

Is your website ready to rock in 2024?

# 10 Steps to Improve Your Business Website and Start Attracting More Customers

Developed for you by



**NetSwifter**  
Making business better



# Introduction

**Do you want to turn your website into a customer magnet?**

**How would you like to grow your business site into a powerful marketing tool for your business in just 10 steps?**

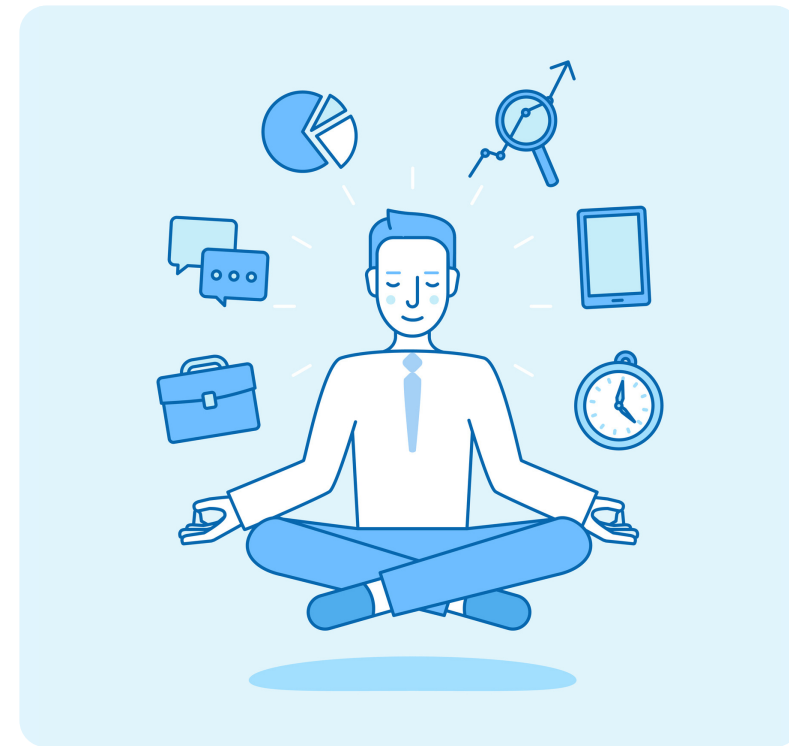
Whether you are a beginner or an expert, this 10-step checklist will help you tweak and fine-tune your website, boost your online presence, and factually grow your business. This checklist is designed to help you improve your website's design, content, security, speed and functionality.

**Who is this checklist for?**

This checklist is for SME owners who want to improve their website's performance and grow their online presence. It is suitable for beginners and intermediates, as well as for those who have some technical expertise. The checklist is designed to be easy to follow and implement, with clear tasks, and helpful tips and tools.

**What to expect after finishing steps in this eBook?**

- ✓ Website tailored to your target audience's needs and preferences
- ✓ Mobile-friendly, responsive on mobile, fast and secure
- ✓ Clean and modern design, easy to promote, and maintain
- ✓ Optimized for search engines and social media



Visit official NetSwifter social media to follow news, tips and advice on weekly basis.

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# About the author

## Who is behind this checklist?

This checklist is brought to you by NetSwifter, a web design and digital marketing agency founded by Michael Palinski. At NetSwifter, we help new entrepreneurs and small businesses develop and improve their online presence, set and achieve long-term digital marketing goals, and identify new business opportunities.

With over six years of experience in the industry, Michael has collaborated with several digital agencies and local creatives to help businesses grow their online presence. You can learn more about Michael and NetSwifter's background and supported projects by visiting [our website](#).

## Why should you trust this checklist?

This checklist is based on our extensive expertise and experiences with multiple clients and various projects, the proven user experience principles and best practices of web design and digital marketing.

It's not a one-size-fits-all solution, but a flexible and adaptable framework to suit your specific business needs and goals.

