

GOOD IDEAS AUDIT YOUR COMPANY'S WEBSITE

Navigate the complexities of web development and SEO.

A strong online presence is vital for businesses looking to attract and retain customers. Your website is often the first point of contact potential clients have with your brand, making it essential that it reflects professionalism and expertise.

Whether you're looking to optimize your existing site or plan a new one, these insights will ensure you're on the right track to achieving your online goals.

Ask Your Marketing Consultant:

- Is my website mobile responsive?**
With web traffic coming from mobile devices, a responsive design is crucial for providing a seamless user experience.
- Is my website optimized for local search?**
Use location-based keywords and create a Google Business profile to improve visibility in local search results.
- Is my website easy to navigate and user-friendly?**
Make it easy for visitors to find info about your services and contact details, enhancing user experience and reducing bounce rates.
- Does my website speak to my audience?**
Use blogs or articles to showcase your expertise and improve SEO rankings by targeting relevant keywords.
- Is my website being maintained for regular updates?**
Regularly check for broken links, outdated content and necessary software updates to ensure optimal performance.
- Does my website have Google Analytics connected?**
GA is free and provides valuable insights into visitor behavior so you can make informed decisions about marketing strategies.
- Is my website accessible to those with disabilities?**
Following web content accessibility guidelines (WCAG) makes your site usable for everyone, enhances SEO, and reduces legal risks.

Need Help Answering These Questions?

Call us at (616) 949-4020 or email us at GoodIdeas@hungerford.tech.