

YOUR WEBSITE SHOULD BE YOUR #1 SALESPERSON

ASK YOURSELF 3 QUESTIONS:



1. DO YOU HAVE A BUSINESS WEBSITE?

If you don't have a business website, you're missing out on many opportunities to grow and connect with people online. Your website can say a lot about your company: what you believe, your level of professionalism, the quality of your work, and how successful you are. **In today's digital world, it's imperative that your business have a strong online presence**, including a website that represents your brand well.

2. IS YOUR WEBSITE MOBILE FRIENDLY?

Is your website responsive? In other words, does the page shrink and stretch to fit a wide variety of screen sizes so users can easily view it whether they're searching on a desktop, laptop, tablet, or smartphone? As of December 2014, **93.3% of existing business websites were not mobile friendly.**

64%

OF AMERICANS
ARE NOW
SMARTPHONE
USERS

73%

OF SEARCHES DONE ON
MOBILE DEVICES TRIGGER
FOLLOW-UP CALLS, SHARING,
SALES, OR IN-STORE VISITS

96%

HAVE RESEARCHED
A PRODUCT OR
SERVICE USING
THEIR PHONE

3. IS YOUR WEBSITE DOING ITS JOB?

A website has so much potential. It should be the center of operation for marketing and sales, and it could...if it contains the right information in the right places. To make your website as effective as possible, it needs a strategy for driving traffic as well as periodic updates. Because your website is a vital aspect of your business, you need the reliability of a professional to build, optimize, and maintain it so it can work powerfully and effectively for you.



5 RULES YOUR WEBSITE SHOULD FOLLOW TO BE YOUR BEST EMPLOYEE EVER:



1. BE OBVIOUS
2. BE A GOOD LEADER
3. BE ENGAGING
4. SOLIDIFY YOUR CONNECTIONS
5. SHOW YOUR RESULTS

To start creating a dynamic website that works like a salesperson devoted to growing your business and building lasting relationships with customers, contact **Blue Frog Dynamic Marketing.**

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