## What are you waiting for?

Begin reading now and start improving your small business website today. You will be amazed by the results you can achieve with this simple and effective checklist. **Don't miss this opportunity to take your website to the next level and attract more customers to your business.**

Follow Michael's personal profiles to learn more about his work and current projects.

Click here:



# 1. Stop guessing what visitors think. Create a website that speaks to your customers.

Understanding your audience will result in a website that appeals to visitors and meets their expectations.

## Define your target audience

Use customer segmentation to define your potential customers based on their characteristics, needs, and preferences. Use different strategies to make your website resonate with them and motivate them to engage with your brand.

## Find your ideal customer online

Who are the potential customers for your website? Where do they spend time online, what do they do, and what do they want?

## Make website resonate with your audience

Use copy and visuals to show visitors that you understand their problem, you have the solution, and that you are the best choice for them.

## Motivate visitors to engage with your brand

Calls-to-action prompt visitors to take the next step on a website, such as signing up, downloading, or buying. Use calls to action, incentives, and feedback channels to get them where you want on your website.



### Easy tip:

Ask your real life clients about their online habits, and conclude guidelines.

### Pro tip:

Use Google Analytics tools to learn more about your website visitors.



## 2. Create a website that meets your goals by improving its core functions.

Showcase your value proposition, communicate your message, and convert your visitors into customers.

### Informational

Your website should provide clear and relevant information about your products or services, and how they can benefit your visitors. You may also focus on gaining more traffic, by creating educational content like a blog.

### Contact

Enable your visitors to contact you or submit inquiries, if they have any questions, feedback, or requests. You should use different channels, such as email, phone, chat, or social media, to make it easy and convenient for your visitors to reach you.

### Portfolio

Your website should present your work, professional qualifications, or achievements, if you want to demonstrate your expertise and experience.

### E-commerce

Your website can enable your visitors to buy your products or services online, if you want to generate revenue and grow your business.



#### **Easy tip:**

Check your direct competitors for good examples to learn and emulate.

#### **Pro tip:**

Analyze your business model or hire a web designer or a business advisor.

### 3. Readability, compatibility and accessibility are critical to your website's success.

The website should be responsive, which means it should look and work well on a variety of devices and browsers.

#### Text readability

Is the text on pages easy to read on different screen sizes? This means things like font sizes, text formatting and headings. Use white space to make your content more readable and less cluttered.

#### Interactive elements

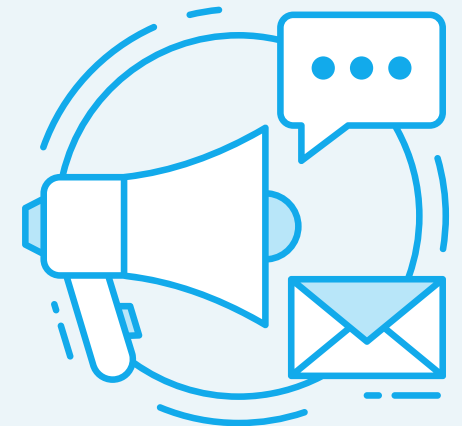
Are elements such as clickable buttons, contact forms and navigation menus functional and easy to use across devices?

#### Device and browser compatibility

Does the website work properly on various devices (desktops, laptops, tablets, smartphones)? What about browsers, i.e. Chrome, Firefox or Safari?

#### Website accessibility

This includes making sure that the website is compatible with assistive technologies such as screen readers, and that the text on the page is easy to read for people with impaired vision.



#### **Easy tip:**

Test your website yourself. Use different devices you got at home.

#### **Pro tip:**

Use free online tools to check your websites accessibility and readability.

## 4. Navigating your way to success with great User Experience (UX) across devices.

Simplify navigation, optimize forms, and enhance user journey for improved business outcomes.

### Simplify the navigation menu

Keep the navigation menu simple and intuitive with clear and concise labels. Avoid using too many, as they can be overwhelming for users.

### Ensure consistency in design

Use consistent design elements such as color, typography, and layout throughout the website. This helps users understand the structure of the website and navigate it more easily.

