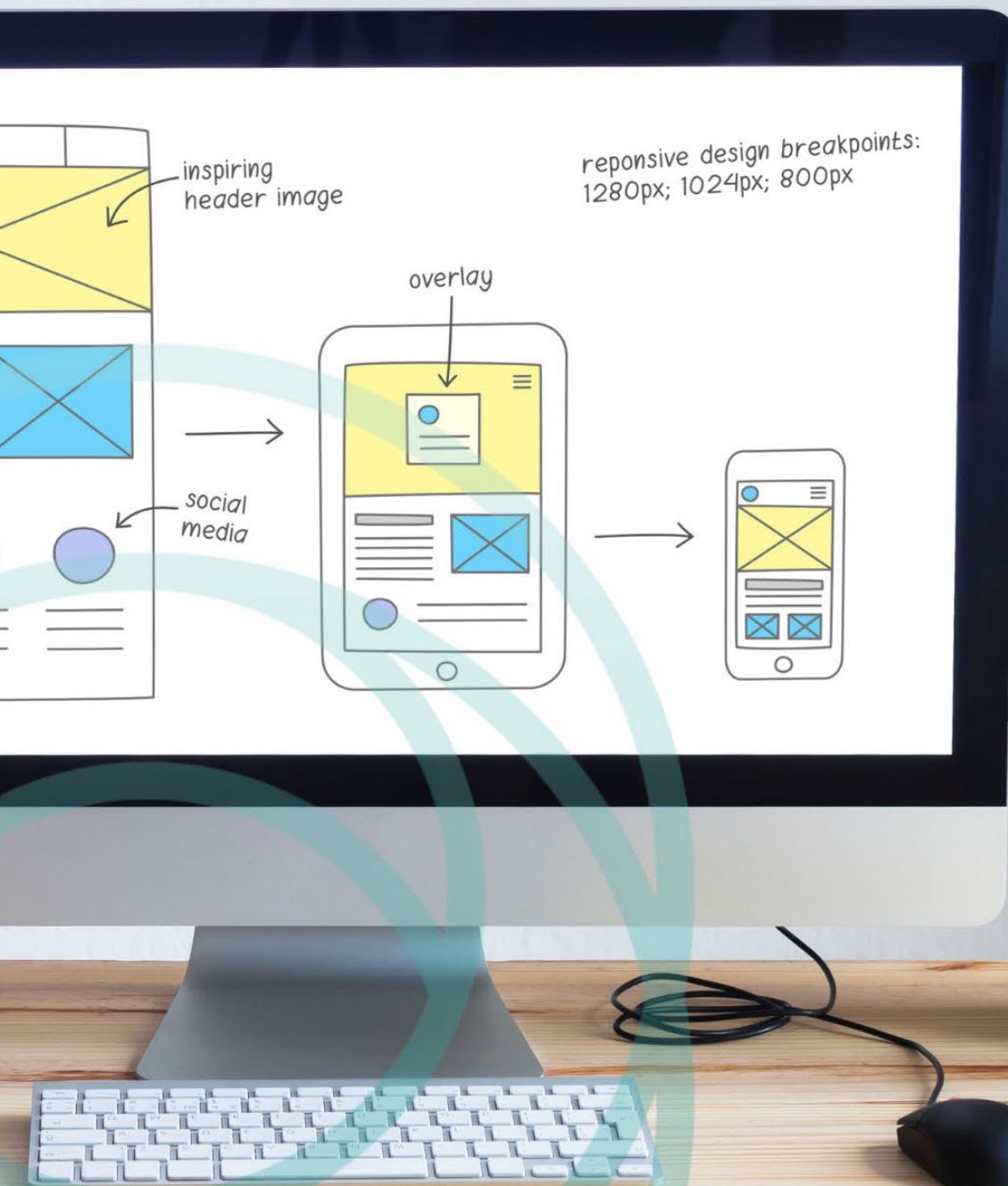


WEBSITES THAT WORK

Resource List



An effective website needs to focus on user experience (UX), be relevant to your niche, clearly articulate a digital brand, and guide visitors to conversion.

Today, a high-quality & interactive website design also needs to be optimized for performance while adhering to web accessibility standards.

5 Key Elements of a Website That Works

- 1) Importance of UX & Digital Brand Strategy
 - [Create a Website Relevant to Your Niche](#)
 - [Wireframe Key Pages](#)
- 2) Create a High-Quality, Custom Design
 - [Template versus Custom Design](#)
 - [Using Animation on Your Site](#)
- 3) Optimize for Conversion Objectives
 - [Convert Leads with a CTA page](#)
 - [Use Conversion Tracking](#)
- 4) Build for Performance & Core Vitals
 - [How to Run Website Speed Tests](#)
 - [What is a Reasonable site speed?](#)
- 5) Adhere to Web Accessibility Guidelines
 - [WordPress Features for Accessibility](#)
 - [Adding Image Alt Text](#)

Identify 3 Conversion Objectives for Your Website
