



*Inventive Web Design*

# **6 TIPS FOR IMPROVING YOUR WEB PRESENCE**

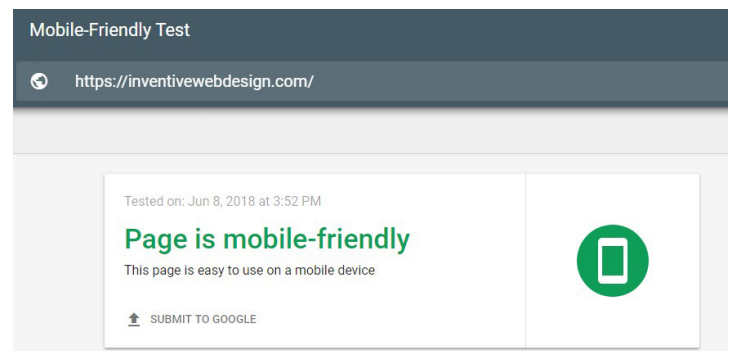
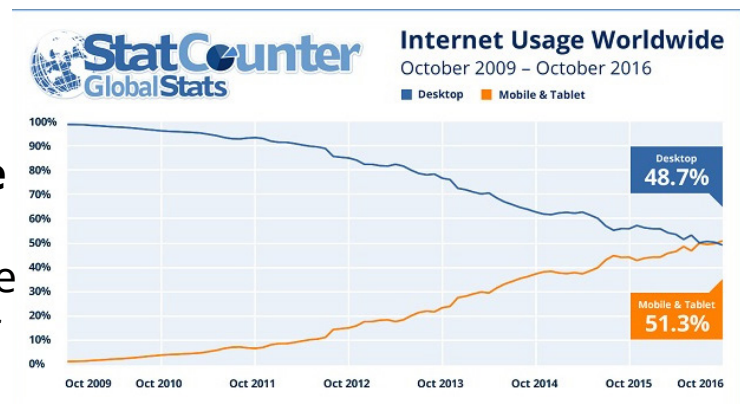
# 6 TIPS FOR IMPROVING YOUR WEB PRESENCE

We all want to get noticed on the web. If you are running a business you want to be on the first page in Google via organic searches like “Web Design Reno” so that you can capture more clients. Of course the search engine algorithms that rank you are complicated and secret so this can be a very difficult thing to do. Below I am going to give you a few simple tips that will help you move up the rankings and get noticed online. [Inventive Web Design](#) can help with any of these so if you have any questions please [contact us](#).

## 1. Make it Mobile

All of today’s websites should be mobile friendly. **More than half of the people who will visit your site will be using a smart phone or a tablet.** Actually back in 2016, mobile usage surpassed desktop computer usage in the US. This means you want everyone to be able to see your site on whatever device they may decide to use.

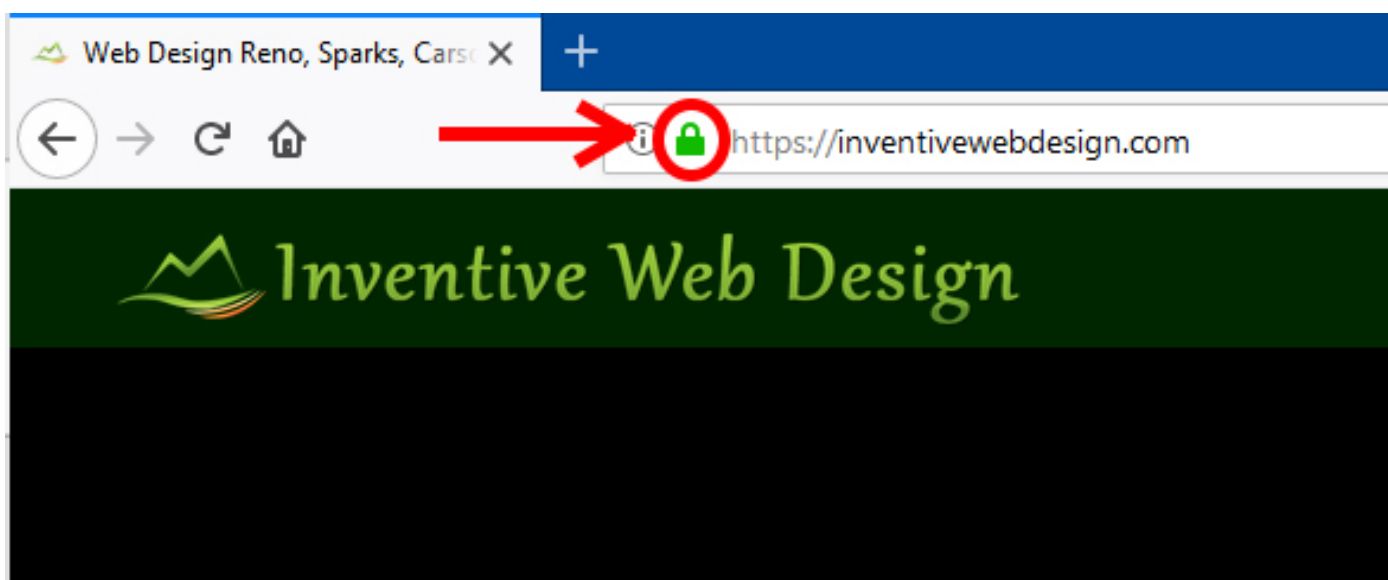
There is an easy way to check if your website is responsive (mobile friendly). Just pull it up on a phone... if you have to zoom in to read the text it is probably not mobile friendly. Your site should adjust its content according to the screen size. Double check it using [Google’s Mobile Friendly Checker](#).



