17 fixes for why your website isn't performing

effective yet affordable small business websites

Outgrown your DIY website?
Once ok site not keeping up with your biz?
Need help for your WordPress struggles?

Helping San Diego and Southern California small businesses get more clients since 1998.

A dynamic, modern and *easy-to-use* website that attracts and speaks to your ideal website visitors with content and strategies that turns them into clients.

A key part of this is creating a workable plan for you to keep your website and marketing relevant and profitable. But it has to be tailored to your life.

Training & coaching you 1-on-1 is what makes you capable and confident to make it all work.

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17 fixes for why your website isn't performing

by Edward A. Sanchez, Web Consultant, Brass Ring Web Design

This valuable report delves into key reasons behind your website's underperformance and provides a detailed roadmap with 17 actionable fixes. By addressing these issues, you can significantly improve user satisfaction, boost engagement, and drive better overall results for your online presence.

Please note: This report does not take the place of experience and training in website marketing and design. A number of different disciplines come together in effective website design including marketing analysis, security, SEO (search engine optimization), sales, layout, strategic planning, usability, typography, composition, navigation planning…just to name a few. Brass Ring follows a 150 item checklist when we build a website to ensure security and effectiveness towards our clients' business goals

We offer this free report as a practical tool that can provide insight into your website's effectiveness…or lack thereof. **Visit Brass Ring's Free Resources area** (https://brassringwebdesign.com/free-resources/) for a TON of more great tools to help you improve your site!

Most websites today are using a CMS (Content Management System) like WordPress, so you or your web person ought to be able to implement the suggestions. If you don't have one, or for anything else, please look to us for help. We're here to help you raise your game online and have been since 1998.

Part 1: First Impressions

1. **Does website have SSL lock displaying?**

   You need SSL protection
   This item's first because without it, some visitors may actually be blocked from visiting your website…this is obviously bad!

   SSL (Secure Sockets Layer) is a protocol developed for sending information securely over the internet. A padlock icon appears in your visitors' browser to assure them that your website is SSL secure. In the past, only websites like eCommerce stores and those requiring people to transmit especially privacy-critical data (like medical companies) needed SSL protection.

   We live in different times today. Unfortunately, massive security breaches and increased activity by "nefarious forces" have now made SSL mandatory. Google, in fact, penalizes your search engine rankings if you don't have SSL. Ignore this at your peril.

2. **Is there a professional logo?**

   Does your logo needs some love?
   Tricky ground here…people love their logos and I never like to offend, so…make sure yours is up to its job, which is to represent your brand with excellence. Logo isn't the most important thing on your website, but it needs to look top notch.

   Your logo should be on every web page ideally on the top left hand side as that's where your visitors will expect to see it.

   It shouldn't be the biggest part of your web

page, but it's important just the same

IF you don't have a professional logo. (Visitors can identify home-spun art from a mile away), here are a couple of useful resources you can take advantage of to improve your logo's appearance.

Enjoy FREE website, small business and marketing resources on BrassRingWebDesign.com

3. **Is there a call to action or key message in the main banner area?**

Are you missing a call to action or key message?

Your main banner on your site must have a clear call to action. An effective website must have goals and you need a strong key message with high quality visuals to move your visitors towards those goals as part of your overall sales funnel.

*("Got Funnel? No? **Talk to us about funnels**!!!)*

I can't tell you how effective this is for converting visitors into customers and, after all, if your website isn't converting…what exactly is it's job?

4. **Is there a contact number on the top of the website?**

Do you have a CLICKABLE contact number on top of website.

The websites that give you the best return make it easy for web visitors to contact you. You should have a phone number on the top of your website AND it should be a link so people can phone you directly from their devices.

(Since 2016, more than half of internet

sessions are via mobile devices.)

A lot of people don't have the patience to click through to a contact us page anymore (especially if they're on a mobile device and the menu buttons are too small to click, so plan and design for that), you could be losing a lot of potential customers right now.

5.	**Are there social media share buttons?**	**Have you provided social media share buttons? If present, do they take visitors off your website?**

If you don't have any social media share buttons on your site, your social media share buttons are hard to see or your social media buttons take visitors off your site, see to that. This is a fix you don't want to ignore.

Here's a statistic for you, consumers believe 15% of what a brand says about itself, but 76% of what their peers say about a brand; our websites help you take advantage of this by making your content sharable across different types of social media.

Part 2: Search Engine Friendliness

6.	**Does the website take 3 seconds or less to load?**	**Is your website slow to load?**

People are impatient so today you need to be fast. If it takes more than 3 seconds to load you've already lost a heap of traffic who won't want to wait.

(Our sites strike the right balance between imagery and text and we don't use bloated images.)

You can check your website speed at: **https://tools.pingdom.com/**

Additionally, your site ought to be hosted within with a powerfully fast server so your website won't be held back by the technical side of things. I can't tell you how many people go for the cheapest hosting out there and then wonder why their web traffic is suffering. And don't even get me started on what it's like getting tech support from cheapie web host companies.

7. Is it responsive?

It must flow like water to be "mobile friendly."

Adopt a mobile-first approach to ensure seamless usability. This enables customers to view your site in a way that's best for the device they're using. Internet usage by mobile and tablet devices exceeded desktop worldwide for the first time in 2016.

It's absolutely necessary to have a website that your customers can easily interact with via mobiles, tablets and even the humble desktop.

