

DOs and DON'Ts OF RAISING AN AWESOME WEBSITE



CONGRATULATIONS, IT'S A WEBSITE!

Websites, like babies, need nurturing and attention to grow into well-rounded, productive entities. Whether this is your first site or if you're an experienced pro, there are certain tactics you can take to ensure your pride and joy grows up to fulfill your expectations.

DO

Make Sure the Content Fits.



DON'T

Overcompensate Quantity for Quality.



Text, images, and video on your site should clearly and succinctly describe what you do and how you can help potential clients. You will not earn extra points for superfluous word counts or elaborate photo galleries. Over-the-top content confuses and annoys visitors. Keep it relevant. Keep it to the point. And you will keep visitors on your site.

DO

Call Visitors to Action.



DON'T

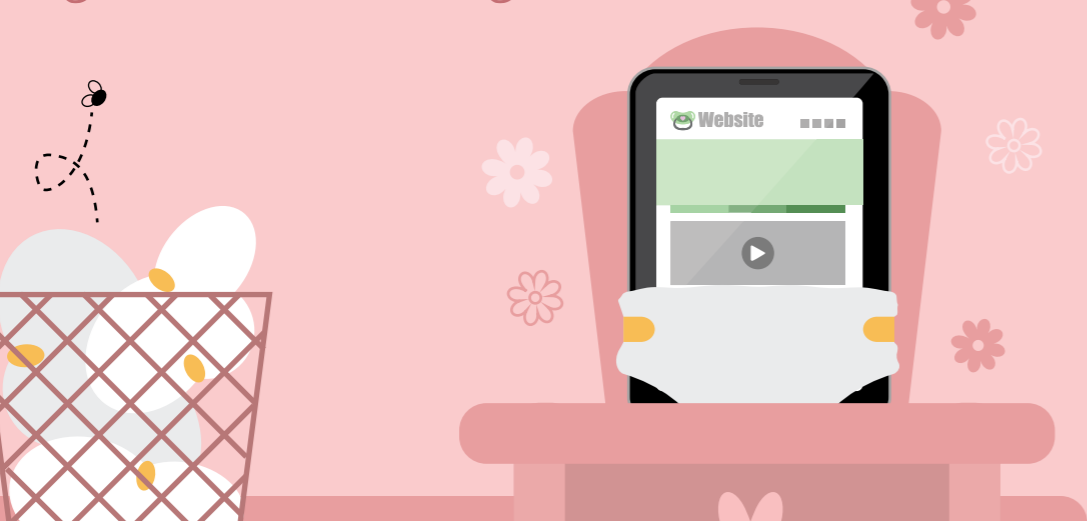
Make Contact Info Hard to Find.



If you want potential clients to "call today!" or "fill out the form for more info," it must be clearly stated with easy access to the phone number or form – no searching necessary. Do not rely solely on the contact info in your site's header / footer or Contact Us page. Make the call to action strong, highly visible, and attractive.

DO

Blog on the Regular.



DON'T

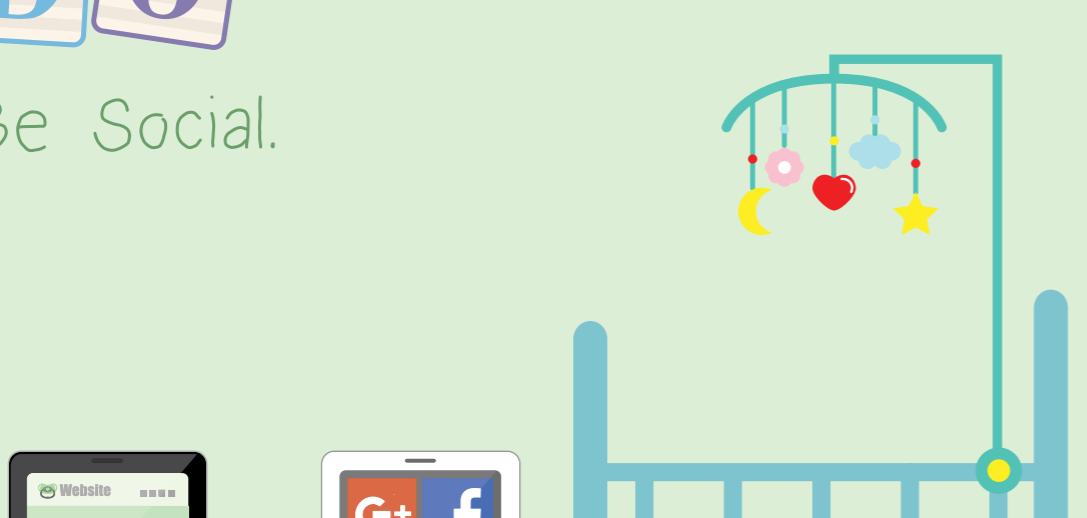
Blog Only When you Remember to.



Search engines and visitors LOVE new, original content. Make your site more attractive to both by keeping to a regular blog schedule. Marketing wisdom says blogging three to five times per month can double your website traffic. If you are new to blogging, start small and work your way up to weekly (or more often) posts.

DO

Be Social.



DON'T

Be Anti-Social.



Social media allows your business to expand its reach and influence into user heavy networks whose main purpose is to share and discover new content. In addition to building strong connections in an established community, social media is the perfect avenue to disseminate your content and, most importantly, links, which in turn can help boost your website's ability to be found online.

DO

Manage Your Online Reputation.



DON'T

Ignore What People are Saying.



If you are turning a blind eye to reviews – both the good ones and the bad – stop! Even glowing reviews deserve acknowledgement or at least a "thank you" (remember good manners go a long way). If you're faced with a not-so-great review, respond with a genuine message and offer to try to repair the experience. Not all reviews will merit a response, but you should monitor all that is being said.

DO

Be Consistent.



DON'T

Let Your Site Get Stale.



Google recognizes quality content posted on a regular basis and will reward your site with a higher page rank. New and fresh content signals to search engines that your site is new and improved, solidifies your position as an area expert, and increases the probability that a site visitor will find exactly the info they are searching for.

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If you have any additional questions or need help in raising an awesome website, schedule a free, one-on-one consultation with an iMatrix online strategies expert.

imatrix.com
1.800.462.8749
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