

Tips to make your website more effective

- Is your website effective at informing, educating, and selling your prospective customers?



“You never get a second chance to make a first impression.”

In a 2016 sample of US Internet users, almost 60% reported that they "always" or "often" research a small business online before visiting.

<https://www.emarketer.com/Article/Most-Small-Businesses-Discovered-Online-First/1014029>

Tips to make your website more effective

- Jean Marie Cackowski-Campbell,
website designer, Kosada

Icons by Freepick at flaticon.com

Kosada, Inc.



- We help businesses and nonprofits thrive with custom-built technology.
 - dynamic websites.
 - desktop, mobile, and web apps.
 - interactive media experiences (creative technology).

Websites – content management, e-mail and hosting services

Kosada, Inc.



The Broccoli Discussion



- “I’m too small and unimportant to be hacked”

– FALSE

Any talk about websites should include comprehensive risk. Even when it’s unpleasant. George Herbert Walker Bush famously said he hated eating Broccoli.

From a 2016 Better Business Bureau survey of small businesses: “More than one out of five businesses reported it has been the target of a cyberattack, and approximately one out of ten reported being a target in the last 12 months.” https://www.bbb.org/globalassets/shared/media/state-of-cybersecurity/updates/cybersecurity_final-lowres.pdf NOTE: link to PDF with references will be given at the end of the talk.

47% of small businesses had at least one cyber attack in the past year. The average cost was \$34,604 for small businesses. Report was done by Hiscox, a specialty insurance company. <https://www.hiscox.com/documents/2018-Hiscox-Small-Business-Cyber-Risk-Report> (no indication of what they considered a small business)

From a 2019 Verizon study, 43% of cyber security breaches involved small businesses. (<https://enterprise.verizon.com/resources/reports/dbir/>)

The Broccoli Discussion



- Frequent backups
 - multiple dated backups
 - offsite backups
- Security updates

Routine maintenance can help avoid future problems.

Research models for websites

- Have found two main factors that affect taking action:
 - Risk Avoidance:
 - Are you trustworthy?
 - Are you credible (trust + expertise)?
 - Usefulness

Large body of research on what makes websites effective. Stanford Persuasive Technology Lab started in 1998, so now, there is over 15 years of research on the topic.

<https://conversionxl.com/blog/website-credibility-checklist-factors/>

<https://pdfs.semanticscholar.org/33ae/fe7d30303e440dff4e7ae839e0f910688715.pdf>

https://www.slideshare.net/bjfogg/web-credibility-bj-fogg-stanford-university/8-Highly_credible_websites_have_ulliHigh

<https://captology.stanford.edu/about/about-the-lab-1.html>

<https://www.sciencedirect.com/science/article/pii/S074756321730064X>

Trust



Signs of trustworthiness are the most important factor visitors look for in a website.

<https://pdfs.semanticscholar.org/33ae/fe7d30303e440dff4e7ae839e0f910688715.pdf>

Research has looked at the similarity between the experience of visiting a physical business and an on-line website. They found that trust was the most important factor affecting customer satisfaction.

Aspects of Trust



- Integrity: reliable, honest
- Competence: fulfills promises
- Benevolence: customer first

<https://pdfs.semanticscholar.org/33ae/fe7d30303e440dff4e7ae839e0f910688715.pdf>

Three factors to trust: integrity, competence, and benevolence.

Build Trust: Show you are real (and local)

- Address (option: add a map)
- Phone number
- Contact form or e-mail address
- Add an “About Us” (bonus: add pictures). Do you have a story to share?
- Chamber membership

https://www.slideshare.net/bjfogg/web-credibility-bj-fogg-stanford-university/17-Guideline_3_ulliShow_that_theres

A list of products, opening hours, phone number & price list are the most important information on a local business website:

Product list – “does this business provide what I’m looking for?”

Prices – “can I afford to use this business?”

Opening hours – “when can I visit this business & is it open now?”

Phone number – “can I call the business?”

Physical address – “how do I get to the business?”

