

Title:

Flash Or Bang - Which Would You Prefer?

Word Count:

319

Summary:

If you had to choose, would you want a site that looks pretty, or one that makes you lots of money? Of course you want a nice looking website, but isn't money the real motivator here? I mean you want Flashy graphics and top-notch sound effects make for an awesome video game, but frankly aren't they? Look at sites...

Keywords:

website design, web marketing, sales page, web development

Article Body:

If you had to choose, would you want a site that looks pretty, or one that makes you lots of money? Of course you want a nice looking website, but isn't money the real motivator here? I mean you want Flashy graphics and top-notch sound effects make for an awesome video game, but frankly aren't they? Look at sites like Amazon.com and Buy.com. They're friggin' ugly, but they rake in an absolute fortune. Or look at any website by Mike Filsaime, Gary Ambrose, and other big name marketers. These sites work. Your content, your message, is by far the most important aspect of your web presence. Of course, moreover, you should focus on getting your main point across immediately. Your site's headline should be clear and concise. People rarely spend money because they were impressed by an animated header. In most cases, we'll take a site that converts visitors into customers over a site that makes people say ^wow^

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