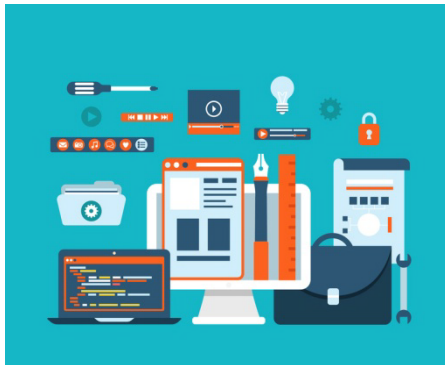


# IOR



## INDIAN OUTSOURCING REVIEW

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Websites have become the most effective means of communication not only for a big company but also for smaller businesses. Websites play a huge role in representing the products or services of a business. It is more or less like the first impression for the online visitors. They would come back to the website if they find it attractive, user-friendly and with right information. Website developers usually have the know-how's to make the website top-searched using simple tools. For instance, a website that is full of infographics, easy to navigate, and with contact information is more useful.

Knowing the basics may not always serve the purpose. Each and every website, be it for a start-up, for a small & medium enterprise is constantly competing with others. It is important to know that websites can change the perspective of 'what' is good for a website which would make it popular.

An eye tracking study conducted by Google tells us that users read from left to right on a website. In other words, users spend 30% of their time viewing the right side and 69% on the left side. In this context, Amazon is known for its navigation pane on the left side surely to achieve higher viewing. Another research conducted by Missouri University of Science & Technology, USA reveals more interesting facts:

- Web users spend 6.48 seconds on the logo displayed on a website. This is the reason why there is so much time spent to design a logo because it need not be only simple but attractive too. Plus, the more easily to remember it will be, the more beneficial it would be for the users.
- After the logo, users spend approximately 6.44 seconds viewing the menu. Indeed, the menu should have all the necessary call to action tabs.
- Last but not the least; 5.59 seconds are spent on written content. Did we ever think of content not having that much importance as visual graphics do?

Considering these figures, a few significant might-be's can be useful for anyone who is planning to develop their website. Uploading content in a timely manner is being one of that. Users are happy to see and read the latest content on their frequently visited websites. Content including info-graphics and high-rise images is a plus. This, in turn, leads to expanding the reach of the website when users participate in sharing it with their peers. In fact, a good info-graphic can nowadays be easily generated out of tools like [Visual.ly](http://Visual.ly). This helps in cutting the cost of designing an infographic which usually costs US\$1,000 for one good graphic design in international market.

Videos or a message by the business Director on a website have become a trend these days. And indeed, they serve the purpose beautifully of attracting the audience. It may be prudent to know that a sneak-peek into the work environment makes the user curious to visit the website more often. To make it simpler, it becomes easy to relate to the user to know what's the team looks like and what they provide as their service. It is not wise to disregard the opinion posts or product reviews on the website. A new user would be happy if they know the feedbacks by other users.

### Videos Doesn't Help To Increase Website Page Rankings

Gary Illyes from Google said on twitter that, "Basically adding a video to your page or website pages won't help that page rank better. Having a video on your page will in no way, shape or form help you rank better in a Google search."

One needs to think outside the square to make sure that the website is inherently good to ensure high traffic.