

What's New with New Websites?

Our jewelry industry is ever evolving; particularly when it comes to how we are selling our wares and connecting with our customer base. The internet is that catalyst. So it's a good idea to keep current with trending patterns in websites to make sure yours is spiffy and in so doing, speaking to your visitor in a way in which they value it.

By Marlene Murphy

So, what is New?

Here's a random sampling of some trending patterns for website design that are gaining traction this year. Utilizing some or all of these suggestions will result in visitors understanding you are up to speed with them and that in turn ramps up your conversion rate from looky-loo to customer pronto.

Contrary to intuitive thinking, lots of site designs published now tend to be actually lengthier than those created previously. That's because, although things change, "Content is King" is still the #1 consideration. Site owners are beginning to recognize that major browsers use content to determine ranking.

Mobile devices dominate shoppers preferred method of searching for goods and services, making it more commonplace for sites to scroll especially on their

home page rather than linking to display content.

While having rich engaging content is key to your website's success, so is being able to weave a compelling story throughout your content. Think of what your business offers that may be unique; in its history or location, inventory, or services. Those aspects offer value content to create a winning story that visitors will respond to.

Size Matters

There's been a dramatic push over last few years towards creating larger header background images. Often with text on top, this technique makes your site stand out from the crowd and cause your brand to become embedded in the visitor's memory bank quicker.

We're also noticing that some imaginative designers are bucking the trend by making their large headers background-image free. Of course your own brand and the designer you work with will want to play around with several concepts and see which one offers the greater impact on your individual site.

Hey, Let's Clean This Up

Your site, especially your home page does not have to tell every little bit of your company information. That can get cluttery in a New York minute. Designers now opt for removing non-essential design elements to simplify both the site and its message. De-cluttering too many colors on your site, too many images, and an over kill of all kinds of type fonts and sizes will

here and buy from you.

Click Away

Stock imagery is a useful tool in adding layers of interest to a site design. However newer websites augment stock imagery with high quality original photos that are unique to their business and offer a highly customized user experience. Speaking to your site visitor is taking on a fresher and more conversational approach.

Contact Us is now often replaced with Say Hello, or Let's Talk, or any other more familiar phrase. The effect is to take the distance away from the first interaction, making it a pleasant experience from the get-go.

And I Mean Clean

Slide out navigation tabs are coming to the fore. Smaller intuitive icons replace previously lengthy horizontal or vertical navigation bars. This technique cleans up the site and does pop-out when the visitor is ready to move into the rest of the site and clicks an appropriate icon.

Take a Good Look

While we haven't exhausted the changes that are becoming popular in site design, we hope this will encourage you to take a hard look at your current site so see where it can be modernized to respond to a market that wants the latest in jewelry--and will believe that when they see your updated website. Want a free no-obligation analysis of what your current website could become with some important tweaks? Chat with tech-whiz Marlene: marlene@jewelrywebsitedesigners.com



Murphy's rich experience in the tech culture began in 1981 with the dawn of corporate reliance upon computer technology. She played a pivotal role in implementing and integrating computer programming for the automotive industry. Sharp and intuitive, she developed computer training programs, and computer applications for myriad departments. Her decades of expertise include developing Visual Basic for Applications, SQL, and the Microsoft Suite of Office Products like MSAccess, MSWord, Msexcel, MSPowerPoint, Classic ASP and ColdFusion. She's been a custom web developer since 2000 and a specialist developer for the jewelry trade since 2009.

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