<https://www.brightlocal.com/research/34-of-consumers-think-a-smart-website-gives-a-local-business-more-credibility/>

Get Gravel Delivered And Installed

If you are looking for a gravel company, you are in the right place. We can provide gravel for every type of project you may have including road and paver base, driveways, retaining walls, french drains, railroad projects, riding arenas, landscaping, and everything else. We serve both residential and commercial customers and take on gravel and crushed stone delivery, installation, and spreading projects of all sizes. Whether you need crushed stone, washed clean stone, pea gravel, quartzite gravel, or anything else, we can take care of it for you. We can also deliver and install oversized ballast, rip rap, and large boulders and stones. Our dedicated gravel and rock specialists will show up on schedule and serve all your rock needs. We



Contact Us

First Name *

Last Name *

E-mail *

Phone Number *

Street Address (123 Main St.) *

Zipcode *

Tell us about your gravel and rock



Get in touch



Stay informed

Get A Quote

[Privacy TOS](#)
Copyright © 2019 Jim's Gravel Services

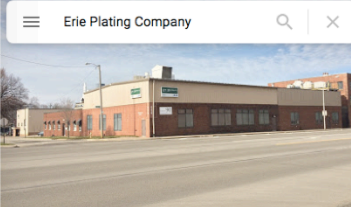
Build Trust: Show you are real (and local)



- Check your Google Listing
- Claim and verify it if you haven't already.

← → ↻ 🏠 <https://www.google.com/maps/place/Erie+Plating+Company/@42.118311> ⋮ 🗨

Erie Plating Company 🔍 ✕




Erie Plating Company
Plating service

🔧 You manage this Business Profile

📍 Directions 📌 Save 📍 Nearby 📱 Send to your phone ➦ Share

📍 1509, 656 W 12th St, Erie, PA 16501
📍 4W93+89 Erie, Pennsylvania
🌐 erieplating.com
📞 (814) 453-7531
🕒 Opens at 9:00 AM
🏷 Add a label



Map view showing Erie Plating Company location in Erie, PA. The map includes labels for nearby businesses such as Sloppy Duck Saloon, Firefighters Historical Museum, and Salvation Army. Street names like W 12th St and W 11th St are visible.

Add or claim your business listing

To add your business information to Google Maps, Search, and other Google properties, create a Google My Business listing (or get access to one, if it exists). Use Google My Business for free to manage how your business information appears across Google, including Search and Maps. Follow the steps below to add or claim your business listing:

[Computer](#)



[Mobile](#)



[Claim an unverified listing through Maps](#)

Build Trust: Respect visitor data



- HTTP vs. HTTPS
 - Always use HTTPS
- Privacy Policy

69% of consumers have left a website because of security concerns.
https://sitemorse.com/media/mce_filebrowser/upload/pdf/ponemon-report-2015.pdf

The image shows two screenshots of a web browser displaying the Athens County Food Pantry website. The top screenshot shows the browser's address bar with the URL <https://athenscountyfoodpantry.org> and a green padlock icon indicating a secure connection. A red arrow points to the padlock icon. The website header features the logo "athens county food pantry" and a navigation menu with links: "OUR IMPACT", "GET HELP", "GIVE HELP", "NEWS", "ABOUT US", and "CONTACT US".

The bottom screenshot shows the same website, but with a security warning displayed below the navigation menu. A red arrow points to the address bar. The warning text reads: "The page you are viewing was encrypted before being sent over the internet. Encryption makes it difficult for unauthorized people to view information traveling between computers. It is therefore unlikely that anyone can read this page as it travels across the network."

Build trust: Show your expertise



- Create an FAQ
 - Answer visitor questions
 - Content for searches, “featured snippets”
 - Think like a customer!

Comment on Blog vs. FAQ. Is the content evergreen?

“Featured Snippets”

Build trust: Understand your customers



80% of smartphone users were more likely to purchase from companies whose mobile sites help them easily find answers to their questions.

Understand your customer. Build for mobile.

