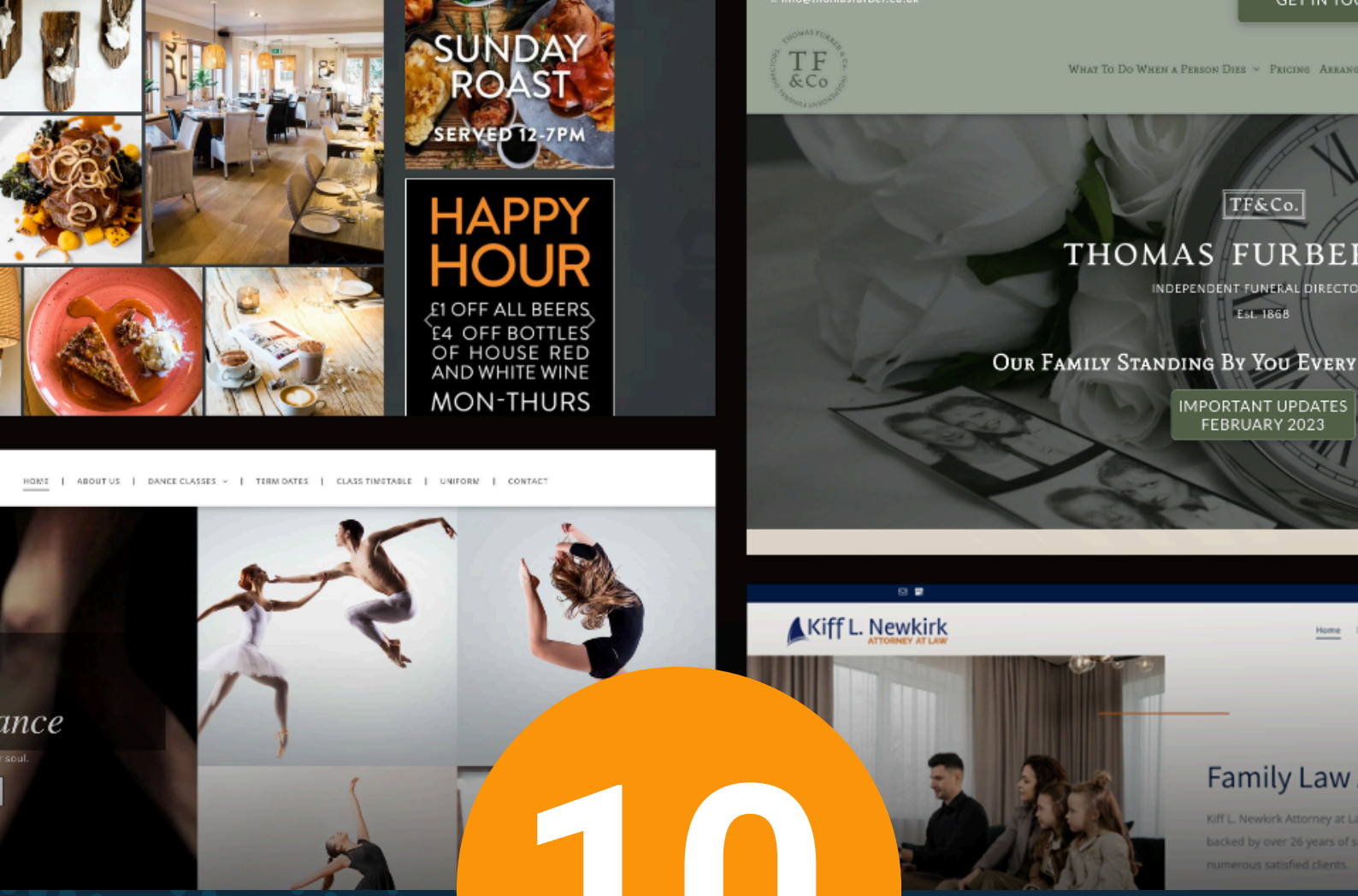

10

PRO SECRETS FOR YOUR AFFORDABLE SMALL BUSINESS WEBSITE

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Running a small business is a time consuming process, so sourcing the right kind of website can be a chore. To help you build a website that has all the things a small busy business owner needs, we've put together this list.

1 **A Call To Action:** Often known as a CTA, the call to action is the method by which you ask your website visitors to get in touch. This can be as simple as making the phone number really easy to see, or a call button on mobile. Either way, "asking" a visitor to get on touch is vital.

2 **Mobile responsive:** If your website does not adapt to the device it is being viewed on then it WILL lose traffic and visitors when they get there. All modern web platforms now allow for mobile-specific viewing but make sure they also allow for different screen sizes as well as tablets.

3 **Content Management System:** Being able to make simple updates in-house with a simple-to-use editor is a big time and money saver. Drag and drop editors now allow you to make changes to layout and images easily too.

4 **Lead magnet:** A download, usually a PDF, that delivers great value to the website visitor who is a potential buyer. Lead magnets must solve the problem the prospect is looking to have solved and be quick and easy to digest.

5 **SSL Certificate:** This is a certificate that authenticates that the website is secure and a legitimate source of information. They are not expensive and should come as standard with any modern website.

6 **Artificial Intelligence:** Using AI on your website can track the number of points and trigger responses that will engage the visitor more.

7 **Google maps:** Any map of your business's physical location is a benefit but using Google can help build the trust of using a recognized brand and familiar format.

8 **Social Media Links:** Assuming you have a least one social platform that you commit to (recommended), linking them from your website and back the other way is a key ingredient to a modern business website.

9 **Re-directs:** This is for if you are migrating from your old website that has been live on the internet for a time. It is vital that any traffic that used to link to the old site is re-directed to the new site. Missing this out can destroy any search ranking that your old website has achieved when your new one goes live.

10 **Killer copy:** Copy, or the content of your website, should be written with your customer in mind, not you! Use copy that describes more of why and how you do things rather than just what will engage and convert more leads.

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