

23 Must Haves For Your Website In 2023

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With 2023 fast approaching, we're looking ahead to the next year and what it means for websites. But what do websites need?

After the success of last year's post about the ["22 Must Haves For Your Website in 2022"](#), we've refreshed the content to look ahead to 2023. So here we have the ultimate how-to guide for your website in 23 tips. Read on to find out more and get your questions answered.

01 Engage A Digital Audience

Think Mobile



In early 2022 the [BBC reported](#) that, on average, people spend 4.8 hours a day (around a third of their waking hours) on their mobile devices. You might even be reading this blog on your phone. That's why having a mobile-first approach when it comes to design is crucial in 2023.

02 Get the Right Clients

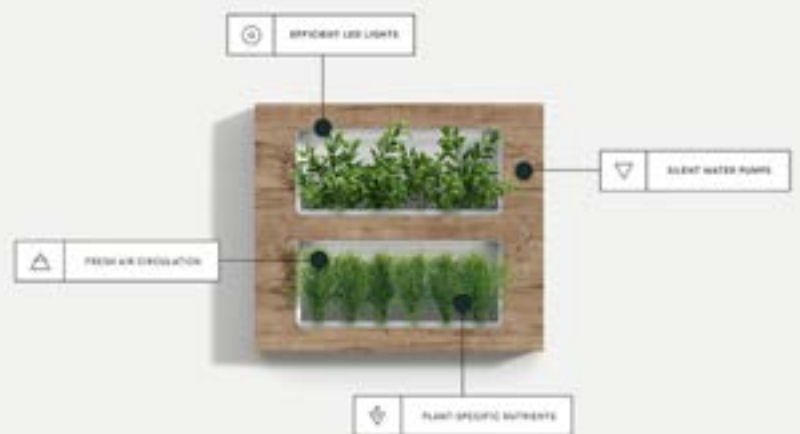
Be Crystal Clear

When someone comes to your website, you don't want them to have to root around and guess where the information they want is located. People have short attention spans, make sure that you have a clear proposition and a killer one-liner which, in turn, will help to reduce your bounce rate on your home page.

03 Be Real Online

Show Who You Are

The phrase 'people buy from people' doesn't just apply to your sales team, who know how to present the best of the business for customers and clients. Your website should be at the heart of your business, where people can go to find out more about what you do, who you are and what's important to the business and brand.



Whether you have a special focus on team building, use sustainable materials or are a really fun team, adding human touches to the website alongside the professional means your website will stand out and be memorable.

04 Tell Your Story

Put Your Own Spin on Once Upon A Time

Don't worry; we're not telling you actually to write a fairytale about your business, but the line intrigued you, didn't it? By nature, we're captured by stories, which means weaving a narrative into your copy will make people want to read it more.

05

Get Client's Attention

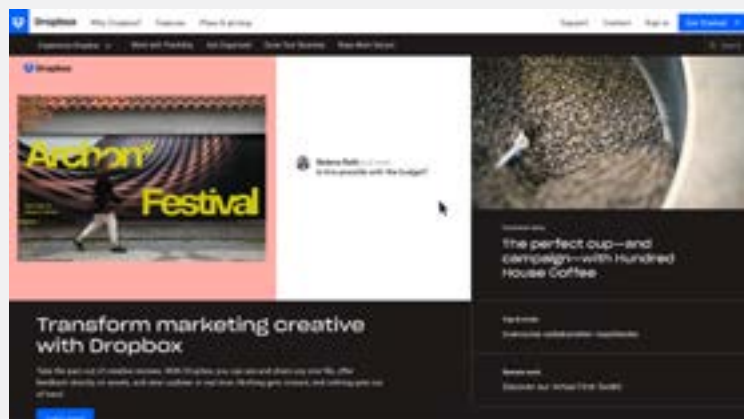
Become a Storyteller

This goes hand in hand with our last point; however, it doesn't just mean your story. You can tell stories when it comes to case studies, and the work you undertake, even in the average blog. All copy can and should tell a story.

06 Show You Can Solve People's Problems

Solution-first Approach

People want a solution to their problems, rather than selling services alone, think about how what you provide is helping them! By combining services with the solution your potential customers or clients can see clearly how you can help them.



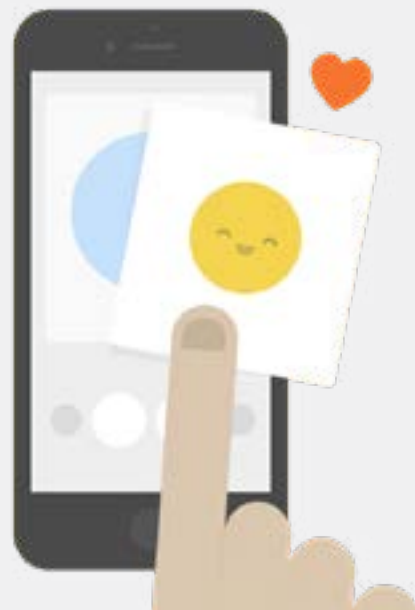
07 Stand Out Online

Dynamic Content

There are millions of websites and just as many businesses in the world so what can you do to stand out? For starters you want your content to be relevant to your target audience but you may also need to do some A/B testing to see what kind of content works best.