Again, most websites today are using a CMS like WordPress and any modern WP site with a good theme is built to be responsive.

If your website isn't mobile-ready, then it is absolutely time to have that conversation with your web person.

You can always **reach out to Brass Ring Web Design** and talk to us about your outdated site so you'll stop turning away visitors and serve your clients well.

8.	**Is there a unique page title on every page? (Check the tab)**	**A title tag is what Google shows on your search engine results page.** It's really important for your rankings and your traffic. It should also be unique for each page, not just the same summary on each page.
9.	**Does the page title include your brand?**	**Brand missing in page title tags.** If you haven't included your business name/brand, that's an omission you really should fix. Google is looking for this, so you best have it up there. This can certainly affect your website's search appeal and ranking.
10.	**Is there a unique meta description for each page?**	**A unique meta description for each page is critical for on-page SEO to ensure that your site is optimized for search engines.** If the pages on your site are currently missing this vital info. you will significantly improve the site's usefulness, SEO ranking and ease of sharing. **PLUS**…when it comes to sharing your content pretty much anywhere, having a descriptive "snippet" for each page will give your audience on social media relevant and compelling content to click on wherever that page is posted.
11.	**Are there at least 500 words on each page?**	**I Insufficient word count.** Not having enough text on your site is going to impact on how well you rank on the search engines. Before it decides where your website will rank Google wants to know what your site is all about, but it can't read images so words matter.

Not everyone is a great writer. (Although you CAN learn to be better.) Meantime, there are plenty of writers, easily available for hire online. Also, A.I. is now available as a resource. I wouldn't let it write your content, but it can be a handy tool for raising your writing game.

12.	**Is the copy a good read?**	**Is your copy compelling and effective…or weak?**

It's always hardest to write about ourselves. Your website has TWO types of visitors: human and robotic ("bots") Your written content needs to appeal to them both or you'll fail to capture the humans and you'll I think you may benefit from a professional copywriter's help who is experienced in writing Google-friendly copy that engages readers and draws them into your site. If you're interested we can arrange for a quote.

13.	**Is the copy easy to digest with paragraph breaks and bullets?**	**There is NOTHING harder to read than loooooong blocks of endless text.**

We find ourselves in a time when people, like it or not, give us the attention span of goldfish. This makes it our job to make maximum effort to provide them with content that's easy to read and easy to scan.

This allows them to find exactly what they need quickly and easily. Otherwise, they WILL LEAVE. You can be the most brilliant writer, but without the ability to edit yourself for the web, your genius will go unread.

Make sure you keep your paragraphs brief and concise, use headings well, include bolding, bullets and other devices to keep your content effective.

We offer some great FREE resources

for your copywriting on BrassRingWebDesign.com

14.	**Are there keywords in headings?**	**Make sure you use headings (H1, H2, H3, etc.)**

For your bot and human visitors, you need to use headings and make sure that you are including keywords that are relevant to your brand, products and services in them.

This is critical for searchability and to help guide your human visitors to intuitively find content they need and want.

15.	**Do all internal hyperlinks work correctly?**	**Are all the links on your site working?**

Links die…they just do. Sometimes, they change for a variety of reasons or what you linked to simply doesn't exist anymore.

For this reason, it's important that you check your links from time to time to make sure your site doesn't have broken links…they will have a negative impact on your site's SEO.

Oh, and visitors are put off when they click on a link only to be given an error message…not good. This doesn't reflect well on you. Broken links suggest lazy website hygiene, which can also imply your level of attention to detail in your business…never good.

16.	**Is there a map present on the website?**	**No location map?**

Unless you are strictly an online business, a Google location map along with claiming your Google Business Listing (free) is critical to ensuring a decent search engine ranking for people hunting for local businesses.

It's all part of good SEO - when you don't have this you're missing out on leads.

17. **Are you using Google Analytics?**

Not using Google Analytics?

Bar none…Google Analytics is the best way to see what's actually happening on your site. You need to know if your site is working…or not and, no, simply knowing how many visits you get is nowhere near enough.

As a matter of fact, it could be greatly deceiving you into believing your site's working…when, in fact, it's ineffective. At the very least, it could be losing you leads you might have otherwise converted to clients.

At Brass Ring, an important part of each website we create incorporate Google Analytics along with training on how to use it to keep an eye on your website. This way, you can make adjustments based on real information.

18. **BONUS: Keep things updated!**

WordPress? Theme? Plugins? This is more "behind the scenes," but you run a real risk if you don't keep things up to date. It's an important part of your site's health & hygiene. Updates are typically released in order to ensure security and add features. **Neglect this at your peril!**

One more thing…

All the changes outlined in the previous pages make for a better, more effective website that allows you to connect with your ideal audience and turn them into clients. Keep in mind though that, largely, DIY does not replace expert website design…and website monitoring. Make sure someone regularly sees to your site's health and hygiene. This is critical.

And yet…

It's largely all for nothing if you don't do what it takes to keep your site relevant and traffic coming in. Your website ought to be the hub of your marketing, but a good hub needs spokes… leading to that hub, bringing in traffic. Sales Funnels (talk to us about building YOUR funnel!), email marketing, social media, etc. etc. Let's not forget print…no, it's not dead.

When we build a website, we also work with you to tailor a workable plan to keep your site relevant and attracting traffic. A realistic plan based on your life, abilities and resources. We train and coach you to make sure. **Let's talk about it.** We're always here to help…thank you!

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