What a Good Website Should Look Like

Introduction

Your website is the most powerful tool your business has online. It's working 24/7 to represent you, attract customers, and build trust. In this guide, you will learn what separates good websites from bad ones and how to instantly improve yours.

Key Elements of a High-Converting Website

1. Clear Header - Who you are, what you offer

2. Call-To-Action (CTA) - 'Book Now', 'Order Online', 'Get a Quote'

3. Mobile-Friendly Design - 70%+ of users visit from phones

4. Fast Loading Speed - Aim for under 3 seconds

5. Trust Sections - Testimonials, Reviews, Certifications

6. Visual Consistency - Fonts, colors, spacing

7. SEO-Ready - Titles, meta tags, alt text

Real Examples (Before & After)

Compare a basic outdated site with a clean, mobile-ready design. Clear messaging, visuals, and fast load speed can instantly improve how customers see your brand. Include before-and-after screenshots from your own work at GOteq.

Bonus Website Quality Checklist

? Strong call-to-action

? Mobile-friendly layout

? Clear messaging in 5 seconds

? Visible contact info

? Sharp, modern images

? Google search-friendly

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Call to Action

Need help building or fixing your website?

Visit www.goteqagency.com

Or DM us @goteqagency on Instagram.

We will design it for you - fast, clean, and ready to grow your business.