

Does your website have these 10 features?

A modern website should have these features that will boost its Google rankings, make it load faster, be more secure, and more.

Find out which items your website needs.

Please let us know how we can help you with any of these items.

1. Do you have a modern website with a CMS?

Google will rank your website based on the amount of “fresh and relevant content” that’s added to it. A modern website can have content added to it easily. This might be done on the blog page but your website should be built with a “content management system” (CMS).

You can do the following with a modern CMS:

- Add news, updates and blog content to build your audience.
- Send traffic from social media sites to it.
- Embed audio, video, and podcasts on your website and promote your business via your website.

2. Is your website backed up, secure, updated and on quality hosting?

Your website is a critical piece of your company’s daily operations and income, even if you’re not selling anything on it. Your website represents your business. If it goes down, how will your visitors find you, learn more about your products and services and buy from you?

Backups: Your website is a vitally important piece of your business. If your website gets compromised, hacked, gets errors, goes down or even if you simply need to roll it back to a previous version, then it can be restored from the last backup. This is faster and cheaper than trying to piece together the website or having to rebuild it without a backup.

Secure: The internet can be a dangerous place. Websites can get hacked, breached, compromised or have malicious code injected into them. This may be of no fault of your own. Large companies like Target, Apple, and other large companies have gotten hacked and it can happen to any website. The key is to minimize the risks of potential website security issues. You need to take precautions to minimize the risk.

Updates: Staying on top of the latest updates and security warnings is tedious and can break your website if not done properly. Any good software or CMS platform has regular updates to improve functionality and security.

Hosting: Is your website on cheap hosting? If so, you are especially vulnerable to a slow website, a hacked website or one that is doing more damage than you think. Being in cheap hosting is like living in a large apartment complex. You don't know who your neighbors are and what they're doing behind closed doors. Sharing your hosting with a lot of unknown people can be detrimental. While cheap hosting may seem like a good value, we've seen too many large websites slow down and get hacked because they weren't on the right type of hosting.

3. Does your website use “https”?

A website that has “https” is a secure website. You absolutely must have this on your website if you are selling anything as it helps build trust with your customers and helps credit card information be secure. Google says that if your website does not have this feature then it will hurt your Google rankings and you won't show up at high in the rankings. It's critical that your website is “https”.

Need immediate help with backups, updates, security and hosting?

[Click here to learn more about how we can help.](#)

4. Do you have a lead capture system?

Your website should be working for you 24/7 by capturing the names and emails of interested people. From that you can provide more helpful content and better market your products and services.

You found this eBook through our lead capture system and you should be able to do the same thing on your website. You will need something of value to give away, an email marketing software and a system to store emails. Once this is set up we recommend having something to give away that gives something of value geared towards each of your main products and/or services.

You could create a free mini-course, eBook, checklist, video (or video series), and anything else that will educate, inform and help your audience.

5. Is your website “responsive”?

A “responsive” website is one that automatically adapts to a smart phone, tablet, or desktop computer and adjusts the content based on the device size.

Google says that if your website is not responsive then it will hurt your Google rankings and you won't show up at high in the rankings. It's critical that your website is responsive.

❑ 6. Do you have a blog section on your website?

While the term “blog” may not fit your audience or industry, you should be able to put articles, news, and updates on your website, without contacting your website development company. If you don’t like the term “blog”, then you can call this section “company news”, “updates” or whatever fits your company and industry.

Google rewards websites that regularly post content to their website by ranking them higher in search results. So if you want to be #1 on a Google search then you must regularly add content to your website.

[Click here](#) to learn about “10 simple tips to create better website content”

❑ 7. Are you leveraging the power of videos?

Studies show that if your website has videos on it that people spend more time on a website, trust the company more and are more inclined to make a purchase (even if you don’t sell products on your website).

While there are many videos we recommend using, FAQ videos are some of the most effective videos to have on your website. Simply pick the 10 most asked questions and create a short video for each answer. Post these on your website (and on your social media accounts). You can also point people to these videos when they have a question.

- 87% of consumers found business videos helpful for further research into to services or products. [Link to study](#)
- Videos have been shown to build trust and increase sales. 73% of consumers are more likely to make a purchase after watching a video. [link to study](#)

[Click here](#) to learn about “Understanding the Power of Video for your Business”

❑ 8. Do you have multiple forms of communication on your website (audio, video, text, images)?

We all learn differently and your audience expects to have multiple forms of information on your website. You should have content via audio, video, text, images, infographics, pdf download (through a lead capture system) and any other medium that will help the website visitor get to know you and your products and services.

9. Is it easy to understand your products, services, and unique selling proposition?

Do you talk about the benefits you provide and not the features that your products/services contain? Too many websites only talk about themselves and don't think about what the website visitor wants to know. Don't use too much jargon...unless your audience expects it. Talk about the benefits you provide and not the features that your products/services contain. Your customers and clients will thank you for it.

10. Is your website a “learning center”?

Gone are the days when you can put up a “brochure website” and people will come and buy from you. What do you do when you have a question about a product or service? You ask a question and Google serves up helpful information. People want to be helped and better educated (and even entertained) before they pick up the phone or come into your place of business. So what can you teach them? Treat your website like it's a learning center. You will become an industry leader and your audience will come to you for guidance. This can be done through your blogs, videos, and other content. We recommend creating a content schedule and planning out what you want to help your audience learn.

[Click here](#) to learn about “Why your website should be considered a learning center”