

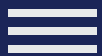
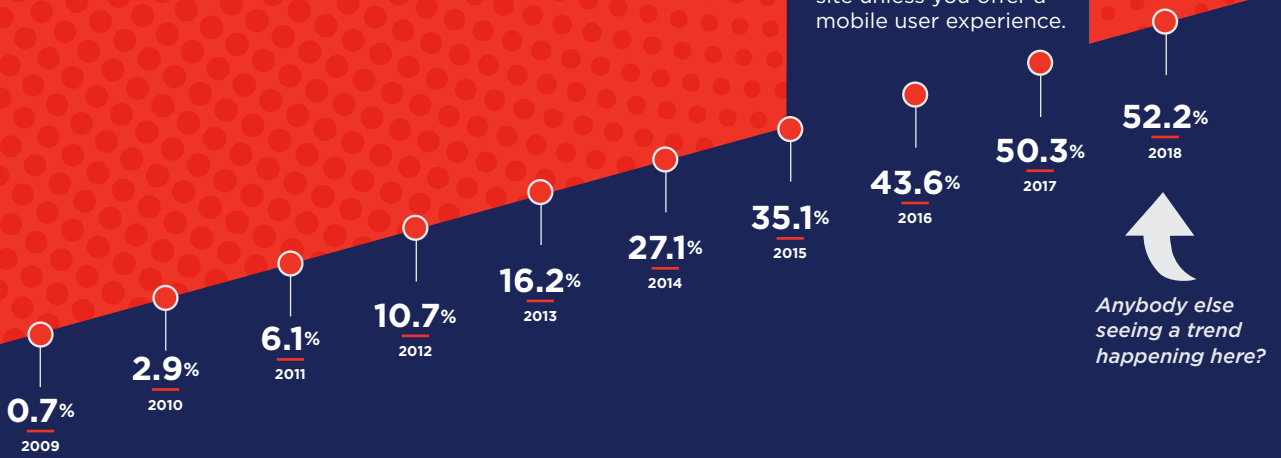
# THE KEY ELEMENTS OF A WELL-BUILT WEBSITE

A good website serves as the central hub from which all your digital activity radiates. It offers an “owned and operated” space where you can control the messaging and experience for your audience. And without a properly designed, mobile-friendly site, we would argue there’s little reason to invest in other digital tactics.



## Mobile-Friendly Framework

Google no longer serves non-responsive websites in their mobile search results. That means people searching for your brand will be unable to find your site unless you offer a mobile user experience.



## Easy-to-Use Navigation

Nothing is worse than visiting a new site and being unable to find the info you’re looking for. Google can even penalize you in its organic search rankings if your site is routinely causing frustrating for users.



## Lead Collection

Whether you’re trying to build your mailing list or collect targeted leads from prospective customers, you’ll need a mechanism to capture data. **Pro Tip:** the amount of information your form is asking for should correlate to what you’re offering in return.



## A Relevant, Insightful Blog

Blogs help you educate your customer instead of simply trying to sell to them. Plus, an informative and digestible blog is a great way to improve your organic SEO rankings, drive website traffic and generate engagement on social media.



## Sticky Landing Pages

The destination for almost any digital ad should be a related landing page, giving your visitor a quick, helpful breakdown of the information you’re trying to share — be it a free eBook download or a webinar registration.