Explain your core business
Like a stranger, your website is a place where new visitors would like to explore. Thousands of words depicting your main core business would definitely help them to understand you better. But remember, always keep it simple, exciting and creative to attract your readers.

Enrich Multimedia Content
Human minds are used to Words, Numbers, Colours, Images and Animations. A plain site with less multimedia contents are similar to a grayscale version of scenery image. But too much of multimedia content would also affect your page loading time.

Target your audience
Everyone has their own favourite websites to visit. Be it entertainment, education, sports or blogs, there are certain reason why some sites can grab massive users within a day. By knowing what your audience want and need, you will be able to get the numbers growing.

Optimise Keywords in Posts
Nowadays, we often talk about hash-tag. With a certain keywords, we can manipulate the search engine results which will reflect to the number of hits to a certain articles. There are several analytic tools that could help you to identify top keywords. All you need to do is explore!
**Utilise Social Media**

Web 2.0 applications make interaction between audiences easier. Words of mouth are more powerful than door-to-door marketing. Integration between available Social Media would give you the explosive chain reaction marketing to your site. Be aware, it might serve you good or bad, depending on what you provided to the audience.

**Get Feedback**

Help us to help you. Improvement is the key to a good website. Without audience feedback, the webmaster would play a mind-guessing game of what their user needs in their website. A simple rating & comment mechanism would help.

**Easy Navigation**

An organised site with a very neat & simple arrangement would create great user experiences. An overcrowded landing page would also affect the loading time for your site, and of course, you wouldn’t want your user to leave your page due to the delay.

**Content is King**

Uniqueness and originality is the key for your contents creation. Feed your audience with fresh contents everyday. It’s like opening a new chapter in a book for them, each page gives them a new story to uncover.

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8 Ways to Spice Up Your Web

By Adam Francis