



Wojack Hendrickson  
Design

Web Design & Graphic Design

## The 7 Tips that Will Help Your Business Website Perform Better

A website is the professional cornerstone for your business. Customers expect you to have one. It conveys to your audience your brand, product and/or services. So is your website doing the best job it can? Here are some things to look at and consider.

- 1) **Fresh Content:** Are you updating your content on a regular basis? It helps with Search Engine Optimization (SEO). Search engines like Google, rank websites with fresh content higher!
- 2) **Looks Good on Mobile:** Is the website design responsive? Does it scale and look legible on mobile phones? Consider this, 80% of Internet users use a smart phone.<sup>1</sup> And a whopping “88% of consumers who search for a type of local business on a mobile device, call or go to that business within 24 hours.”<sup>2</sup> So first impressions count!
- 3) **Email Form:** Use a capture form to retain interested sales leads. Make it easy for clients to reach out to you. Automatic email responders, work efficiently too!
- 4) **Contact Information:** Does your website have your location clearly stated? Does it list the cities and areas you work in? What are your business hours? What’s the best way to reach you? This should be easy to find. Your phone or email should be on every page.
- 5) **Social Media:** Is there an easy way for customers to share your great service or product through social media? Buttons that link to your company’s Facebook, Instagram and Pinterest accounts are good to include on your site.
- 6) **Links within your Site:** Be sure to link to other businesses and referral partners. Share and share alike. The more links within your website also helps with your website’s SEO.
- 7) **Analytics:** Do you have analytics on your website? These handy tools like Google analytics, can give you great information on how your website is performing. How are people spending time on your site? Are you getting a low bounce rate or high conversion rate? These analytic tools are easy to add to your website and very useful.

Would you like to incorporate any of these ideas to your website? I offer a free 30 min phone call to discuss your website. **EMAIL Nancy at [nancy@wojackdesign.com](mailto:nancy@wojackdesign.com) to schedule your FREE phone consultation TODAY!**

Nancy Wojack Hendrickson  
[www.wojackdesign.com](http://www.wojackdesign.com)

1 - <https://www.impactbnd.com/blog/mobile-marketing-statistics-for-2016>

2 - <http://www.socialmediatoday.com/content/importance-local-businesses-being-found-mobile-devices-infographic>