

Are you underwhelmed with the performance of your website?

Your website is the shop window for your business. Your website ‘talks to your customers’ when you are not there to do so in person. Is the website talking your language?

Every business owner wants more potential customers visiting their site, but how to do it? Simple, your website must be visible and attractive to the search engines and the dominant player is Google. Unfortunately, the right formula to unlocking the Google algorithm is secret and constantly changing. The advice to businesses therefore is to adopt the right online practices for promoting a website and apply them consistently. If you want to know what some of these best practices are, we have listed them below.

1. Is the website connected to Google Analytics and Google Search Console?
2. Are the website’s site maps regularly submitted to the search console?
3. Do you create content for your website on a fortnightly basis?
4. If you have a WordPress website, is the Yost SEO plug-in activated and does each important page on the site display a green light for SEO and readability?
5. Is Google My Business set up for your business and does its location display in Google Maps?
6. Are you posting blogs weekly in the Google My Business tool?
7. Have you considered collecting customer feedback via the Google Review utility?
8. Do you know the speed of your website, why that is important and how to improve it?
9. Does your website automatically resize when it is viewed on a tablet or phone?
10. Does your website have an SSL certificate (a padlock to the left of the website address)?
11. Is the address of your business displayed 100% consistently across all occurrences of it on the internet?
12. Does your website have a contact form and is the telephone number and/or email address always displayed on screen, no matter where the website visitor is?
13. Do you actively work to create content that appears on other websites that link back to yours?
14. Have you researched Facebook community groups to identify if there are opportunities to advertise your business locally to thousands of people free of charge?

Search engines respond best to websites that grow incrementally and consistently as the story of a business’s activities are told through additional content (pages, posts, blogs and videos). The two best pieces of advice we can share are:

- Invest time (or outsource) in making as many of the things mentioned above happen in your business every single month. You will not benefit from having a splurge every now and then. The search engines will not respond well to that.
- If you remain unconvinced that these actions are having any effect whatsoever and/or if you are in a particularly competitive market or area, you may need additional specialised SEO expertise.

We know it can be difficult for business owners with everything else on their plate to do this consistently, especially if they don’t employ anyone to do the marketing. We perform these tasks for many businesses, and they are delighted with the results. Contact us for more details.

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