## 2. Make it Secure

First thing you will want to add is a **security certificate (SSL)** to the site. In the past, this was primarily used for ecommerce sites and banks to ensure that personal data is encrypted and safe before it is sent. Now search engines will actually use this to rank where your site should be in search results. To know if you have a security certificate you can go to your site but adding <https://> in front of it (i.e. <https://inventivewebdesign.com>). If you don't get any security alerts and see the green padlock at the top of the browser next to the web address then your site is secure. You can also check your website security on sites like [whynopadlock.com](http://whynopadlock.com). If you don't have an SSL but want one [contact us](#) and we can help.

Keeping your site secure has always been an issue. Hackers will hack anything they can get their hands on. This means you need to keep your website software up to date and be sure to use passwords that are difficult to crack. There are also companies that will help guarantee that your site doesn't get hacked for a monthly fee.



### 3. Update Content – Regularly

**Search engines like change.** Because of this you should be adding or changing content on a regular basis. This can be done by blogging about your business or just updating your site with new jobs you have begun or finished. Having a portfolio of your work that is up to date can help to. By changing your content regularly search engines like Google will know that you are active with your business and keep sending their bots out to scan your site. This not only helps your search engine rankings but it can get you more customers because they can see that you are active and knowledgeable in your business.



### 4. Social Media

Many of my clients have told me that they don't have time for social media. The fact is that sites like **Twitter, Facebook, Pinterest and LinkedIn** can help you in many ways. First, think of your website as the hub of a wheel where all the information about your company is at. Each of the spokes of the wheel go out to another site to bring more people in. This means that you can grab other business owners from LinkedIn, family, friends, and friends of friends from Facebook



and people who share your interests from Twitter and Pinterest. Not only may you gain more clients this way but once again, search engines look at your activity here to. You can even put Twitter, Facebook and Instagram feeds on your website to keep new content showing on your site.

[Inventive Web Design](#) can make social media posting easier for you by allowing you to **automatically post your news/blog posts from your website to many social media sites**. This means you just have to publish in one spot and it will broadcast your message out to the others with a click of a button rather than going to each site individually.



## 5. Call to Action

Once people get to your site you want them to engage right away. Some people just come to find your address or look up your phone number/email but many will want to know more.

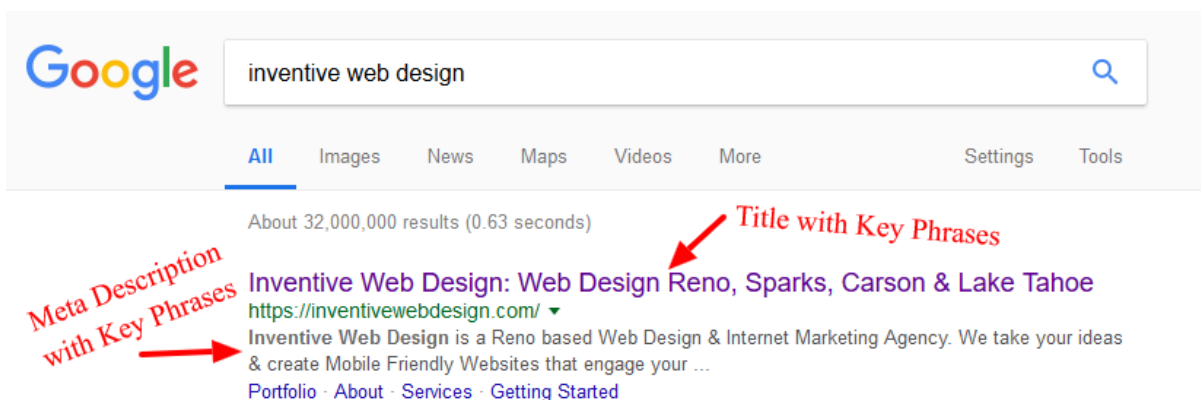


**Having a Call to Action (CTA) as the first thing they see on the page allows you to capture people's attention.** A non-profit or politician may want a Donate Now button while a hotel needs a Reservation button and a restaurant can direct the user to a Menu with hours and contact information on it. At [Inventive Web Design](#), we offer [Free Consultations](#) right off the bat to grab people's attention. Positioning and color are important things to consider with CTA buttons.

## 6. Search Engine Optimization (SEO)

This is a big area to work with and is usually left up to the professionals but there are a few things that can be done to **improve your SEO** by anyone who is working on their website. Here is just a short list.

- Use **SEO software** to help you rank your content
- **Reduce image sizes** to the smallest file size possible that still displays well on the site.
- **Add Title and Alternate Title (alt) tags** to every image.
- Constantly **use key terms** (i.e. "Web Design Reno") in your content, from your home page to a simple blog post.
- **Page Titles** should use specific key terms for your business services and your location.
- **Use Meta Descriptions.** These are the short pieces of text that shows up below the link to your site on search engines. They should be between 50 and 300 characters and contain the same key terms that your page has. engines look at your activity here to. You can even put Twitter, Facebook and Instagram feeds on your website to keep new content showing on your site.



We at [Inventive Web Design](https://inventivewebdesign.com/) can help you do this by analyzing your pages and images and by adding software to your site that helps you create great content. If you would like a professional SEO company to work with you we have some local companies that we can suggest.



## Inventive Web Design

If you have any questions about these tips, [Inventive Web Design](#) is here to assist you. Feel free to [contact us](#) or call us directly at [775-688-9845](#). We are always happy to pick up the phone for a free consultation.