






Planning Your Website

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<p>Landing Page Optimization Trends++</p> <p>Converting more web visitors to leads and customers is a key measure of success for landing page optimization. But how are marketers optimizing landing page traffic to improve conversion</p> <p>http://research.ascend2.com/2017-landing-page-optimization-trends/</p>	
<p>Small Business Websites Expected Top Notch as Large- if disappointed customers less likely to purchase**</p> <p>Consumers know what they want, and when it comes to visiting a small business' website, they expect the same experience they would get from a larger chain.</p> <p>https://www.emarketer.com/Article/Small-Business-Websites-Expected-Top-Notch-Large/1015623</p>	 <p>Article from..</p>
<p>What does it really cost to build a small business website?**</p> <p>How much does a website cost?" is a common question for small business owners, and it's one that can only be answered by considering several other factors.</p> <p>http://www.nfib.com/content/resources/technology/what-does-it-really-cost-to-build-a-small-business-website-64151/</p>	
<p>How to relaunch Your Website**</p> <p>Website redesign can be as simple as streamlining your user experience or as extensive as completely overhauling your small business's online presence. There is a lot to consider before your new site goes live. Follow these tips to ensure a smooth transition for your business and your site's visitors.</p> <p>http://www.nfib.com/content/resources/technology/how-to-relaunch-your-website-successfully/</p>	
<p>Why your small business might not need a website**</p> <p>A few options for a low-cost web-presence...and links to additional articles</p> <p>http://www.nfib.com/content/resources/start-a-business/why-your-small-business-might-not-need-a-full-</p>	

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<p>Small-Business Websites Expected to Be as Top-Notch as Large**</p> <p>Consumers know what they want, and when it comes to visiting a small business' website, they expect the same experience they would get from a larger chain.</p> <p>https://www.emarketer.com/Article/Small-Business-Websites-Expected-Top-Notch-Large/1015623</p>	<p>Small-Business Websites Expected to Be as Top-Notch as Large</p> <p>If disappointed, consumers less likely to purchase</p> <p>April 12, 2017 Read a transcript</p> <p>SHARE Facebook Twitter LinkedIn Email Print</p> <p>Consumers know what they want, and when it comes to visiting a small business' website, they expect the same experience they would get from a larger chain.</p> <p>If website visitors don't get that experience—whether because the site doesn't provide simple information like an address or business hours, or because it has a poor mobile experience—then they are left with a bad impression.</p> <p>March 2017 research from Vistaprint Digital found that roughly half of US internet users surveyed said they would most likely be left with a bad impression if a small business website had omitted contact information.</p> <p>And almost as many respondents said they would have a bad impression of a site that provided no address, directions or business hours.</p>
<p>CHECKLIST: DOES YOUR LANDING PAGE WORK FOR YOU? **</p> <p>A landing page is a website page that enables you to capture information from people who are visiting your website. Too many companies send social media and aother online activities to a home page. That is a mistake! Here are some great tips to help you optimize the number of conversions</p> <p>https://digitalagencynetwork.com/checklist-landing-page-work/</p>	