

Do you know that 94% of first impressions from potential customers or clients relate to your site's web design?

If you are looking into having a new website made or updating your existing one, it's important for you to understand the basics of a great web design and why QRx Digital is the best digital marketing company to help you create your own business' website!

The website is the core of your online marketing activities. If you look at all the marketing channels and techniques, what they actually do is bring visitors to your website, and the main purpose of the website is turning these visitors into customers. In marketing terms, this is called **conversion**.

The better your website is, the more visitors are converted into your customers.

It doesn't matter if you sell products online, provide local services, or build houses - a great web design will bring you in more visitors that will turn into customers or clients.

Many in the industry can create websites, but not all can execute it successfully. Without careful planning and designing, this kind of website cannot convert your visitors into customers.

This is where QRx Digital comes in. Here at QRx Digital, we don't just build websites.

- We plan the definition of the site map, structure, and the technologies we will be using.
- We do not focus only on the wireframe models and the visual style, but also the usability of the user interface for the best possible user experience.
- We choose the best content for your website, not just for the visitors but also for the search engines.
- We'll create your website using hypertext markup language and cascading style sheets. We'll make sure that your website can be viewed and used in mobile, bug-free.
- Before launching, we test all the technical features like codes and scripts compatibility with major browsers.
- Our job does not stop with your website's launch - we always monitor what's happening after the start which enables us to quickly fix deficiencies.

Web design is a complex process, but QRx Digital Services believes that this is how it should be done.

If you are looking into creating or improving your business' website, let's get in touch.

QRx Digital will be happy to help you.