

11 Things Your Website SHOULD Be Doing

In Your Absence

1. Tell people your customers Love you
2. Track how your visitors use your site:
 - What page do they come to first?
 - Why?
 - Where do they go next?
 - Why?

If it can, do you know if you're tracking others or yourself, too?

3. Guide current and potential customers through it strategically.
4. Collect usable contact data, so you can prescreen warmer contacts for a stronger message.
5. Allow you to post to a blog.
6. Enable visitors to connect with you on social media.
7. Protect visitors from vicious malware attacks THEIR computers.
8. Encourage search engine spiders to index it
9. Allow all visitors to access your material in THEIR preferred method,
RSS, audio, video, newsletter, etc.
10. Convert visitors to 'buy-in' with your message.
11. Grow online legs that withstand search engine changes.

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