Businesses Website Marketing: from graphic to design

The **minimum target** for any website and its collateral web marketing activity is to describe the company profile and showcase products/services clearly highlighting their value and their distinctive characteristics.

Most of the times businesses and professionals expect their websites to be not just a window for visitors, but also to get **contacts**, **leads** and, in the eCommerce sector, **online sales**. From this is evident that **creating a website is from the very beginning an online marketing task which goes beyond formal aspects**.

Focusing on graphic elements only in terms of visual impact on users is a frequent mistake visible analysing many companies' websites.

Website graphic design is indeed only one of the factors which affect the final result. In order to **make effective the company online exposure**, reaching business objectives, is wiser to appeal to *design* which allows to encompass values of functionality, ergonomy, usability, communication and psichology: all aspects which make the difference when it comes to encourage user to act according to our expectations.

Therefore, converting visitors in active users and clients who produce value is a challenge that requires a combination of different expertise. A single project where web marketing strategy and web design work together towards the business goal.

In order to avoid to frustrate investments on [SEO optimisation](#) and online advertising, website design should be planned involving to the highest degree possible the following dimensions:

- **technology and development** (server choice, platform and database, code, etc.);
- **graphic** (colours, typography, photos and images, information displyed,etc.);
- **accessibility and usability** (functionality, navigation system, access to information, pages loading time, information architecture and contents organisation);
- **texts and copywriting** (contents and copies quality, communicative clarity);
- **SEO** (form of search engine marketing devoted to optimise websites to get a better ranking).

As communication products and digital marketing means, **websites must be treated like complex works** whose esthetic and graphic value represents just one of the many aspects to take into account.

Among the five areas above identified, *design* includes: graphic and [accessibility/usability](#). For a business to think and plan according to web design best practises means to carry on a more sophisticated and complete approach to website marketing.

Design, in its broadest sense, is the enabler of the digital era - it's a process that creates order out of chaos, that renders technology usable to business. Design means being good, not just

looking good. — Clement Mok

Developers, graphic designers, copywriters and web marketing esperts are called to a collective effort to make of a website a successful work. The primary task of an [online marketing consultant](), prior of any digital marketing campaign, is to support the team and/or project manager in order to help them to recompose their efforts in an overall perspective.

Final **business results** will be strictly dependant on how this process is managed.