



C@PSTONE Signature Solutions  
5710 Gate City Blvd., Suite K, Box 176  
Greensboro, NC, 27407  
(336) 324-5364  
solutions@cpsig.com

## **Is Your Website In Need Of An Update? Ask Yourself These 9 Questions.**

- 1) Is your website content consistent with your current business objectives and strategies?
- 2) Have you updated your site in the last year? Just like your car, websites requires periodic maintenance and updates.
- 3) Is your site built with Responsive Web Design techniques to make it mobile ready for phones and tablets?
- 4) Does your website have an SSL security certificate? Google now gives secure sites priority in organic search rankings.
- 5) Is it communicating to site visitors who you are, why you are in business and how you can solve your customer's business problems?
- 6) Is your website optimized for Search Engines (SEO)? Are you using tools like Yoast to optimize and evaluate SEO?
- 7) Are you able to use video, audio and other advanced technologies on your site to enhance your brand?
- 8) Are you regularly monitoring your site's performance? Free tools such as Google Analytics and Google Search Console provide an easy solution to analyze your sites results.
- 9) Are you encouraging customers to interact with your site? Reviews, comments on content, connect to Social Media?

Scheduled maintenance and attention to your website's operating needs will keep it running smoothly and performing efficiently.