### Use descriptive links and buttons

Avoid using generic text such as “click here” or “link”. Use descriptive text for links and buttons to help users understand where they will be taken when they click on them.

### Test the user journey

What are actions you expect from visitors? Test the user journey to ensure that it is intuitive and easy to follow. Identify any pain points or areas where users may get stuck, and make improvements accordingly.



#### **Easy tip:**

Find websites checking these boxes for reference and amend your site.

#### **Pro tip:**

Consult your website’s user journey with a professional UX/UI designer.

## 5. Search Engine Optimization: How to boost your website ranking.

By applying SEO best practices, you increase website's visibility for the keywords that your audience is looking for.

- Keywords are the foundation of SEO**  
Identify the most relevant and popular keywords for your niche, and use them strategically in your content, titles, headings, and URLs.
- Meta descriptions**  
Does each page have a unique meta description that summarizes page, while text is attractive and contains relevant keywords?
- Google Analytics**  
By using Google Analytics, you can gain valuable insights into your website's performance and current SEO statistics.
- Image optimization**  
Improve SEO ranking by properly naming and optimizing images. Reduce photos file size, choose the right alt-text, dimensions and format.
- Internal and external links**  
Links are essential for SEO, as they help search engines understand your website's structure, content, and quality. Check if all links work properly.



### **Easy tip:**

Use free tools and plugins like Yoast to help you optimize pages for SEO.

### **Pro tip:**

Utilize tools like Ahrefs, Google Search Console and Analytics.



## 6. Security is rewarded and risks are punished. Better keep your website secured and up-to-date.

Your website is vulnerable to malicious attacks, especially if you handle personal data or payments.

### SSL certificate: the sign of trust

A digital security certificate, which indicates that your website is secure and trustworthy. Purchase it from hosting provider, and install on your server. Lack of SSL is punished by search engines and internet browsers.

### Firewall is a shield against hackers

Is your website protected by a firewall that blocks any unauthorized or malicious login requests and prevents hacker and malware attacks?

### Use CAPTCHA to limit bots

A CAPTCHA is a challenge-response test, usually involves solving a puzzle, that verifies if the user of your website is a human and not a bot. A CAPTCHA helps prevent spam and automated bot attacks that can harm your website or your users.



#### **Easy tip:**

Use two-factor authentication to add an extra layer of security.

#### **Pro tip:**

Configure a WAF to protect your website from common web attacks,

## 7. Nobody likes to wait. Optimize your website performance for better loading times.

Your website's speed affects your visitors experience and your website's search engine ranking.

### Number of plugins

Plugins add functionality to your website, but they also slow it down. Use only the plugins you need, and delete or deactivate the ones you don't.

### Image optimization

Optimize your images for speed by compressing them, resizing them, using modern format like .webp, and using lazy loading.

### Hosting server

Your server is where your website's files are stored and accessed. Choose a server that is fast, reliable, but also adequate for your website's needs.

### Use cache to save time and bandwidth

Caching is the process of storing copies of your website's files on your user's browser. Caching can speed up your website's loading times for returning users and reduce their loading times.



#### **Easy tip:**

Use optimization plugins to improve your website's performance.

#### **Pro tip:**

Use minification and CDN to further improve performance and security.

## 8. Compliance with regional regulations: how to prepare a website to avoid legal troubles?

Your website must follow the laws and regulations that apply to your location and your users' location.

### GDPR, CDPA, LGPD and others

The GDPR is a data protection law that applies to all websites and apps that collect or process personal data from users in the EU or the UK. If you have any users from these regions, you need to be GDPR compliant or face penalties. Check which policies your website needs to comply with.

### Privacy policy and data protection

A privacy policy is a document that explains what personal data you collect from your users, how you use it, and who you share it with. You need to have a clear, concise, and easy-to-find privacy policy on your website. Remember about consent checkbox next to your contact form.

