



Website **Guide**



Guide to Building a Website

Designing a website involves several important elements to ensure its effectiveness, functionality, and user experience. Here's a checklist of key considerations for website design specially designed for drawing in Medicare prospects and keeping your clients up to date.

- 1. Define goals:** Clearly define the purpose and objectives of your website. Ex: draw in leads through your website, keep clients up to date on your information, and improve your online presence.
- 2. Target audience:** Identify your target audience and understand their preferences, demographics, and behaviors. Tailor your design to appeal to your specific audience. Ex: Medicare beneficiaries in your local market.
- 3. Personalize:** Ensure your website is personalized with your contact information, an about page, and agency history so clients feel knowledgeable about your business, and establish trust, and human connection.
- 4. Clear navigation:** Design intuitive and user-friendly navigation menus to help visitors easily find the information they need. Use clear labels and logical hierarchy.
- 5. Consistent branding:** Maintain consistency in terms of colors, typography, logos, and overall branding elements to create a cohesive and recognizable website with your agency branding.
- 6. Readability and legibility:** Choose fonts, font sizes, and contrast that make your content easy to read. Consider accessibility guidelines to accommodate users with visual impairments.
- 7. Visual hierarchy:** Use visual cues, such as headings, subheadings, font sizes, colors, and spacing, to guide users' attention and highlight important information.
- 8. Effective use of whitespace:** Utilize whitespace (empty space) strategically to create a clean and organized layout, enhancing readability and visual appeal.
- 9. Engaging visuals:** Incorporate high-quality images, videos, and graphics that align with your content and reinforce your brand message. Optimize file sizes for faster loading times. Be sure to include photos that represent your target audience (t65 individuals)
- 10. Calls to action (CTAs):** Include clear and compelling CTAs to encourage user engagement, such as the "Contact Us," "Subscribe," or "Schedule with me" buttons. Make them visually distinct and easily identifiable.
- 11. Social media integration:** Include social sharing buttons and links to your social media profiles to facilitate easy content sharing and enhance your online presence.

12. **Testimonials / Customer Reviews:** Include testimonials and customer reviews of your services to increase the personalization of your website. Integrate Google business reviews.
13. **SEO considerations:** Implement search engine optimization (SEO) best practices, including keyword optimization, meta tags, clean URLs, and a sitemap, to enhance search engine visibility.
14. **Analytics integration:** Implement website analytics tools (e.g., Google Analytics) to track visitor behavior, gather insights, and make data-driven decisions for further optimization.
15. **Compliance:** Be sure to send your website through CMS check or have Spark's compliance team review it. Include CMS Medicare disclaimer.
16. **Cross-browser compatibility:** Test your website across different browsers (e.g., Chrome, Firefox, Safari) to ensure consistent functionality and appearance.
17. **Testing and usability:** Conduct thorough testing across different devices, screen sizes, and browsers to ensure a seamless and error-free user experience.

Start Building **Your Website**

Spark Agent Webpage

Spark offers a agent web page FREE for more information and how to request see our resource page [HERE](#).

Recommended outsourced vendors

Vendor	Link	Pricing	Notes
Wix	Wix.com	\$27 / mo	Website builder
Square space	Squarespace.com	\$23 / mo	Website builder
Hostinger	Hostinger.com	\$2.99/ mo	AI website builder. Input the business name, description, uses and edit from what the AI created.
GoDaddy	GoDaddy.com	\$2.99/ mo	Domain purchasing and website builder