



## Top 7 New Year's Resolutions for Your Website

Is your site delivering enough new business?

By Matt Seitz

Each new year offers an opportunity to start fresh and reflect back on things you'd like to change or improve. You may have personal resolutions about exercising more, getting involved in your community, or spending more time interacting with people, and less time interacting with your mobile device (we're all guilty).

Yet, who said resolutions had to be just for people? With your business' website receiving so many visitors each month, are you making sure you maximize its potential?

<https://youtu.be/BznW-BVpeR4>

Below are seven resolutions you can make for your website in 2019 to help ensure it works more effectively for your business—whether it's engaging visitors, driving leads into your pipeline or developing new business.

1. **Be Responsive** – In 2018, it's a given that your website should be mobile-friendly. But go one step further and have a responsive design that automatically optimizes the user experience no matter what device they're on. This especially holds true for businesses that run a lot of digital ads, as you may be attracting web traffic from a variety of devices—mobile, desktop, tablets, even projection screens.
2. **Check Your Links** – Website visitors (and Google!) have little patience when it comes to broken links on a site. If you want to create and maintain an optimal user experience, increase the amount of time visitors spend on your site and improve its SEO, then spend some time making sure all of your links work. There are many software packages that can help you identify and fix broken links on your site. Some even feature built-in alerts to notify you when links go bad. Similarly, if you've recently updated any of the URLs on your site, be sure to set up redirects to prevent broken links coming into those pages.
3. **Revisit Your Calls to Action (CTAs)** – Do you have relevant calls to action on each page that direct a visitor down their expected path (e.g., "To learn more..."; "Make a payment..."; "Questions? Contact us...")? Taking one step back, are you sure you have a CTA on each page that compels your visitor to take an action at all? Be sure you're using CTAs to promote related content, offers or services to keep your visitors engaged. Also, provide forms they can fill out to view content and/or offers. If you want to convert your site visitors into prospects (and presumably customers) then you need to provide them enough value for them to give you their contact information.
4. **Make it Quick** – Google now puts unprecedented emphasis on page load time as part of its ever-changing algorithms. Examine ways you can tweak your site to improve page load speed. For

example, check the file sizes of your images; clean up the code on the back end of your site; and get rid of that cumbersome slideshow with seemingly endless images.

5. **Review Your Keywords** – Speaking of those Google algorithms, it's important to keep an eye on keywords and phrases on your site to make sure you're attracting the right audience. While Google now puts less emphasis on keywords as a ranking factor, it puts more emphasis on topic clusters – core topics that are highly relevant to your visitor's needs, with links to related subtopic pages – which still center on keyword-based topics. Bottom line: Make sure you create content for your site around the keywords and phrases that your clients and prospects are searching for.
6. **Seek and You Shall Find** – Are you reviewing your search traffic to make sure you cover the content that your visitors seek? This includes keywords and phrases they type into search engines to land on your site. It also includes phrases they type in the search bar on your site. This oftentimes is overlooked; but is critical intel you can use to tailor your content. Think about it: Your visitors literally are telling you what they want to see.
7. **Be Social** – These days, if something is popular, it's talked about on social media. Make it easier for website visitors to share your information on social media by adding social media buttons (e.g., LinkedIn, Facebook, Twitter, Instagram). Consider how often you visit LinkedIn, Twitter, Facebook and/or Instagram each day. I'm willing to bet it's more often than you think. Wouldn't it be nice if the next time you opened your social app, you saw someone talking positively about your site?

It's never a bad time to evaluate your website and improve its ability to deliver an optimal user experience. It's even better if that positive user experience results in a new lead for your business. So make it your resolution now to put your website in the best position possible to drive user engagement—and ultimately, revenues.

Don't have the resources to do a website audit in-house? Fill out the form linked below to schedule your free website audit from our Strategic Marketing Group. For more information on website design and development, reach out to Matt Seitz at 440-605-7106 or [email Matt](#).