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marketing & advertising | online solutions



Changing Trends In The Internet & Website Design

Https VS Http | Mobile Compatibility | Website Builders | & More…

A Little About Burris Creative

- A full-service marketing and online solutions business.
- Has been in business since 1994.
- Worked with Fortune 500 companies and small to mid-size businesses.
- Has designed over 125 Websites using a number of different website platforms.
- Provide Online Lead Generation, SEO and Advertising services to companies nationwide.
- Member of The Alternative Board in Charlotte, North Carolina.
- Has prepared articles and Blogs for TAB Corporate and my local TAB Owner, who has gotten leads and new board members from these efforts



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The Internet Has Changed…

- Most businesses have access to high speed Internet, which increases their reliance on it.
- Accessing the Internet on Smartphones now accounts for 50% of its use. This will increase with 5G.
- Security has become a big issue with Google requiring Websites to have an SSL Certificate.
- Google dominates the search engine and advertising sectors of the Internet.



- Social media, blogs, streaming video & online meetings, have all become things we all use everyday.

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Visitor Behavior Has Changed…

- Site visitors spend much less time on websites than they did just 3 years ago.
- They average viewing at just a few pages of a Site.
- They expect a Site to look good on a smartphone.
- Bounce backs from Google Searches often are over 50% on a majority of Sites.
- Visitors are more apt to click-to-call than fill out an email form on a website.



- Site Visitor will form their image of your business based on your home page.

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SEO Has Changed…

- Sites are now ranked by the content (wording) on the pages of the Website.
- Meta tags embedded in the background code are now largely ignored by Google.
- Site ranking is penalized if the site is not mobile friendly.
- Site ranking is affected if the site is not SSL secured (https).
- Site ranking is affected if there is no changing content.



- The amount of traffic your Site gets affects the page ranking. (Pay to play)

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Website Questions

Take a step back and look at your Website with new eyes.

- Is the information concise and clearly relates what you do?
- Is it too wordy?
- Does it have a clean modern look or does it look dated?
- Does it look good on a smartphone?
- Is it easy to navigate?
- Is it performing well in search engines?



If you aren't happy with your answers, you may need to consider working on your Website.

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Website Design Has Also Changed.

- WordPress: Once a standard in the industry has changed in its ease of use and how Website designers use it to build sites.
- Complex themes and builders, plug-ins that go out of date, make WordPress Sites harder to use and more vulnerable to hacks.
- WIX and Square have moved into the space once dominated by Wordpress and are growing in popularity.







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Website Design Has Also Changed.

- WIX, Square and Weebly are the 3 most popular “Drag and Drop” Website Builders.
- They feature very easy to use content management systems.
- Website designers used to make fun of sites built with these builders but today they account for half the Websites worldwide.
- These builders are not DIY tools. They offer developer level coding and plug-ins. And they are hosted on secure (https) servers.
- They also have good SEO tools.



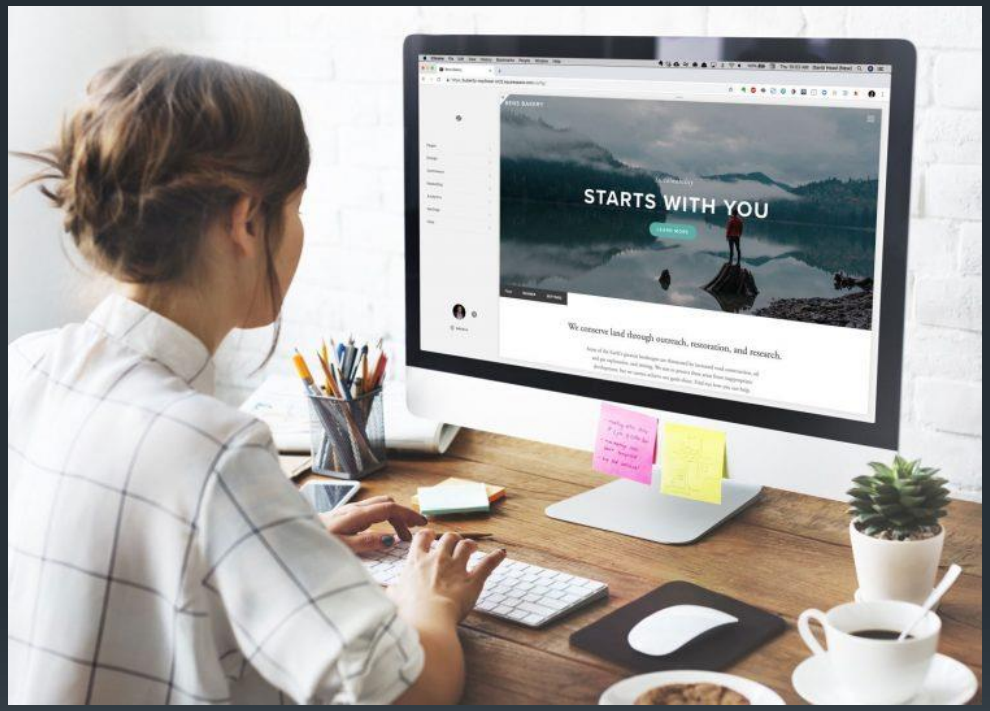




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Website Design

Regardless of the platform you choose, You should hire a professional to help you build your Site.



Now let’s discuss some of the pitfalls of hiring a Website Designer.

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Website Designer “MIA”

Some designers are here today and gone tomorrow.

- That relative or friend who took a job in LA.
- The employee who designed your site and quit or was let go.
- Your Website designer left the business for another field.
- Your Website design firm went out of business.
- You love your site but hate your designer.



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Website Designer “MIA”

Things you can do to protect your Website Investment:

- Hire an experienced professional to build your Site that you are comfortable working with.
- Make sure you own your Website. (Hosting & Domain logins)
- Make sure your Site is built & programmed in such a way that someone else can take it over if needed.
- Make sure your Website includes a content management system that is relatively easy to use.



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Key Takeaways

The secret a Website designer doesn't want you to know »

Why it is important to adhere to Google policies »

How to improve your Site's SEO »

What Website visitors need to see on your home page »

That WIX & other builders are as good as they are.

If you don't, you'll rank poorly in searches.

Use keyword rich page titles & descriptions.

As much as you can tell them. This might be the only page they view.

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Q&A

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