<https://www.thinkwithgoogle.com/consumer-insights/shopping-occasion-experiences/>



what is a 30 mile meal



All Shopping Images News Maps More Settings Tools

About 102,000,000 results (0.73 seconds)

A look inside of a 30 Mile Meal Intern

It is our 'super-local' effort to assist visitors and residents in finding (within a 30 mile radius of Athens) local foods and places where you can savor the flavors and food experiences of our region.



The 30 Mile Meal | Real Food, Real Local, Real Good

<https://30milemeal.wordpress.com/>

About this result Feedback

30 Mile Meal | Athens County Visitor's Bureau

<https://athensohio.com/category/30-mile-meal/>

Check out our 30 Mile Meal map to locate farmers, food markets, local food producers, eateries and local food events. It's the easiest way to set a course and find ...

30 Mile Meal Dining | Athens County Visitor's Bureau

<https://athensohio.com/category/dining/30-mile-meal-dining/>

Athens has long been the epicenter of a vibrant and thriving local foods region, and is home to one of the nation's first "super-local" food economies – the 30 Mile ...

The 30 Mile Meal | Real Food, Real Local, Real Good



what is a 30 mile meal athens ohio



[All](#) [Shopping](#) [Images](#) [Maps](#) [News](#) [More](#) [Settings](#) [Tools](#)

About 9,010,000 results (0.81 seconds)

What is the **30 Mile Meal**? ... Any **food** business can participate, so long as it makes or uses **food** or ingredients from within **30 miles of Athens, Ohio**. This includes our many farmers, specialty **food** producers, farmers and retail markets, **food** events, and independently-owned eateries and bars featuring locally sourced menus.



[The Athens, Ohio 30 Mile Meal | Athens OH - Real Food Real Local](https://realfoodreallocalinstitute.org/athens-oh/)
realfoodreallocalinstitute.org/athens-oh/

[About this result](#) [Feedback](#)

[30 Mile Meal | Athens County Visitor's Bureau](https://athensohio.com/category/30-mile-meal/)

<https://athensohio.com/category/30-mile-meal/>

30 Mile Meal. Discover the farms, foods and spirits crafted within 30 Miles of Athens Ohio! ... The 30 Mile Meal Project is a collaboration of the ACCVB, the Appalachian Center for Economic Networks (ACEnet) and 140+ local food partners.

[30 Mile Meal Dining | Athens County Visitor's Bureau](https://athensohio.com/category/dining/30-mile-meal-dining/)

<https://athensohio.com/category/dining/30-mile-meal-dining/>

Athens has long been the epicenter of a vibrant and thriving local foods region, and is home to one of

Build trust: Show your expertise



- Verified:
 - Awards
 - Badges or certificates
 - Industry recognition
 - News stories

https://www.slideshare.net/bjfogg/web-credibility-bj-fogg-stanford-university/18-Guideline_4_ulliHighlight_the_expertise

Build trust: Showcase your reputation



Customer testimonials are one of the most effective ways to market your products and services.

Statistics have confirmed that customer testimonials are the most effective form of content, coming in at an [89% effectiveness rating](https://www.spectoos.com/5-incredible-facts-customer-testimonials/), according to a 2014 report, compared to other content types. <https://www.spectoos.com/5-incredible-facts-customer-testimonials/>

And, according to a 2014 Demand Gen Report, [97% of B2B buyers](https://www.spectoos.com/5-incredible-facts-customer-testimonials/) feel that user-generated content like consumer reviews are more credible than other types of content. <https://www.spectoos.com/5-incredible-facts-customer-testimonials/>

Use testimonials and case studies

Build trust: Avoid errors and mistakes



In a website trustworthiness survey, 91% of visitors reported inaccurate online content increased their distrust.

“I do not trust websites that contain errors and mistakes.” https://sitemorse.com/media/mce_filebrowser/upload/pdf/ponemon-report-2015.pdf

In the last 12 months, 71% of consumers had a negative experience because of incorrect local business information found online In the last year, <https://www.brightlocal.com/research/local-citations-trust-report/>.

Review your information regularly, and when you make a change, such as changing your business hours.