08 Make Your Website More Engaging Micro-interactions

Using a website should be an experience and anything that can make yours more interactive is a bonus. By using micro-interactions such as buttons for direction, small animations or sounds when an action is taken and similar.



09 Add a Bit of Fun to Your Website

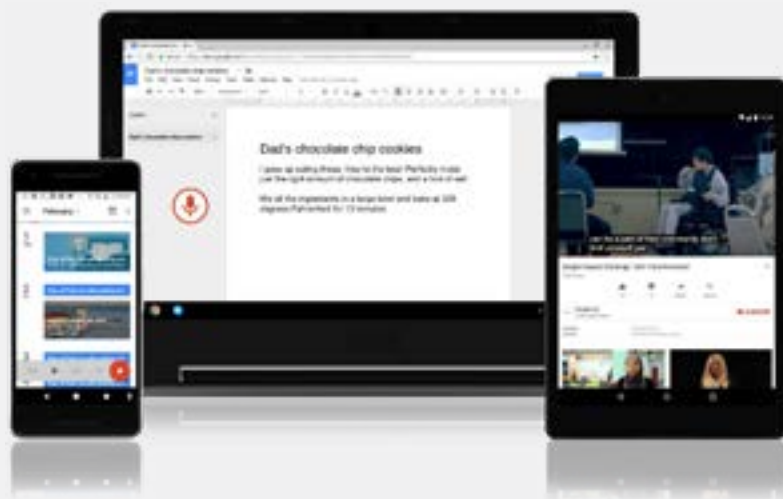
Animated Cursors

Who doesn't like an animated cursor? Like our previous point it's all about creating an experience for your website visitors. While they used to be considered gimmicky, that's no longer the case!

10 Make Sure That Everyone Can Use Your Website

Accessibility

The days of accessible websites only being expected for public sector websites are long gone. Now it is an expectation that everyone should be able to access your website. For more information you can follow the [Web Content Accessibility Guidelines \(WCAG\) 2.1](#).





Improve Your Accessibility

Dark mode

For many of us, Dark Mode is a feature we've gotten used to in our phones. If you're not entirely sure what it's for, it means that instead of dark text on a light background, it is flipped so light colours are used for text on a dark background which helps to decrease eye strain.

12 Make Sure You're Seen on Search Engines

Understanding the evolution of SEO

As with all kinds of technology, SEO has changed and evolved. In 2023 there's an increased importance on spoken phrases rather than singular keywords due to the popularity of voice searches. Snippets, knowledge cards, graphs and other questions people may ask are also highly valued.

13 Keep People on Your Website

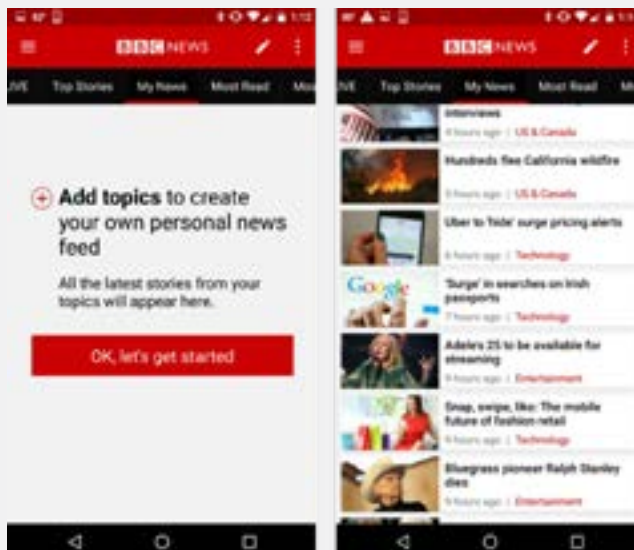
Page Speed

There's few things worse than waiting for a website to load. Many of us will give up and look somewhere else. We're used to instant information and that's not going to change in 2023 and don't forget it also impacts your ranking speed!

14

Make Your Users Feel Like They Matter

Personalised UX



We all prefer to be more than just a number, don't we? With a personalised user experience (UX), you can allow your users to tailor their experience, which is a bonus for returning users. Or, the website could adjust the experience automatically based on the user's location, browsing style or interests.

15 Create Pages to Help You Reach Your Goals

Landing Pages

Landing pages are created specifically with a goal in mind and often as part of a campaign. As a result, they often lead to higher conversion rates if integrated with CRM systems and social media activity.

16 Get People Where You Want Them to Go

Call To Action



Sometimes, spelling it out helps. Adding click here on a button or details as to where a person needs to go if they want to find x, y or z. Some other calls to action include download, read and sign up. Also, don't forget to monitor what works and change what doesn't!

