1. Significant changes have taken place recently with Google Search engines and you may not be getting the traffic you have previously without adapting to these changes.
2. Are you mobile friendly? Your website needs to be easy to access on smartphones, iPads, tablets, etc.
3. Your website should be fresh and inviting. Tired, old websites, say we don’t keep up with the needs and interests of clients.
4. Your clients want someone who has good information and will become of their regular community of online resources.
5. Your website should be in alignment with your marketing efforts, pull those efforts through your site.
6. Does your site identify all new services, products and activities you offer? Give viewers a reason to visit you now.
7. Know your bounce rate. Are potential clients coming to your site and then immediately leaving? You need a fresh face to attract and encourage viewers to stay and return.
8. Does it load easy on a mobile device? The site needs to be updated regularly to assure ease of access.
9. Navigation of a website has improved dramatically in the last couple of years, is your site simple to move around?
10. Social media integration is mission critical; your website is the landing page to encourage viewers to see your other social media sites.