

FUTURE-PROOFING YOUR SMALL BUSINESS WEBSITE



Technology and customer buying behavior are constantly evolving. With the explosion of social media, the increase in mobile search and the heightened concerns for site security, your website needs to be built in a way that it can easily adapt to these changes.

How do you know if your website is ready for the future? Ask yourself these 8 questions...

1 Is your website truly secure?

Today, if your site isn't secure, Google will literally mark it as unsafe. **Over 70% of home pages are secured with SSL**...yours must be, too.



2 Is your website REALLY mobile?

To truly be mobile-friendly, your site needs to be designed to give surfers the information they want quickly and easily — on any device.

3 Is your website suffering from slow-load speed?

Studies show if your site takes more than three seconds to load, the average visitor will click away.

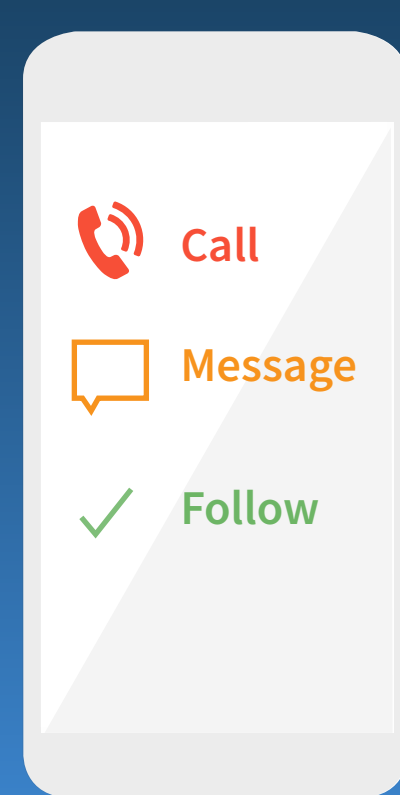


4 Is your business ready for voice?

In 2018, an estimated 60 million Americans will do a voice search — like “Hey, Alexa...” or “Ok, Google...” — at least once a month. Do Alexa and Google have the right info for your business? If someone asks about you, or your type of business, will they find you?

5 Is it easy for customers to contact you?

You have to make it easy for site visitors to contact you, however they choose — click-to-call, text or form. Give them lots of easy options to help them engage with you.



6 Does your website appear trustworthy to your customers?

Does your site present you as reliable and honest? A lawyer site can't look shady or fly-by-night. For a cafe, the food must look delicious, the location inviting.

7 Has your website been updated within the last two years?

Search results today are a lot more than just a link and a quick description. Chances are, if your site hasn't been updated in the last two years, it's not built to provide all the information search engines look for today.

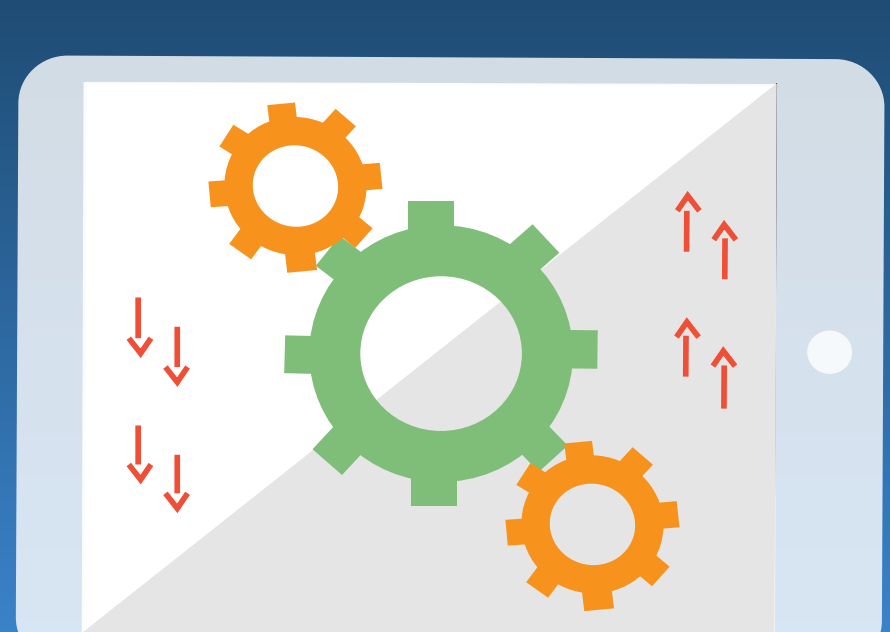


8 Is your website easy to keep up-to-date?

It's not just technology that's constantly changing — what if your hours or location change? What if you want to share new photos and videos? You need a site you can update easily.

9 Is your website in sync with the rest of your digital marketing?

Having a website alone is just not enough — it has to be the central hub of your digital marketing. Your site has to be in sync with all your other online efforts — your social media, search ads, reviews, and more.



Talk to us today and see how easy it can be to start future-proofing your website.

855-727-1889

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