

## Why You Need Professional Graphics On Your Site?

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### **Why You Need Professional Graphics On Your Site?**

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Coming from an art background I know a few things about graphics, layout and design. I can usually manage to produce passable graphics for my different sites. But they are just that - barely passable.

Quite frankly, until lately, I didn't have the money to spend on professional graphics for my sites. Now, as my sites are generating income each day, I can afford to re-invest some of my earnings into professionally produced website graphics.

#### **That's exactly what I did!**

I just wished I had invested funds into these website graphics when I first started online because professional graphics will give you a much better conversion rate. Can't begin to imagine the revenue I have lost by not having professionally produced graphics by web design specialists or experts. A well-done graphic is worth its weight in gold because you get a much higher response rate.

I am talking from first-hand experience here... for my latest site I invested in some professional graphics and the sign-up rate is much better than for my other sites. Plus, when I added these graphics to my other existing sites, my sign-up rates jumped 25% to 50% - just by adding this graphic beside the sign-up form.

So if you have a product, newsletter, ezine, guide... make sure you place a good graphic or picture right beside your sign-up form... this will increase your conversions and sales. If you're

thinking about creating a new site, consider investing in professional graphics - header, footer, logo... you won't regret it.

Mainly because most surfers or visitors to your site will be a net-savvy crowd, within seconds they will make the decision if your site is worth their time or not. Unless you instantly project a professional image or site, they will have clicked that back button before they even blink.

### **Image vs. Trust**

In order to have a successful site you must create trust with your visitors. Having custom graphics done will give your site that unique professional look that web-surfers now demand. First impressions are the only impressions you get on the Internet. You must hook your visitor at the first click, or it's game over. Sad but true.

No matter what kind of site you have, using professional graphics will prove helpful to achieving your goals. These graphics will give your site a fighting chance to at least capture your viewer's attention and allow time for your brilliant content to reel them in!

Here are some other reasons why you need professional graphics on your site:

- To give and project a professional image
- To give your visitors a tangible image of your product
- To improve the quality of your site for everyone IS a critic
- To help increase your sales or sign-up rates
- To make navigation of your site easier

Always remember, the web has become a very competitive place, you must do everything you can to give your site a competitive advantage over your competition. Professional graphics will make your site stand out; killer graphics will firmly place your site in your visitor's mind and help them remember your site and entice them to visit it again.

Professional website graphics are very useful tools in creating a consistent overall image of your site. They

will aid in your site's navigation and give your visitor a good impression of your site. Well-designed graphics will help your site project a professional image and keep visitors from instantly clicking that back button. Professional graphics will give your site a fighting chance at making that sale or sign-up. In other words, professional graphics greatly increases your chances of having a successful site. That's the main reason why you should use them.

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Titus Hoskins owns and runs numerous sites on the web. To receive more useful marketing tips and to discover the latest Marketing tools which will help promote your own website try: [Internet Marketing Tools](#). Or sign up for his popular List Building ecourse here: [List Building](#)  
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If you're looking good professional website graphics I would highly recommend Ryan Jackson (aka designgururryan) - he's good, quick and very professional. Ryan has done some excellent graphics for some of the top marketers on the web. His graphics are geared to Internet Marketing and he knows his stuff.

Plus, he gets my recommendation simply from the graphics he has done for me!

His site is located here:

[www.designgururryan.com](http://www.designgururryan.com)

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