



The Top 10 Reasons Why You Need a New Website

Digital Marketing



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10 Reasons Why You Need a New Website

1. **Mobile Ready?** - Probably the most important reason why you need a new website. Most industries are now seeing mobile traffic at 50% of the total traffic coming to their websites. If your site is not mobile and tablet responsive then your customers will not enjoy the experience and will leave your site.
2. **Mobile (Update)** - Google is about to launch a mobile only search function, this means that when you search on a mobile device it will only return mobile friendly sites and if your site is not mobile ready then your company will not be shown, this could lose you 50% of you website traffic.



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3. SEO enhanced – This means on a modern site that all your pages are tagged with key phrases and keywords to ensure that Google and other search engines have full visibility of your website, this also includes making sure all your pages are properly labeled and indexed.
4. Your website – The first impression that any new customer will see about your company, 80% of all new customers will go to your website first to see what you are all about. Does your website give off a good first impression?
5. Staff recruitment – Virtually all potential new staff will visit your website to see if you are an employer that they want to work with.



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6. Social Media integration - This is not just an icon you can click on but you can fully integrate Facebook or Twitter directly into your website pages, creating a news blog that is automatically updated as you update your social networks.
7. Video Content - This is becoming the next really big thing with new websites, essentially because it is much easier to sell your services or products by demonstrating them on a video.
8. Modern design - A new website will bring a fresh modern feel to your business and as we know this is where all your customers and potential new customers will be looking first.



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9. Commercial awareness - Has your website been built by someone with commercial awareness?....Is your telephone number prominent, does every page of your website have a contact button? Are these all visible without scrolling up and down?...
10. Website Tracking - Can you identify your website visitors? Does your website have a live chat facility? Are you alerted to all website visitors, what they are looking at?



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- If you would like a free no obligation quote for a new dynamic website, then please contact Joseph Creative on:-
- Tel: 01480 267 777
- Email: Joseph@josephcreative.co.uk
- www.josephcreative.co.uk