17

Keep Yourself at the Top of the Search

Voice-search on Mobile

We're all used to asking Siri, Alexa or Google a question, which should be reflected in your website which is why a more natural, conversational approach can help you here.



18 Give People the Info They Need, Fast

Chat Bots

You either love them or you hate them but Chat Bots are here to stay. They can be super useful for answering common questions and have the option to move to live chat if needed. You also have data on hand to see what people are looking for!



19 Keep An Eye on Who's Visiting Advanced Tracking



There are a number of new ways to increase tracking such as using event tracking and commerce with Google Analytics, heatmaps & UX (i.e. HotJar) and live dashboards where possible. Our top tip? Migrate to [Google Analytics 4](#) sooner rather than later!

20

Prepare for a Cookieless World

Losing Third Party Tracking

This has been deemed an opportunity to reset the industry. Marketers are going to have to rely less on third party analytics and more on first party cookies. It's also why you've seen apps asking if they can track you or not!

Furthermore, when it comes to your marketing, if you're reliant on 3rd party data for your marketing strategy, then it's time to consider ways to become more reliant on 1st party data. This can be a difficult topic to fully understand, so let's chat about this if you're wondering how this might affect you.



21 Make Forms Easier

Progressive Lead Forms

First Visit



A lead form for a first visit. It contains four input fields: First Name, Last Name, Email, and Company. Below the fields is a green button labeled 'GET OFFER'.

Second Visit



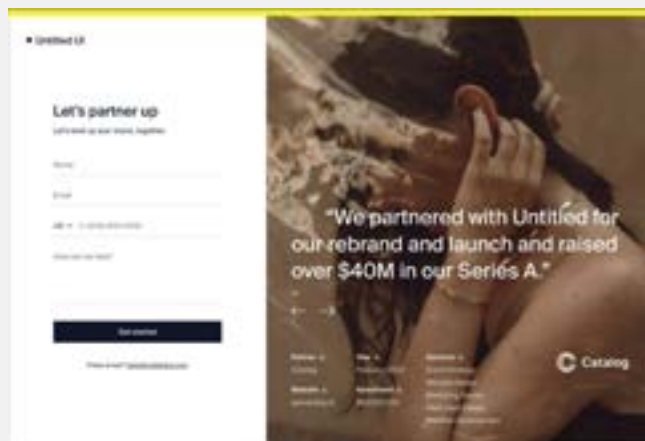
A lead form for a second visit. It shows the same fields as the first visit, but with some fields pre-filled: First Name is 'John', Last Name is 'Doe', Email is 'john.doe@example.com', and Company is 'Example Inc.'. The 'GET OFFER' button is still present at the bottom.

As a result of the change in the way we collect data, lead forms are also changing. For example, on a first visit the user will need to put in their information, if they visit again, some of the details will already be filled in for them which breaks down lead gen forms and improves the user experience. See our example below!

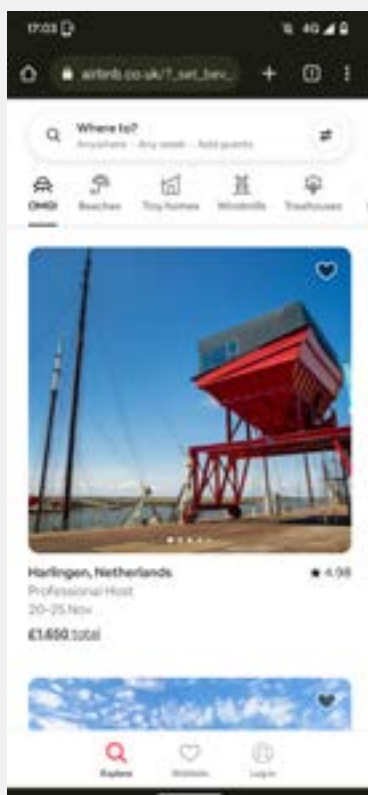
22 Embrace Minimalism and Increase Submissions

Full-Screen Forms

By creating full screen forms you can combine minimalism with interactivity – something your users will thank you for later. You can create either a single-field form or a full-screen form and the fact that it's more simplistic will remove distractions and increase form submissions.



23 App-like Experiences



The phrase 'there's an app for that' is very true and it's moving into the website space, as you can see with the movement to dark mode that we previously mentioned. In addition to this we're all used to using apps and familiar with their design which is why many websites are following a similar type of design and making the experience easier for users.

And there you have it; 23 tips for 2023 for your website. Has this list given you some ideas for your own website? Have you got ideas for your website but not sure how to make them come to life? That's where we come in. With a team of experts on hand why not [get in touch](#) with us today for a chat.

We hope that you've found these 23 "Must Haves" useful and that you can incorporate them on your website soon.

Are you looking to give your website a refresh for 2023? Or perhaps you need a completely new site?



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our expert team
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