

# CAN YOUR WEBSITE DO THIS? ...

A website never stops changing and should always reflect your business in its current form, effectively acting as your dynamic online brochure, one of the more affordable means of advertising and marketing your going concern.



This is a list of questions to regularly ask yourself about your current online web presence ...

**1. Is your website up-to-date?** - when did you last check your own content? Does it still represent your current business model? Have there been any changes to your business model, products & services, since the website was last updated?

**2. Is your website "responsive"?** - can you read the words on your web pages on a small smartphone screen without zooming or scrolling?



**3. Do your photos take a while to appear?** - photos and images can dramatically slow down your page load time if they're not compressed, which turns viewers off your website.

**4. Does your email address match your domain name?** - a matching email address to your domain name looks very professional; a different address doesn't and can give the wrong impression about your business.

**5. Can you find your website by using a search engine?** - there are very many factors that contribute to your business or interest website being found by your potential customers in search engines like Google, Bing, Yahoo etc; if those factors are out of date, or simply not being utilised at all, then you may not see your website where you'd hoped it should be in the search rankings.

**6. How long does it take for a page to load?** - can your web pages load fully inside 3 seconds? Statistics show viewers will leave a website if it takes longer than 3-4 seconds to load a web page, especially when using a mobile device. Page loading speed is a factor influencing search engines.

**7. Is your website accurately reflecting the message about products and services that your business or interest is providing?** - possibly your business is undergoing changes of structure, products and services, quite possibly even its direction. Being one of your most valuable advertising and marketing tools your web presence should accurately reflect your current direction.



## 8. Can you find spelling, syntax or layout errors on your web pages?

- these sorts of mistakes never look good and should be easy to repair. Also consider how your website looks when viewed on smaller mobile device screens i.e. do you still have to zoom in, or scroll across the screen to see your content?.



If your answers to any of these questions are doubtful then you should speak to us at Gumtree Computer Services. These are essential aspects that we specialise in and will work with you to improve your online web presence.

Small and medium businesses are generally run on a limited budget. You need to cut corners where possible to remain profitable, and you also need to know that the processes and programs you have running to get your message out there are functioning as expected.

Ask yourself these questions:-

### Are you paying too much for a web presence that's not performing as well as you were expecting?

- with inadequate consultation prior to your first website build and no ongoing communication you may have paid too much for what you ended up with. Common nowadays are promises of much, with actuals of less.



### Are you receiving adequate ongoing maintenance and support?

- an all too common complaint we hear is that your website was promised and built but then there was no further arranged provision for any ongoing support, or promised support never eventuated – an incorrect or out of date website is as good as bad advertising for your business. We often see websites that were built years ago and now sit dejected in the backlots of the world wide web, gathering dust and cobwebs. These

websites will not be doing your business any favours. Websites are dynamic by their nature and need ongoing maintenance to ensure they represent your business efficiently and correctly. Indeed the majority of people looking for you will now search the Internet before using other sources. As your business changes and grows so should your web presence; it should reflect your business and your reputation.

If you fall in to either of these categories then it's time to call Gumtree Computer Services to talk about your future web presence requirements. Gumtree Computer Services can make a difference to your business or interest's marketing targets.



## General news

Unquestionably the Internet, as we know it, is currently “guided” by a company we all know, called Google. They set the standards for websites to follow, offer current design and style etiquette based on W3C standards, suggest what's acceptable and what's not, and they provide a method to help businesses and web presences get found by their potential customers by using an extremely complex and ever evolving algorithm to rank web pages and websites in their listings; too complex to explain in here but if you're interested in some of the details call us at Gumtree Computer Services. Basically Google philanthropically structures and influences the Internet primarily using what we would call “Search Engine Optimisation”, or SEO, but they're also making sure that there's order and relevance to the online world.



For your web presence to be found by your potential customers it's essential to follow recommendations from Google. Again we're talking about SEO. Gumtree Computer Services designs and undertakes all project work in keeping with the above necessary prerequisites, for website page load speed, readability, accessibility, SEO, and best practice for data and imagery to ensure that your website fits in with current search engine prerequisites.



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