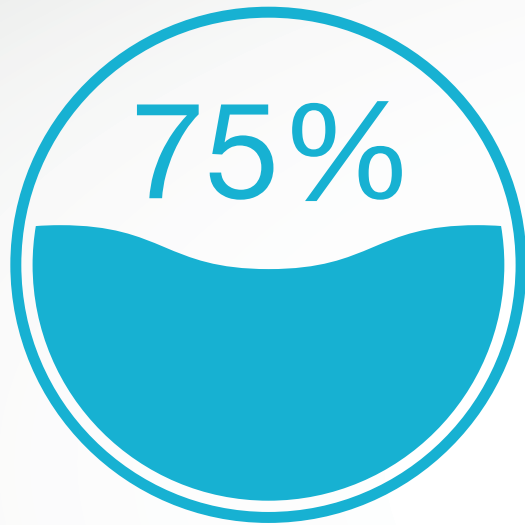
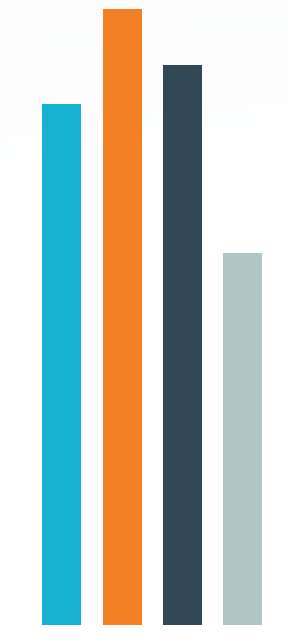
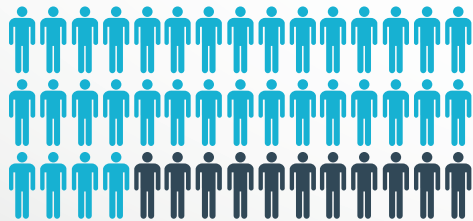


PEOPLE JUDGE THE CREDIBILITY OF A BUSINESS BASED ON ITS WEBSITE

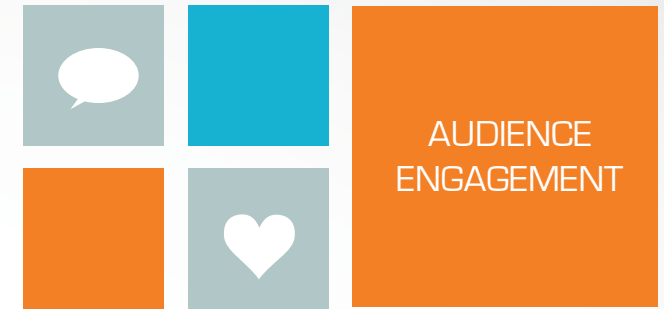
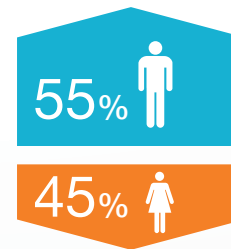
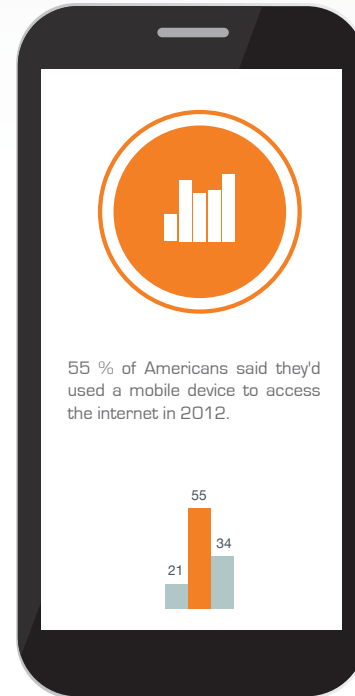


Studies show that 75 percent of people judge the credibility of a business based on the design of its website.



Credibility has a direct relation to how likely people are to make a purchase.

75%



Web design has a direct impact on conversion. Changing simply the design elements of a web page for a marketing campaign can produce big lifts in conversion.

