



Website Best Practices for Small Business

- 1. Contact information in the upper right corner of every page**
 - a. Ensures the customer doesn't have to search for it
 - b. Either phone number or email, or both
 - c. Eliminates the need for a Contact Us page
- 2. Navigation has 3-5-7 categories**
 - a. Humans respond to odd numbers in design
 - b. Having limited options doesn't overwhelm the customer
- 3. Each page contains 400-600 words**
 - a. This is a preference from Google to properly cache your website into the appropriate categories
- 4. NAP consistent**
 - a. Your Name, Address and Phone are the same everywhere on the web-your website, social media sites, search engines, review sites
- 5. Big, beautiful, well-lit pictures**
 - a. Humans respond to pictures, having professional or Instagram-worthy images will improve your brand
 - b. Keyword tag the photos and rename the files for Google optimization
- 6. Links to social media in the upper right**
 - a. If you have social media, make sure they are linked on your site and consistently check that the links work correctly
- 7. CTAs on each and every page**
 - a. Calls to Action tell your customer what you want them to do: Join Here, Shop Now, Check Out This, etc. Without them, customers lose interest and bounce off the page

8. About Us/FAQs

- a. Write a compelling story about the start of the business
- b. Include a FAQ section of questions your customers ask and the ones

9. Use the word Join rather than Subscribe

- a. If you have a email list or other subscription

10. Must be mobile-optimized

- a. It can be viewed on a mobile device without enlarging it.
- b. Make sure the email and phone number are hot-linked on mobile

11. Updated consistently

- a. Google would love for you to update your website every week. That's not realistic for most small business owners. Updating once a month is still beneficial and easily accomplished by blog posts, specials, etc.