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# **Make Use Of Web Design In Leeds To Keep Consumers Using Your Website**

A lot of successful websites depend on returning visitors to account for a major part of their traffic. Returning visitors are easier to convert into paying customers because the more often they return to a site, the more trust they have in that site. If you have a good base of loyal customers then you do not need to prove yourself so much. You can have your website designer add some tools onto your website that will help you to keep customers coming back. You can find some brilliantly creative designers in [web design Leeds](#) based companies.

#### 1) Start A Chat room

When you start a forum, chat room or shout box, you are providing your visitors a place to voice their opinions and interact with their peers -- all of them are visitors of your site. You will start to see a community around your website and people will come back to the site to keep up with the rest of the forum members and thus, your site.

#### 2) Start Blog

Keep an online journal, or more commonly known as a blog, on your site and keep it updated with latest news about yourself. People like to keep up to date with stories from their favourite brands and so will keep returning for more information. And turning the business and website into something with a human driving force also appeals to consumers.

#### 4) Competitions Are A Win-Win

Just imagine how many office workers procrastinate at work every day, and you will be able to gauge how many people will keep visiting your site if you provide a very interesting or addicting way of entertainment. You can also hold competitions to award the high score winner to keep people trying continuously to earn the prize.

#### 5) Update The Site Regularly

try to update your content no less than two times per week so that each time regular visitors come to your site they have something fresh to read. This is the most widely known and most effective method of attracting returning visitors, but this is also the least carried out one because of the laziness of webmasters. If you go to a site once every two weeks and it has not been updated then people will quickly stop coming back.

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