

Obviously, we recommend that you have an SSL Certificate configured and installed as good practice, not only to secure your website but to also help future proof it.

Having a valid SSL certificate may improve your Google rank

Google announced that they'd give a ranking benefit to secure websites or those websites with SSL certificates installed. While the ranking benefit is relatively minor, it is a good practice to have a secured website, especially if you are an eCommerce type store or collect personal information in any way.

WordPress have also announced that some features of WordPress will now require you to have an SSL certificate installed.

“We're at a turning point: 2017 is going to be the year that we re going to see features in WordPress which require hosts to have HTTPS available”

It is now 2019 and still some websites don't have a SSL installed.

You can check your website here: <https://www.hubspot.com/ssl-checker>

4. Leverage website technology intelligently

Only use website features where and when it makes sense. Resist the urge to embrace a trend purely because of someone else has. ie just because you can have a popup on your website, doesn't mean you should.

Think about how your customers are using your website an on what devices.

5. Be mobile friendly

Chances are that 50% or **more** of your website traffic is coming from smartphones. Make sure your website design is mobile friendly and optimised for your customers.

Is your website mobile friendly? [You can check here](#)

If it is not, you can be penalised in **mobile search results** on Google.

6. Digital Marketing

Now that you have got your fancy new website sorted, it's time to get some traffic into it and attract some new customer or convert old ones.

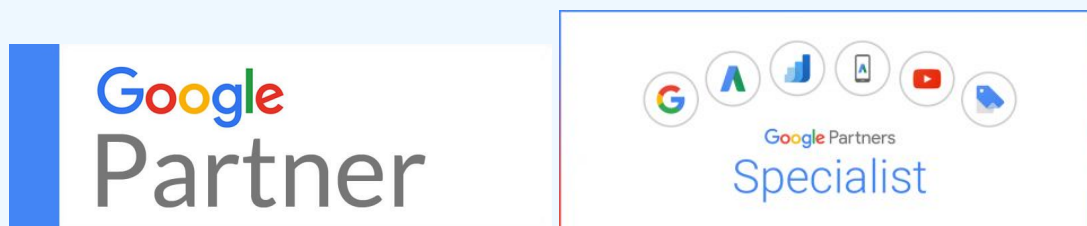
There is 4 main sources of website traffic and depending on who your customers are and what stage of the buying cycle they are at, different strategies may apply.

Direct Traffic - These are visits directly to your website. Likely repeat customers or word of mouth referrals.

Search Engine Results - Customers searching for your brand, product or service. Your position on the search engine results pages can be improved with SEO (Search Engine Optimisation) campaign.

SEO is an art, combining quality website development, proper keyword selection & strategic planning to achieve your goals. [Find out more about our SEO services here](#)

Paid Search Engine Traffic -Google AdWords is the main source of paid traffic and can be very effective for creating almost instant quality leads. Your Google AdWords campaign can be highly targeted to find your ideal customers, including geographic location, demographics and interests and search phrases that your customers use. Netpresence is a long-term Google Partner and a Google Specialist award winner



[Find out more about our Google AdWords services here](#)

Social Media (paid and free)

Social media both paid advertising and strategic posting is another good source of website traffic. Depending on who your customers are, their age, interests and even geographic location can help determine what social media platform they use. Some business owners may think that Facebook is not right for them as they only target businesses and not personal consumers but this isn't necessarily right.

[Are you on facebook?](#) Your customers probably are too. Facebook's targeting, especially with paid ads is ridiculously powerful. Find out who your customers are and where they hang out online and you can create a highly effective social media strategy.

7. Maintenance

Software requires maintenance. All software, including WordPress which is the software that powers your website. As problems and loopholes are identified, security updates and patches are created.

It is important to keep your website up to date and backed up.

Luckily, it isn't hard to keep your WordPress website up to date but it is important to do this regularly to ensure your website remains safe and secure.

8. Backup

Do you have a copy of your website, if the server it was on crashed, could you recover it quickly?

What if your hosting provider goes out of business?

If your website is with Netpresence, it is backed up already but it is a good idea to have your own backup of your website too and it is just good practice to ensure you always have a copy of your investment.

9. Review your Website regularly

You should be review your website and aligning digital goals with business goals at least in 90 day cycles, if not more regularly. We use and recommend Google Analytics to tell us all about who is visiting your website and how they are interacting with it & most importantly it can help identify areas that can be better optimised.

If your website was built by Netpresence, you have Google Analytics already installed

- Google Analytics can help us understand
- Who are they, Age, Gender, Interests?
- Do they view your website on mobile or desktop devices?
- Geographic location
- Do you know where they are coming from? Paid Search, Free Google search results, Facebook?
- What actions they are taking on your website and what can be better improved to increase enquiries and sales?
- And **alot** more

Take control of your website and use Google Analytics to make smarter strategic decisions for your website or book a strategy session with us and we will help you improve your digital business strategy.



Want to Talk Strategy

We are not just a Google Partner, we are a Google Specialist Award winner, a Digital Marketer Certified Partner and we proudly support

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