Build trust: Be timely



- Out-of-date copyright
- No recent blog posts or newsletters
- Old content or old photos

Poor quality or out-of-date photos make 50% of consumers lose faith in a local business.

<https://www.brightlocal.com/research/local-citations-trust-report/>

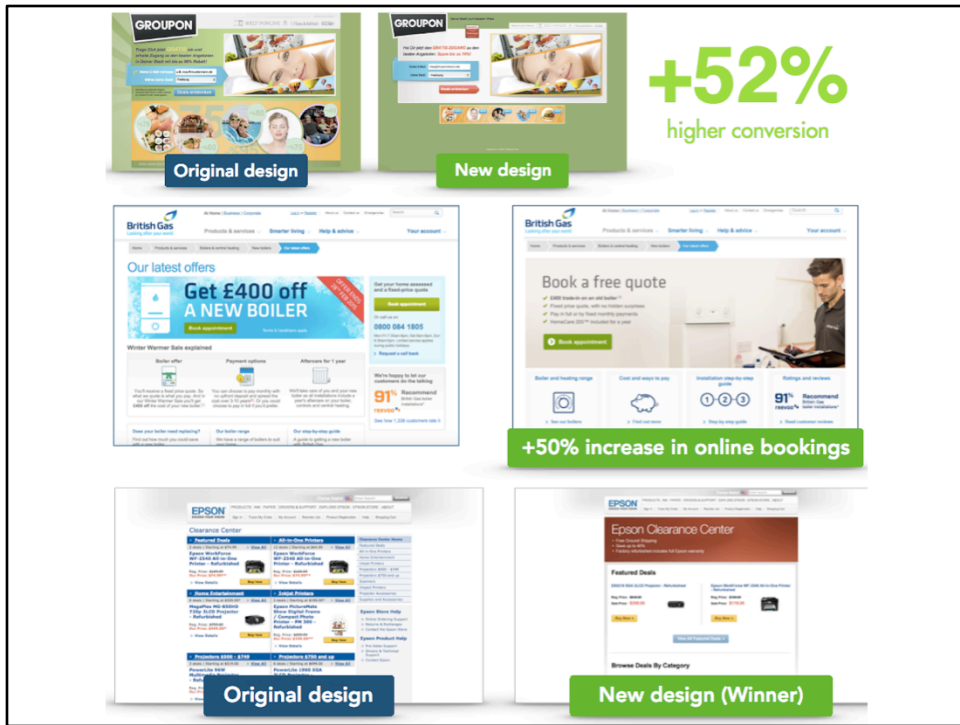
Evergreen content – information that would be useful to visitors whenever they go to your website, versus a blog perhaps that showcases an event you held, or are going to hold.

Build trust: Make it clear and simple



Visitors prefer websites with less clutter – they will leave cluttered websites more frequently than less cluttered ones.

<https://www.eecs.harvard.edu/~kgajos/papers/2013/reinecke13aesthetics.pdf>
(visual complexity)



<https://www.eyequant.com/reviews-and-case-studies>.


Build trust: Make it clear and simple




Visitors expect the same or better experience on a mobile phone.

Does important content (contact form) go to the very bottom?

JIM'S

Contact Us Today! 



Get Gravel Delivered And Installed

If you are looking for a gravel company, you are in the right place. We can provide gravel for every type of project you may have including road and paver base,

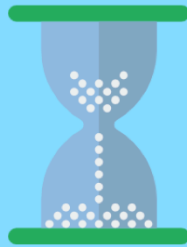
Here Jim does something right – he has a contact us link at the top, even though the form is later down.

specialists will show up on schedule and serve all your rock needs. We want you to be fully satisfied with our gravel and rock services, and your complete satisfaction is our top priority. All you need to do is fill out our short contact form, briefly describe your needs including the type and grade of rock you need, and we will get back to you right away with a free custom quote for our services.

Contact Us

First Name *	<input type="text"/>
Last Name *	<input type="text"/>
E-mail *	<input type="text"/>
Phone Number *	<input type="text"/>
Street Address (123 Main St.) *	<input type="text"/>
Zipcode *	<input type="text"/>
Tell us about your gravel and rock needs. *	<input type="text"/>

Usefulness: Show you are efficient



32% of visitors abandon a website if it takes over 3 seconds to load.

