tells Google where all your pages sit and should automatically update when you add new content. Submit it to Google through [Google Search here](#).
57. Add your website to Google Search (above link) so you can see how Google indexes your site and stay updated if there are any critical issues.
58. To help your images rank, always rename your images and other files before uploading to your website.
59. Include a robots.txt file on your site to tell web crawlers which pages they should and should not index.
60. Add a canonical redirect to point the non-www to the www version of your website, or visa versa.
61. Research and integrate LSI keywords (latent semantic indexing) on every page to help the page rank for the main keyword phrase. Find the LSI keywords by Googling your keyword phrase and searching for the "searches related to..." links.
62. Make sure to add internal links to your content. Every page on your site should be accessible through links from other pages on your site, especially the home page.

63. Add structured data on relevant pages to help Google properly index your content, page types that need custom structured data include people, products, events, organizations, movies, books, and reviews. Use [Schema Creator](#) to generate structured data.
64. Check the speed of your page with PageSpeed Insights. Fix any potential problems that might slow down your page speed. The faster your site loads, the higher it'll rank.

## Fantabulous Page Speed

65. Keep your page weight under 2MB. Use [tools.pingdom.com](#) to check the page weight for your primary landing pages. Anything more than 2MB is too heavy.
66. Design page elements with CSS instead of background images. Never use an image to show a button, form or other common component on your site. CSS loads faster and is more flexible in responsive layouts.
67. Optimize images before uploading them. Use tools like [TinyPNG.com](#) to reduce your image file sizes by 80-95% without losing resolution or quality.
68. Consider setting a Content Delivery Network to host your images and other larger files in several locations around the world. CDNs store and deliver your files from strategically located servers to maximize loading speed depending on your visitor's physical location.
69. Avoid landing page redirects. Redirects trigger an additional HTTP request which delays page rendering.
70. Leverage browser caching by setting expiry dates for pages and page types that aren't updated often. Browser caching reduces bandwidth consumption, cuts the number of requests on the server and gives your reader a better website experience.
71. Enable GZIP compression. This is a data-compressing through which the size of a file is reduced before it's transferred from the server to the browser.
72. Upgrade to a dedicated server or premium hosting service to improve server response time. When you use a shared hosting environment with many users who use the same resources, it'll slow your page down.

## Phenomenal Graphic Design

73. Get an irresistible opt-in offer professionally made to add to your site. Consider different options to enable you to have more than one offer.
74. Design a custom graphic of you and/or your books for your home page and sales page. A custom-made graphic that showcases your books will make them more memorable and noticeable by your readers.

75. Create a custom blog post featured image and upload to your website. This image spreads on platforms and can be an image that is recognizable to your current and new readers alike.
76. Get a professional headshot done and have it displayed on your About or Contact page. This headshot should be current.
77. Create custom infographics that's display data in a visual way for your readers. These are great thing for your readers to share on social media.
78. If you have a video (or a book trailer) created, make sure that the intro and outro is optimized to that video.

## State-of-the-art Web Security

79. Install an SSL Certificate to allow a secure connection for your readers to buy your books. Having a certificate will improve your search rankings. Contact your website provider for more information.
80. Update your website and any plugins as soon as you see they need to be. Keeping it updated can help you from being hacked.
81. Take the time to set up a double authentication login for your admin pages. Most hacks start there.
82. Invest in a malware and spyware software to help protect your site. Usually, your website provider will know more and have what you need.
83. Change the admin username to something unusual and unique to you. Don't leave it as "admin".
84. Regularly back up your database and website files. Your website provider can help with this one too.

## Fascinating Content

85. Create custom error pages that display anytime a user tries to visit and this a page that doesn't exist. There are different error pages for different scenarios.
86. Make sure to optimize and update the main pages on your site – Home, About, Contact, Books, Services, Blog page and Media pages.
87. Add correct and up-to-date contact info to your Contact page. When you add contact info to your site, Google considers your site trustworthy.
88. Consider having more than one reader upgrade to more than just one page of your site.

89. Take the time to create an email campaign that confirms readers to your email list. This also includes adding a confirmation page, with a link that confirms their permission to be added to your list.
90. Add the necessary marketing emails, like a thank you email or an abandoned cart email so your readers are notified.
91. Create a landing page template for each of your books, so you can use it to guide your readers to take a specific action.
92. Each of your book pages is also a sales page and should be treated as such. Each page should be formatted with headline, pitch, even a sales video and direct readers to purchase easily seen.
93. Consider adding more than just your back blurb to your website pages. Your readers want more, it's time to give it to them!

## Extraordinary Social Media

94. Limit the number of social media buttons on your posts and pages as each runs a script that adds extra load time to your page. Only include the buttons where your content is most shared.
95. As best as you can, update your social media handles to be close to the same thing. This way your readers can find you on any platform as your handle is the same.
96. Add your highest-ranking opt-in on Facebook or Instagram.
97. Use similar style and colors on your different social media platforms. You'll want your readers to be able to recognize that it's you and not someone else by having similar look and feel of your stuff across your online presence.
98. Link your social media outlets to your website. So, when you write a post, it'll be automatically shared with your following.
99. Add meta tags to the posts that you share on social media. This means that you give each graphic a title.
100. Have all your posts link back to your website. You own your website and is the center of your content marketing, so make sure that your readers come back to your site.
101. Don't make your social media icons on your site huge and overpower your page. Your icons should be noticeable so your readers will know where to go to find out more. This is where you'd keep your site updated and current.