Website Development

Your business’ website is like an online store window – it’s the first impression most customers will have of your business.

Ruby Moon will design a professional website to wow your potential customers – at an affordable rate.

<h2>You Only Get One Chance to Make a Good First Impression</h2>

How often have you clicked on a link to a website, and given up when it took too long to load? Or been to an unattractive or hard-to-navigate website? If you’re like most consumers searching online for goods or services, you’ll decide within the first couple of seconds after clicking a link whether or not the site is worth your time.

Your business’ website can make you or break you with customers searching online. An unattractive, slow-loading, hard-to-navigate, or amateurish website not only won’t win the internet – it actively turns customers away from your business and into the arms of your competitors who DO have a slick, professional web presence.

An attractive, fast-loading website that’s easy for visitors to navigate is the cornerstone of any successful digital marketing plan. There’s no point in making an effort to get customers to come to your business’ website if they’re turned off by slow loading or unappealing design and leave before you get the chance to tell them why they should choose your business.

Many small businesses have gone the “do-it-yourself” route with their websites, building sites on platforms originally developed for blogs or using standard templates. Not all of these are unattractive – but they generally do look amateurish stacked up against custom-built sites. And “amateur” definitely isn’t the impression you want to make with potential customers.

Ruby Moon has the technical know-how and design expertise to build a fast-loading, state-of-the-art website with visual appeal to grab the attention of every visitor to your site, increasing your business’ chances for conversion.

<h2>We Design for Mobile</h2>

These days, if your business’ website isn’t mobile-optimized and responsive (that is, it responds to the device on which it’s viewed and reformats for optimal display), there’s almost no reason to have it. That’s because around 90% of web searches now originate from mobile devices, and sites that are not optimized will not be displayed in search results conducted on a mobile device. Without mobile optimization, your site is invisible to 90% of your potential customers.

Many older websites and sites built on free platforms are not mobile optimized, another reason it’s a wise investment to opt for a custom-designed business website.

Ruby Moon will build mobile optimization and responsiveness into your business website, to make sure all potential customers can see you, no matter what type of device they’re using. Once they’ve reached your site, we’ll knock their socks off with a great layout, killer graphic design, and easy navigation – setting you up to seal the deal.

Our website development service will give your business a solid foundation online; combined with our SEO, SERM, PPC, social media marketing, and marketing strategy services, Ruby Moon can make your business a force to be reckoned with online.

Ready to step up to an internet-winning website? Get in touch. (Button linking to form or contact info)