

3 Ways to Improve Your Website--Right Now

By Kristen Fischer

Your website may need a complete overhaul, but chances are there are a few simple things you can do to boost the traffic to your site and improve its quality.

1. Create META descriptions. That one sentence that appears on the top left of your browser's window says a lot about your site--and can better position you on search engines. Include the name of your company a few keywords. For example, if you're a mortgage lender in New Jersey, you could use NJ mortgage lender as a keyword and make your description "NJ mortgage lender Thomas Mortgages in Brick, NJ." You can write your sentence to include at least one keyword like I just did or list a few keywords separated by commas—just make sure you include the name of your business and location. Go a step further and include META tags, which aren't displayed on a page but also work to drive traffic to a website. Talk to your website administrator for details. If you have access, take a peek at the description and tag fields to see where this keyword-rich content should go.

Tip: Don't overdo it on keywords—too many is too much.

2. Run a spell-check. Sounds simple, but you can't believe how easy it is to wind up with a typo on your website. Select all the content on a page and copy/paste it into a word processor. Then run the spell-check. Do any misspellings come up? Make the fixes to your content and republish it--error-free!

Tip: Check the formatting of your page as well to ensure that spaces between paragraphs are consistent and fonts are as well. Your website will look less homemade when it's consistent.

3. Check your links. You'll never know if a link is working for you if you don't click it and see if it goes to the site you want. For example, there's no point in telling readers to contact you if the link to "contact me" goes to your homepage and they have to search again for your contact information. Go page by page and click every link to make sure it goes to the appropriate website.

Tip: Include more opportunities to link to other pages throughout your copy. For example, on your homepage if you mention one of your services in the content, link to your "services" page or a page that talks more about that specific service.

There are plenty more ways to improve your website and give your business a crisp, polished image. You can also hire me to help revamp your website—contact me at 732.746.3721 or visit www.kristenfischer.com for more information. Like this article? Feel free to reprint it or pass it along to a friend and include a link to www.kristenfischer.com.