From flow charts to graphic timelines, ‘versus’ comparisons to visual representations of statistics, infographics are an incredibly versatile way to present information in a more interesting manner to website visitors. There are several different ways that infographics can help websites.

1. Instant Visual Appeal
Infographics are more eye-catching than their plain text counterparts, as they usually integrate colors, images and graphics that grab the reader’s attention.

2. A More Memorable Impact
Effective infographics are designed to be scanned easily; humans are a visual species and visual content is more easily retained than plain text.

3. The Stickiness Factor
Infographics help to improve the ‘stickiness’ of a site, because visitors who find visual information appealing are more likely to spend more time on the site to read through what the infographic has to offer.

4. Professional and Authoritative
Infographics are best served with statistics, facts and figures presented in a visual manner, so organizing all of that data in an easily digestible format demonstrates a high level of understanding. In turn, this reflects positively on the credibility of a website within its industry or niche.

5. Reinforcing Brand Awareness
A website has a brand, just as a regular company has a brand. Infographics can be used to reinforce this brand based on the design choices that are used.

6. Social Media and Going Viral
A good infographic can be great viral marketing fodder. Since an infographic is visual in nature, it is much more easily shared through social media channels like Pinterest, Facebook and Twitter, as well as through blogging.

7. Boosting Web Traffic
As a linked infographic is shared through social media, you can also experience a boost in the traffic on your website.

8. Link-Building and SEO
The embed code for an infographic can contain valuable backlinks for a website, which will improve the perceived ‘importance’ of a website in the eyes of search engines. This can further aid in increasing traffic.

Visit http://web-design.lovetoknow.com for more information.