### Terms of Service and liability

A terms of service is a document that sets out the rules and guidelines that your users must follow when using your website. It helps you limit your liability, protect your rights, and prevent abuse.



#### **Easy tip:**

Search for plugins or online tools that explain and aid with compliances .

#### **Pro tip:**

For more complex websites you should consult with a lawyer.

## 9. Content is the king. Create best possible and captivating text content for your website.

Your content is what attracts visitors, informs them, and persuades users to take action .

### Quality = professionalism

Your content should be well-written, clear, and relevant for your target audience. Keep imagery high-quality, original, and related to your content.

### Updates keep website fresh

You should add new content that reflects your latest offers, news, or insights, and update your company information, such as your contact details, testimonials, or awards.

### Use multimedia to enrich your content

Multimedia such as images, videos, infographics, or audio can help you explain complex concepts, showcase your products or services, or tell a story. They also enhance your message and appeal to different senses.

### Conversions are the goal

Your content should encourage your users to engage with your business. You should use catchy headlines, compelling copy, and clear calls-to-action, to motivate your users to click, subscribe, buy, or contact you.



#### **Easy tip:**

Use visuals to captivate your target audience and increase engagement.

#### **Pro tip:**

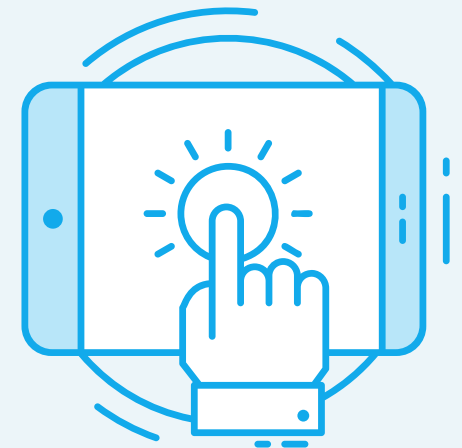
Use content calendar for consistent and organized content creation.



# 10. How to ensure your website works flawlessly? By testing it online. Rinse and repeat.

Testing your website is a vital step to ensure its quality, functionality, and user satisfaction.

- Unit testing to check for errors**  
Unit testing helps you find bugs that bother users, verify if the code is reliable, and secure. By testing your website regularly, you can detect and fix any problems before they affect your users or your reputation.
- Usability testing = user-friendliness**  
Usability testing is the process of testing your website's design, layout, and navigation, for user-friendliness and ease of use. Usability testing helps you understand how your users interact with your website, what they like and dislike, and what they need and expect.
- Performance testing for speed and stability**  
Performance testing is the process of testing your website's speed, responsiveness, and scalability, under different conditions and scenarios. Performance testing helps you ensure that your website loads quickly and works smoothly, regardless of the user's location, device, or network.



## **Easy tip:**

Use Google PageSpeed Insights to test performance and loading speed.

## **Pro tip:**

Audit web performance, SEO, and practices with Google Lighthouse.



Get in touch for any website and digital marketing related questions and services.

**Contact:** @ 📞 🌐

# Outro

**Congratulations, you've taken a big step towards growing your online presence and reaching your business goals.**

You've just learned 10 steps to improve your business website. But learning is not enough. You need to take action and apply what you've learned to your own website.

**Save time, resources and improve reputation online.**

As a SME business owner, you have a lot of tasks to juggle every day. You may not have the time, skills, or resources to update your website regularly. But your website is your online storefront, and it can make or break your business. If your website is outdated, slow, unresponsive, or hard to navigate, you could be losing potential customers and revenue.

**Hire a friendly and affordable professional like us and enjoy the benefits of:**

- ✓ Save time and hassle by letting us handle your website from start to finish
- ✓ Having more time and energy to focus on your core business
- ✓ Enjoy a website that is customized to your vision, goals, and audience
- ✓ Get ongoing support, updates, and advice from us to keep your website running smoothly and securely

**Contact us today and let us help you create a website that works for you. We're friendly, affordable, and professional. Don't miss this chance to grow your business online.**