

# Boost Your First Impression Score

## Our 6 Pro Hacks Show You How

More than half of all website visitors scan for just [15 seconds](#) before they lose interest. Obviously, first impressions count!

These 6 pro hacks show you how to improve your first impression score, keep your website visitors longer and convert them into customers.

### 1. Plan for the Scan

We share some sat sat top design and content rules that encourage your website visitors stick around for more than a quick 15 second scan.

### 2. Keep it Clean

You're a spy searching an office for a certain document. You scan the desks. Some are cluttered with papers, pens, framed holiday photos and coffee cups. Others are clean and well-ordered. Where do you start first?

A+ if you chose the clean, well-ordered desks! Now, apply the same principle to your website. Your visitors know they can go to a clean, well ordered website and quickly get what they are looking for.

White space separates the most important elements of a web page. This allows your visitors to quickly focus on the content that interests them. It also allows you to showcase the things you want people to notice (e.g. special deals, calls to action etc.). An added benefit of white space is to create a sense of balance and elegance to your website. This is critical to your first impression score.

### 3. Make it Modern

**Flat design** is a continuing trend in web design and user interfaces. Its popularity has been championed by the likes of Microsoft and Google.

Flat design uses a simple two-dimensional appearance, removing drop shadows, gradients and textures. Colour themes are consistent. The result is a clear, pure user interface with a minimalistic look.



## 4. Fabulous Fonts

Making good font choices is an essential tool to getting your message across. You need to ensure that your choice of font **size**, **colours** and **contrast** promote legibility as well as how they interact with images on the same page. You also need to

think about how your website visitors perceive your choice of font. For example, [studies have shown](#) that some fonts generate more trust than others.

## 5. Inform with Images

As they say, a picture paints a thousand words. Informational images allow your visitors to quickly identify that they have arrived at the right place and also illustrate something about what you do, what you sell and who you are. Great images evoke emotions, tell a story, educate and captivate audiences and sell products.

## 6. Make it Mobile

90% of New Zealanders will own a smartphone by 2018. A staggering 88% of consumers visiting a [local business website](#) on their mobile device will call or go to that business within 24 hours.

That's great news if your website is responsive (optimised for mobile and tablet users). Plus, [Google's mobile algorithm](#) significantly increases the search ranking of responsive websites.