WEB DEVELOPMENT AND SEARCH ENGINE OPTIMISATION

Your website is one of the most important marketing tools you have. Websites need to look good, be user friendly and create sales opportunities for your business. Clear headings, well presented, relevant content and strategically placed calls to action will provide a great user experience and improve your SEO. Put simply, SEO improves the visibility of a website by moving your business up the organic search rankings. Since the announcement that more people are searching on mobile devices than desktop, Google have adopted a mobile-first indexing, which means that mobile optimisation of your website needs to be at the top of the list of web development requirements.

STATS

89% of adults in the **UK** use the **internet** at least **weekly**

Over **ten million UK adults** make a **purchase online** at least **once a week**

48% of adults aged **65 years and over shopped online** in 2018

50% of the **UK population** regularly access the **internet** via a **smart phone**

Adults watching **video on demand** from commercial services is experiencing **significant growth** and now stands at **46% across the UK**

WEB DEVELOPMENT – TOP TIPS TO IMPROVE USER EXPERIENCE AND SEO

Area driven content:
Creating content that is relative to the area of search will increase relevance and customer engagement. Creating an area driven website helps you to serve your brand locally, regionally or on a national scale and will improve your organic ranking.

Data capture:
Using simple data capture forms will help drive lead generation to use with other opportunities, such as e-marketing.

Fixed menus:
Having a fixed menu within a website will help site visitors to navigate your site easily, creating an enjoyable user experience.

Content management:
Being able to manage, edit and create content will help keep your website up to date and relevant to your customers. Relevant fresh content improves SEO

Live chat:
A common feature across many websites, live chat enables businesses to connect with potential or returning customers in real time.

Mobile responsive:
Ensuring your content is accessible on any device is vital, make sure users can access your full desktop website content wherever and whenever.

Come say hi: **0161 662 4751**   **hello@ministryofresults.com**

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Sources:

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https://en.wikipedia.org/wiki/Search_engine_optimization

Source: GB TGI Radio+ Q1 2018, Kantar Media