That increases to 90% for 5 seconds.

<https://www.thinkwithgoogle.com/marketing-resources/data-measurement/mobile-page-speed-new-industry-benchmarks/>

**Usefulness:
Show you are efficient**

<https://gtmetrix.com/>

<https://developers.google.com/speed/pagespeed/insights/>



Our Mission
 The Adams County Food Pantry is dedicated to providing supplemental and emergency food services... [Read more](#)

Our Partners
 We depend entirely upon the support of our local community through individual and group donations... [Read more](#)

Get Help
 To know we are able to help those most in need, we follow certain guidelines. Other food resources... [Read more](#)

Our Staff
 Two short weeks to help us to give out our valuable food or money. The Adams County Food Pantry... [Read More](#)

BECOME A FRIEND OF THE FOOD PANTRY

Sign up for our newsletter so you become a Friend of the Food Pantry

We want you to be able to support us and we are able to help you and help us in our community.

As a special thank you for signing up, we will send you a link to our "Recipe of Local Adams Products and Chef's Soups". Want to know how to make Chef's Soups? Sign up and find out!

Individual donations of \$10 or more (ADPS 4% College St., Athens, OH 45705) will receive a printed copy of the Soups as our thank you. Please make sure to clearly indicate a mailing address, and be patient as we are an all-volunteer organization.

We always look for additional resources. If you might be interested, please contact us.

SIGN UP FOR OUR NEWSLETTER

First Name

Last Name

E-Mail Address

Please Note: Your first name and e-mail address will appear in the newsletter. We will never give your contact information to anyone else. Thank you for your support!

ADDRESSES

1000
 Adams County Food Pantry
 1111 Central
 Athens, OH 45705

A NUMBER OF ATHENS COUNTY VOLUNTEERS



A NUMBER OF LIFE-GUIDING MEMBERS



POUSES

Member and/or guest seats in this room.



Latest Performance Report for: https://athenscountyfoodpantry.org/

Report generated: Wed, Jul 10, 2019 11:16 AM -0700

Test Server Region: Vancouver, Canada

Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1.2, YSlow 3.1.8

Looks like you're running WordPress [Please a look at our WP optimization tips.](#)

Looks like you might not be using a CDN [Why should I use a CDN?](#)

Performance Scores

PageSpeed Score
D (68%)

YSlow Score
E (58%)

Page Details

Fully Loaded Time
2.4s

Total Page Size
1.27MB

Requests
37

- PageSpeed**
- YSlow
- Waterfall
- Timings
- Video
- History

RECOMMENDATION	GRADE	TYPE	PRIORITY
▼ Enable gzip compression	F (0)	SERVER	HIGH
▼ Leverage browser caching	F (0)	SERVER	HIGH
▼ Optimize images	E (82)	IMAGES	HIGH
▼ Minify JavaScript	B (83)	JS	HIGH
▼ Minify CSS	A (80)	CSS	HIGH

What do my scores mean?

Rules are sorted in order of impact upon score
Optimizing rules at the top of the list can greatly improve your overall score.

Not every recommendation will apply to your page
The recommendations are meant to be generic, but realize some things will

Usefulness: Show you are efficient



- Optimize images
 - Size
 - Lazy load

PageSpeed	YSlow	Waterfall	Timings	Video	History
RECOMMENDATION			GRADE	TYPE	PRIORITY
▼ Enable gzip compression			F (0)	SERVER	HIGH
▼ Leverage browser caching			F (38)	SERVER	HIGH
▲ Optimize images			E (892)	IMAGES	HIGH

Optimize the following images to reduce their size by 59.2KIB (9% reduction). [What's this mean?](#)

