WEBSITE
RED FLAGS

Is your website committing any of these crimes?

1. NOT MOBILE OPTIMIZED

Pull out your cell phone and view your site on a handheld device. Does it load quickly? Are all elements visible and clickable?

2. NO ACCESSIBILITY TOOLS

Creating ADA Accessible sites is the practice of designing and creating in a way that everyone can use them, no matter their abilities.

3. DUPLICATE TITLE TAGS

Do all of your pages have the same title tags? If so, you're missing out on serious SEO real estate that could be making your site hard to find!
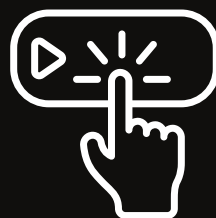
4. MISSING/INVALID SSL

If your website doesn't have a valid SSL Certificate the data being sent to and from your site isn't secure. This is a big security red flag!

5. MISSING CALL-TO-ACTION

Do people know what action you want them to take when they browse your site? From free estimates to buy now, telling your customers what to do next is critical!

6. MISSING CONTACT INFO.

Make it easy for people to contact you! Contact information should be available from every page for ease of use.

7. BROKEN LINKS/IMAGES

Routinely check your site to make sure all links are functioning and all images load properly.

8. NO SOCIAL MEDIA LINKS

Social media can have a humanizing effect on businesses. Linking to your social accounts gives you the social proof and validation your customers are looking for.

If any of these website crimes are happening on your website, give us a call. We'll help you get back on track with a conversion-focused website that works for you.

american
Solutions for Business