

## [Name of Company] is Your Marietta Website Design Company

H1: [Name of Company] is a Marietta website design company you can trust.

~~If you need a great Marietta design company to help you create the best possible website for your small business, [name of company] can help. Do you need to find a Marietta website design company to help you create the best possible website for your small business. Here at [name of company], we can help. Since we understand exactly what makes a business's website successful, Our team we can has the experience and knowledge to help you with all aspects of the process, from start to finish. Our knowledge and extensive experience shows forth in everything we do. It all begins with understanding exactly what makes a business website successful.~~

### ~~Modern Technology Means Fewer Face-to-Face Impressions~~**The Importance of Impressive Design**

~~The first important point to understand is that M~~many small businesses with professionally designed websites ~~that have been professionally designed~~ find that up to 80% of their business comes from people who visited their website, not their actual business location. If you plan to sell goods online, you may not actually meet most of your clients; ~~thus, your website needs to impress: the content should stay in visitors' minds well into the future. it should set your company apart from others in your field, and it should be easily navigable. Clearly, your website creates much of your company's success, so you need a .~~ That's why it's so important to make sure that all of your visitors are impressed by your website, and that it sticks in their minds well into the future.

An extension of that idea is that your website should set you apart from others in your field. ~~If your direct competition has a professional website that takes advantage of all of today's techniques and technologies, it follows that you need to keep up with them in order to stay in business. That's where having a Marietta website design company that you can trust, can make all the difference in the world.~~

### **The "Easier" Parts of Website Design**

If website design ~~was were~~ easy, everyone would ~~be building~~ their own websites. ~~While the design process isn't easy, That said, there are some parts of the process that~~ almost everyone knows they have to ~~de-adhere to certain design principles~~ in order to achieve success:-

- ~~1. Your website needs For instance, you probably already know that you want your website to have an easy to understand layout, that is easy to understand.~~ You can accomplish that goal by using particular colors and fonts, ordered lists, and other techniques to break up the information a little, creating a comfortable browsing experience for your visitors.
- ~~2. You must clearly and Making sure that your logo is prominently display your logo.ed~~

**Commented [KC1]:** I didn't think the original heading here matched the content as well

**Commented [KC2]:** I took this out because it is redundant. You already said they needed a website that set them apart from their competitors.

**Commented [KC3]:** I thought a numbered list here would work great, and help the reader to easily spot the must follow design principles.

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3. ~~and your website's should be pages are~~ easy to navigate allowing visitors to find each page in the website.  
~~is also fairly straightforward.~~

Website developers have utilized ~~t~~ these ~~are~~ techniques ~~that have been used by website developers ever~~ since the internet became popular. While nearly everyone knows these principles, designers know best how to utilize them.

On a related note, the best website designs are made to essentially control how a visitor processes the information that they are viewing. By employing certain basic techniques, designers can more or less guide a visitor's eye where it needs to go. The best website designs essentially control how a visitor processes the information he/she is viewing.  
~~That's a huge part of any online marketing strategy.~~

Along with the regular design concepts, many today ~~c~~ Creating a landing page, a page which is another aspect of website design that is fairly common these days. A landing page generally has contains a call to action and a form where clients can submit their contact information. The purpose is to This page helps you form a contact list that ~~you~~ can ~~then~~ convert into a mailing list, enabling you to stay in touch with your most interested visitors.

~~Often different fields use their own. Most businesses also have~~ certain website style ~~s that they use.~~ For example, it's ~~easy to recognize~~ a retail website looks different than when it's compared to a website offering physical services, such as electrical work, landscaping, or plumbing.

Although these concepts sound simple, there are two things to keep in mind: knowing the principles and properly implementing them. ~~One is that knowing what they are and knowing how to properly implement them~~ are two very different things and. ~~The other is that~~ the process gets much more complicated than just creating a ~~sort of~~ universal framework using ~~these~~ these basic components.

**The Importance of Individuality and Memorability**  
Unique, Memorable Design  
~~Since Did you know that~~ the average website visitor ~~to a website~~ doesn't read the entire page but only skims it. ~~They only skim it. In fact, they might only stay on the page for a minute or less. So, when people visit your website, you should have it set up to do two things: website needs to accomplish two things:- First, it needs to hold their visitors' attention for as long as possible and contain. Second, it needs to have a unique, memorable design that is unique enough to be memorable.~~

Obviously, ~~the goal is to have you want~~ all visitors to click through to your landing page and submit contact information or make a purchase. However, ~~the reality is that~~ not every single visitor will do that. So you need a unique, memorable website to encourage ~~That's why memorability and individuality are especially important. t~~ Those visitors to come back in the future. ~~who aren't part of your immediate conversions may still come back, if they remember your website.~~

**Commented [KC4]:** I added this to bridge the numbered list to the next paragraph rather than using the transition "on a related note"

**Commented [KC5]:** It made more sense for this sentence to go after the one about designers guiding their eye rather than before.