



Does Your Website Need Updating This Year?

Personal Touch Concierge Service® is a multi-VA company. We have 5 divisions: Administrative; Social Media Marketing and Management; Website Design and Maintenance; SEO Performance Management; and Bookkeeping Services. Please visit our website for a full description of all services we provide – and as always, please feel free to contact us!

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Some people feel that once their website is built the work is done.

This is not true. Your website is a “living document,” and because it’s a living document, your site will always need to be updated.

There are many simple updates that can be made to your site that are relatively easy. Adding content to your website at least every 30 days by way of a blog, for example, is a must.

Back up: Most websites today are WordPress sites and, if you have one, you’re a step ahead in having your site seen by the search engines. WordPress websites do need maintenance, however. Their plugins need updating, site backups must be made regularly, and theme updates should be done when necessary. As a part of that maintenance, your website provider should be including monthly updates for you such as adding content, changing out images, etc. Prices range. Find out exactly what is included and make sure you’re not paying too much for too little.

Here are the top things you must do for your site in 2019 to give your customers the best and safest viewing experience:

Update your website

Consider the age of your website. If it’s more than 3 years old, it needs an update! That doesn’t

necessarily mean you need a whole new site. A great start would be a new theme, a different page layout, and a review of your keywords to ensure your content is right where it needs to be.

Check your website speed and performance optimization

Users expect sites today to load at lightning-fast speeds, operate flawlessly, and give them a user experience that will leave them wanting more.

Let’s face it: you most likely did a lot of legwork to get the new user to your website by investing in your social media platforms, extra SEO, and perhaps some ads.

Users find your business either through a Google search or on their favorite social media platforms. Through social media, they read and learn about you from the pictures and posts in your feed and THEN make the decision to visit your website.

Reports also show that most users don’t stay on a home page for longer than 3 seconds. Why is that?

There are several reasons, some of which you can control such as aesthetics, fast load times due to optimized images, ease of use, and color combinations—all of which are items you can control. Thus, it would make sense to have a great timeless site that attracts and KEEPS a person wanting to learn even more by making sure these factors are implemented and working properly.

Getting someone to your site is not always easy, so make sure you take the steps to keep them there as long as you can.

Here are a few other critical steps you need to take to ensure your customers feel safe and secure while viewing your site:

HTTPS – A few years ago, having an SSL Certificate and HTTPS secured site was optional, but not any longer. An HTTPS-protected site encrypts and decrypts user pages coming into and out of your website. This keeps your users safe while they are viewing your site.

WAF - A Web Application Firewall can help keep your users safe from hackers and other attacks while visiting your website. It allows you to restrict who can access your site and keeps your clients’ data safe from harm.

Mobile responsive - It’s critical your site looks fantastic across all mobile platforms. Don’t frustrate people trying to view your website – which at the same time lets them know your site is not up-to-date. Make sure your site is mobile responsive across all platforms.

Optimized for higher rankings - Once your site is visually pleasing and safe for users to access, you need to make sure it is being optimized in every way possible from load time to SEO. Content is king, and poor content can diminish your rankings quickly. Writing keyword-rich content along with key search phrases will help you get higher rankings.

Easy for users
Once your site is visually appealing and secured and the content and images are optimized, it’s time to take a look at the user experience. How does your site navigate? Is it easy and quick to find the pages your users are looking for? The last thing you want is for a user not to have an amazing experience viewing your site.

Once potential customers are on your website, what do you want them to do? What ACTION do you want them to take? You need to tell them with a strong call to action (CTA). A strong CTA “tells” users to sign up for a newsletter, purchase a product, contact you, like your social media platforms, or share your site.

These are all things to make sure you include in your website, but the best way to make sure your website is representing what you want to tell people is to work with a web designer who is also an SEO expert. Give us a call and we’ll be happy to discuss how we can help. BS not included.



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