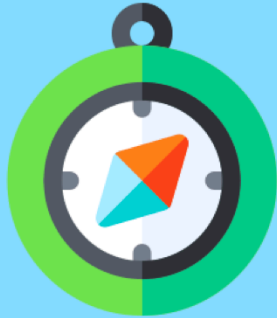
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/uploads/2019/04/ACFP_ebook_pg21-217x300.png could save 15.2KIB (26% reduction). See [optimized version](#).
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/uploads/2019/03/ACFP_recipe_booklet_index-220x300.png could save 11.7KIB (26% reduction). See [optimized version](#).
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/uploads/2019/04/ACFP_recipe_booklet_cover-241x300.png could save 9.4KIB (25% reduction). See [optimized version](#).
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/uploads/2018/10/cropped-ACFP_Logo_512-1-192x192.png could save 6.9KIB (33% reduction). See [optimized version](#).
- Losslessly compressing <https://athenscountyfoodpantry.org/wp-content/uploads/2018/10/ACFP-logo-100all.png> could save 5.7KIB (44% reduction). See [optimized version](#).
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/uploads/2018/10/food_aidB-1140x412.jpg could save 2.2KIB (2% reduction). See [optimized version](#).
- Losslessly compressing <https://athenscountyfoodpantry.org/wp-content/themes/outreach-pro/images/icon-direction-nav.png> could save 2.0KIB (45% reduction). See [optimized version](#).
- Losslessly compressing <https://athenscountyfoodpantry.org/wp-content/uploads/2018/10/volunteers3-1140-412-1140x412.jpg> could save 1.3KIB (2% reduction). See [optimized version](#).
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/uploads/2018/12/diced_tomatoes-1140x412.jpg could save 1.3KIB (2% reduction). See [optimized version](#).
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/uploads/2018/12/packing_boxes-1140x412.jpg could save 1.0KIB (2% reduction). See [optimized version](#).
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/uploads/2018/12/opening_boxes-1140x412.jpg could save 957B (2% reduction). See [optimized version](#).
- Losslessly compressing <https://athenscountyfoodpantry.org/wp-content/uploads/2018/10/United-Way-211-logo-150x150.jpeg> could save 790B (8% reduction). See [optimized version](#).
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/uploads/2018/10/cropped-ACFP_Logo_512-1-32x32.png could save 354B (20% reduction). See [optimized version](#).
- Losslessly compressing <https://widgets.guidestar.org/oximage2?o=7400802&i=y4> could save 301B (2% reduction). See [optimized version](#).
- Losslessly compressing https://athenscountyfoodpantry.org/wp-content/plugins/genesis-responsive-slider/images/bg_control_nav.png could save 153B (31% reduction). See [optimized version](#).

Usefulness: Show you are efficient



- Work with site developer on load times, investigate plug-ins.

Usefulness: Navigation



- Make it easy to find what visitors are looking for.
 - Menus
 - Search

Why is the visitor there? To learn or to buy?

Instead of “Products and Services” or “Marketplace”, indicate the specifics: clothing, embroidery supplies, embroidery how-to’s

The image shows a website header for Athens County Ohio. On the left is the 'Athens COUNTY OHIO' logo in a stylized orange font. To its right is a 'SIGN UP FOR OUR Newsletter' button. Further right is a 'PLAN OR SUBMIT AN EVENT' button. Below these are navigation links: Home, Events, Where To Stay, Where To Play, Dining, Shopping, Blog, and Contact.

The main content area features a video player with the title 'Innovation Center - Building Businesses. Changing Lives.' and a play button. Above the video are navigation links for 'ABOUT US', 'RESOURCES', and 'CONTACT'. To the right of the video are 'Watch later' and 'Share' options. On the left side of the video player is a vertical sidebar with the 'IC Innovation Center' logo and the tagline 'Building Businesses. Changing Lives.' Below the logo is a list of menu items: 'FOR ENTREPRENEURS', 'PROTOTYPING & PRODUCT DEVELOPMENT', 'OUR CLIENTS', 'APPLY TODAY', and 'LIGHTS PROGRAM'.

Below the video player is a large white box with the heading 'Welcome to the Innovation Center' followed by a decorative yellow and white striped line. Underneath is the text 'The Ohio University Innovation Center Building Businesses. Changing Lives.' and a sub-headline 'The Innovation Center has been helping entrepreneurs turn their promising ideas into'.

