# DOES YOUR
## WEBSITE
### Speak well of your business?

Building an effective website for your business takes time, consideration and most importantly, it will require well-planned effort.

## Perfect Sites Can't Just Be Built Overnight

### DIY Software Doesn't Quite Cut It

Your website is your online marketing tool and speaks for you on a 24/7 basis. When you're sleeping at 3AM people could still be visiting your site. The coding for DIY software is so cookie cutter basic that it doesn't stand out and help you build your brand.

### Delivering Results

The right Webmaster will have the knowledge of how to strategically place that information so that you will retain current business, gain additional business, and peak a viewer's interest in possibly doing potential business with your organization.

### Mobile Optimized

Your website should be mobile optimized. Redirects slow your site down, making the performance undesirable.

### User Friendly

Everything should be easy to find and use; contact forms should really only collect a name, email and a brief message from the user.

### Appealing Content

The content should attract users; it should be clean and organized. Also, real photography or video of your business builds higher levels of trust.

### Social Media

Your social media pages should be linked up to your website, and vice versa. This is a feature that should automatically be embraced. If you haven't done this already, take some time now. It really helps conversions!