



The Website Reality Check

Have you ever walked into a store and immediately felt like it wasn't clean, organized or inviting? How long did you stay—most likely, you left pretty fast. The same truths apply to your website, which is often the first touchpoint of contact with customers or potential customers. Just like a retailer wouldn't want someone to immediately walk out of their store, you don't want someone to immediately exit your website.

While many of the same truths apply to a website (organization, inviting text, imagery and colors), there are additional variables to consider. Here's a quick reality-check for websites:

1. **Very important—does the website show as “Secure” with a lock icon near your browser’s location field?** Consumers visiting a website will usually notice that the website is not secure, and this major red flag will quickly chase off your website traffic.
2. **Does the website have more than three web pages?** Websites that are limited and have very little depth are generally a turn-off for consumers, as they rarely offer enough information or make them feel confident about engaging with the brand.
3. **Is the purpose of the website clear, concise and organized that connects the customer with your products and or services?** Consumers today have more must haves with less patience than ever. Making sure you are communicating effectively is a worthwhile investment and will pay off in higher sales and brand equity.
4. **Has the website text been updated within the last three months?** If not, consider regular updates as this will help with search engine optimization and also keep you on trend with what consumers are interested in at this moment. Even if your brand or products haven't changed, fresh website copy will engage and promote sales.
5. **Is the contact information clear, and in prominent, high visibility areas?** What contact options are you offering? Consumers want to know they can contact a company and receive an answer promptly. This builds confidence in the brand. If a consumer has to search extensively to find the contact information, then they are very likely to skip over to your competitors.

6. **Do you limit the use of pop-ups to grab visitor information?** While this can be helpful to capture useful demographics, it can be an annoying distraction for consumers who may choose to exit quickly instead of trying to get around the pop-up.

If you answered “yes” to most of the questions above, then you are certainly on the right track with your website, but if you had more “no” answers, then we can help “glow up” your website! Developing a completely new website can be costly, but a “glow up” is a cost-effective way to address some common pain points and help keep customers on the site long enough to make valuable decisions about your brand and how it can meet their needs.

At Co-Create Marketing Strategies, we offer a **Brand Review** which will identify areas of improvement and offer real solutions that will contribute to your marketing strategy. A **Brand Review** can include an in-depth look at your website, marketing emails and communication, logo strength and credibility and any other marketing collateral. A quick chat will allow us to identify your biggest areas of concern and provide peace of mind that we can improve your brand equity immediately.

Connect with us today to learn more about our **Brand Review** and share your brand concerns. Our goal is to always prioritize what matters to you most and offer real solutions to create real results! Find out more today.

About Co-Create Marketing Strategies

At the end of the day, our “Brand” is all we have. Trust your brand with the people who will protect and care for your brand as much as their own — Co-Create Marketing Strategies! We understand every brand is different, and not everyone has the same goals. Whether your goal is global recognition or exploring a brand refresh, we are well-versed.