Two good examples.

Usefulness



- Showcase your products and services (e.g., Free WIFI).
- Post your hours
- What differentiates you from your competition?

Incorrect opening hours online damage the business trust of 51% of consumers.
<https://www.brightlocal.com/research/local-citations-trust-report/>

Usefulness



More useful content =
better ranking in
searches.

What can you put on your website that is of value to the customer? For a jewelry store, maybe birthstone chart.

Research models for websites

- ✓ Risk Avoidance/Trust:
 - ✓ Are real and local
 - ✓ Respect visitor data
 - ✓ Share your expertise and reputation
 - ✓ Understand your customers
 - ✓ Avoid errors and are timely
 - ✓ Keep it simple

Large body of research on what makes websites effective.

<https://conversionxl.com/blog/website-credibility-checklist-factors/>
[https://pdfs.semanticscholar.org/33ae/
fe7d30303e440dff4e7ae839e0f910688715.pdf](https://pdfs.semanticscholar.org/33ae/fe7d30303e440dff4e7ae839e0f910688715.pdf)

[https://www.slideshare.net/bjfogg/web-credibility-bj-fogg-stanford-university/8-
Highly_credible_websites_have_ulliHigh](https://www.slideshare.net/bjfogg/web-credibility-bj-fogg-stanford-university/8-Highly_credible_websites_have_ulliHigh)
<https://www.sciencedirect.com/science/article/pii/S074756321730064X>

Research models for websites

- ✓ Usefulness
 - ✓ Efficient: Good page load speed
 - ✓ Easy for visitors to find what they came for.
 - ✓ Highlight what makes you special.
 - ✓ Content that enhances your expertise.

Large body of research on what makes websites effective.

<https://conversionxl.com/blog/website-credibility-checklist-factors/>

<https://pdfs.semanticscholar.org/33ae/fe7d30303e440dff4e7ae839e0f910688715.pdf>

https://www.slideshare.net/bjfogg/web-credibility-bj-fogg-stanford-university/8-Highly_credible_websites_have_ulliHigh

<https://www.sciencedirect.com/science/article/pii/S074756321730064X>

Next Steps

- Download the presentation and checklist:
- <https://kosada.com/website-tune-up-tips-presentation-2019>
- <https://kosada.com/website-tune-up-tips-checklist>
- Make a list – one thing at a time

Small business website tune-up checklist

Need to better inform, educate, and sell to your prospective customers? This checklist can help.

Potential customers judge a website based on their trust in the website, and how useful it is to them. Several things contribute to how visitors perceive these factors. By considering these factors, you can increase your potential customers' desire to contact you, visit you, and do business with you.

We built this checklist based on work with our small business clients, and from our research on the topic. Many of things included here are applicable to a not-so-small business too. In this checklist, we cover factors that are not dependent on a new website design.

If you are interested in the research and specific references, please check out our [website-tuneup-tips presentation page](#).



Trust: A local presence that is real and authentic.

- Do you list your address, phone number, and e-mail address or contact form on the front page of your website?
- Do you have an "About Us" page? A business history and story identify you as authentic.
- Do you have pictures of your staff? Pictures make your staff more concrete.
- Do you list your local memberships, such as the Chamber of Commerce?
- Have you claimed and verified your Google listing? Google business listings are another way that potential customers can find and research you. Bonus: Consider your listing on Yelp.



Trust: Show you respect visitor data.

- Are you using HTTPS? Google downgrades sites that don't use HTTPS and some browsers indicate the site is "not secure." It used to be that you only needed HTTPS for e-commerce and other sensitive data, but that's not true anymore.
- Do you have a privacy policy? If you collect any information, even through a contact form, you should post what you do with that data.

Next Steps

- Do you need a tune-up, or do you need to start thinking about bigger changes?
 - Does the website still meet your business goals?
 - Do you understand the tradeoffs?

Thank You!

jmcc@kosada.com

Phone: 1 (888) 856-7232

