



Beneficial Features of Website to App Conversion

Apps are actual applications that are downloaded and installed on your mobile device, rather than being rendered within a browser. Users visit device-specific portals such as Apple's App Store, Android Market, or Blackberry App World in order to find and download apps for a given operating system. The app may pull content and data from the Internet, in similar fashion to a website, or it may download the content so that it can be accessed without an Internet connection.

If you already have a customer base and are looking to increase engagement and streamline their purchasing process, then a mobile app is a great platform. A mobile app can take advantage of the multiple features included in mobile phones such as push notifications, GPS, contacts, camera phone, and integration with other apps like Facebook, Twitter, Instagram, just to name a few.

Despite the many inherent benefits of the mobile web, apps are still very popular, and there are a number of specific use scenarios where an app will be your best choice:

- **Regular Usage/Personalization** – If your target users are going to be using your app in a personalized fashion on a regular basis then an app provides a great way to do that.
- **Social Networking** – Enhance your social networking strategies by linking these apps to your apps. Many users of social media will access their accounts through mobiles and apps
- **Complex Calculations or Reporting** – If you need something that will take data and allow you to manipulate it with complex calculations, charts or reports an app will help you do that very effectively.
- **No Connection Required** – If you need to provide offline access to content or perform functions without a network/wireless connection then an app makes sense.

- **Customer retention and visibility** – App can act as a repository with easy access for the user who can easily visit it again and again. An app is easily accessible. A user will most likely visit the app due to its appearance being on their phone's home screen
- **Focused approach** – Less clutter from your website as an app focuses solely on what the user needs from that particular app. One touch access to this information through an app is inherently beneficial as well.
- **Fast** – Much faster than trying to access the website from your mobile as an app is specifically designed to be opened and run on your phone. A mobile website has to render its content to your device which is significantly longer than apps

If your mobile goals are primarily marketing-driven, or if your aim is to deliver content and establish a broad mobile presence that can be easily shared between users and found on search engines, then the a mobile website is the logical choice. On the other hand, if your goal is interactive engagement with users, or to provide an application that needs to work more like a computer program than a website, then an app is probably going to be required. In an ideal situation you would have both a mobile website and a mobile app as two points of access for the user.

Business such as eBay, Twitter, Facebook and Amazon have started the leap to app conversion with many smaller businesses following the transition due to the fact that mobile apps are the most affordable and effective way to reach out to customers and users.

Why is Making your website professional Important?

Most online starters take longer than a year to gain maturity and become a professional business on the World Wide Web, so you may be thinking why is making my website professional important?

THIS is the question that you should be asking yourself, and here at Clarus Minds we have engineered just the precise solution for you, to help you as an individual have an identity on the web. We here at Clarus Minds can help you design your website and guide you and your company through our online footprint maturity curve, helping your business become established whilst saving you both money and time.

There are Millions of different websites out on the web, which has its own purpose of existence. The web is full of phoney sites which the online users simply cannot trust. So therefore you want to gain the trust of your online users so that eventually more and more online users will take a look at your website. However to gain the trust of your online target market you must simply start by making your website look professional.

What consist in a professional web design?

A website must have a professional look and feel. Web design involves a series of different elements such as the house style, colour, interactions and many more. Colour can be a starting point, try and use cool and calm colours which do not make your target market have a headache or they find difficult reading, think about the colour of your font on your background and also think about the sizes of your font.

There are millions of web pages online which are also competing to become the superior brand online, therefore it is very important that your website is being run properly and making sure your website follows a professional look and feel.

Simplicity

To create the ideal website you now understand that the website must be professional another helpful tip to 'making it big online' is simplicity. When designing your website you make want to think about the layout of your products and services, making sure your webpage is not cluttered with information but in-fact laid out neatly. Website decorations will need to be thought about before placing it on your website. You should try and make it a simple decoration so that it does not take away the focus of your products. Most big online companies all use a dull background to create more of a focus on the products and so their online target market can discover the products easily. The online target market will not want to visit a website which is clumped and a site which they find it hard to navigate around, consequently it is important for the site to be laid out neatly so there will be more users returning to your site than the other competitors.

How can text alter the voice of your website?

You may not understand the different kind of texts on a website can lead to different voices projected from your webpage. Therefore text is a key element to what kind of theme you wish to project from your website. A simple method to get the best out of your webpage by creating a theme and using the same font (or two fonts) throughout the site and making sure the font chosen is user friendly. The colour of your font can also affect your website as the colour of the font will depend on your 'website decorations' and the background as you would like the font to stand out whilst making sure the users don't get a headache when trying to read the information posted on your site. On the other hand you may have chosen a great font and even a contrasting colour for the font but it still would not be user friendly without you acknowledging the size of your fonts. The size of your fonts needs to also be a primary concern as you simply don't want the text on your website to be too large as the website would not look professional or you don't want the text on your site to be too small making the user squint when reading the content of your site. Therefore when deciding the font to use remember to use a clear and readable font; use a contrasting colour and the size of your font to further develop your website to become more professional.

How spelling can alter what your users think of you

When creating a website you must check the content as you want your customers to believe you are a trustworthy source, so therefore a website which has many errors may cause your customers to believe you are untrustworthy, as they may believe how can the website be professional if you can't even manage your own errors. Simple spelling errors can change the dimension of your website by making your website look tacky and unprofessional. Therefore to avoid this mistake which some of your competitors will have, taking time to proof read your work will eliminate the possibility of your website sound unprofessional and also improves the trustworthiness of your website.

Logo

Let's face it ideally the whole point of creating a successful brand image is to get your company known to a wider target audience and one of the best methods to keep your company in the minds of your target market is by having a powerful logo. This is simply because once your company gets up and going on the web your logo will be associated in the minds of your target market as this will become a powerful tool to get your brand across, as your logo will then be used consistently throughout emails, documents, your products and many more. 'First impressions count' this therefore means people will form an opinion on whether your webpage is professional or not so make sure your website is able to compete with your competitors.

Your ideal logo should project your company's theme and can be remembered by your target market. The logo should also be in conjunction with your company name and brand. Colour of your logo will also need to be taken into consideration when creating a logo, it should ideally look professional with the colours your company's use. This is so that when maintain a house style for your company you logo fits into place and does not look peculiar.