10 THINGS TO ADD
TO YOUR CUSTOM WEBSITE

The power and beauty of a custom website is that it can be tailored to the unique needs of your business. We don't bundle features in packages. Rather, we get to know our clients and build only what is needed.

So how do you know what is needed? Consider the following ten features and their benefits and ask yourself the question, "Can my website do that?" If not, let's talk about a redesign!

ONLINE SHOPPING
Selling things is a great way to generate extra revenue for your business.
Do you have something you could sell? Start a product catalog and sell it online.

EVENT REGISTRATION
Event registration builds community and excitement around your brand.
Are there events you could run to bring people into your store?
This is a great way to meet people face-to-face.

USER PORTAL
Create a member's only area of your website. Serve them directly and incentivize them to become VIP members with exclusive benefits.
They will be more loyal and enthusiastic about your company.

ANALYTICS
Analytics answers all the big questions about your website, the "who" is visiting, the "what" they find interesting, the "where" they are coming from (e.g. google, facebook, some other website). The benefit of analytics is you learn about your customers and what they care about so you can make informed decisions about serving them. Analytics are very helpful.

NEWSLETTER SIGNUP
Sending a weekly email is a great way to touch base with your customers, offer deals, and educate about your product or service. All of this adds value to your brand.
Place a form on your website so people can op-in to your email campaign.

STAND-OUT DESIGN

Your website is the first place a person looks after a referral. An attractive design will make people want to do business with you. It's as simple as that.

BLOG AND ARTICLES

The benefit of a blog is that you demonstrate knowledge and expertise in your industry. Articles also draw in new customers who search Google for your content.

ONLINE SCHEDULING

Add online scheduling to your website so customers can see availability and book appointments with you. It's easy for them and integrates right with your calendar.

ANNOUNCEMENTS

It's such a simple thing but few sites do this or do it correctly. Adding easy to read announcements to your website will make your users love you.

PAYMENT PROCESSING

Allow customers to pay you for services on a recurring basis. Send invoices and collect payment from your website.

Give us a call to talk about how a custom website will give you peace of mind and the power to grow your business.