

Now That You've Got Some  
Time, How About A Website  
Renovation?



Website Design and Consulting Services

Ian Bowden

[ian@websmithian.com](mailto:ian@websmithian.com)

Renovate. Refresh. Refurbish.  
Update. Upgrade.  
Just make it better!

‘Is it doing for me what I **need** it  
to do?’

# Agenda

1. Why a website? What's the point?
2. Six website flaws — fatal and potentially-fatal.
3. How can a website make you more money?
4. How can you rank higher in Google and other search engines?
5. Offload some cost-effective business functions onto your website.
6. Questions.

# Why even have a website?

- Facebook
- Linked In
- Instagram
- Pinterest
- Google My Business

Because ultimately, **everyone** checks you out through your website.

A good website legitimizes and enhances your business.

A bad website doesn't.

# Ultimately, what's the reason for a website?

To drive sales.

To convert visitors to customers.

To make more money than the website costs.

# Flaw #1

Your website looks and functions as if it were made at the turn of the century.









Let's shop online for a  
landscaper...

Landscaping Edmonton & Area for over 25  
Years!



780-498-2462

About Us   Photo Gallery 1   Photo Gallery 2   Photo Gallery 3   Photo Gallery 4   Services   Contact Info



# The Short and Sweet of Lowe's Landscaping Ltd.

Lowe's Landscaping Ltd. has been in business for 25 years landscaping residential and commercial projects for a few simple reasons:

- We take pride in our work ensuring we meet or exceed our customers high standards.

Each individual project is completed before moving on. "We don't bite off more than we can chew!"





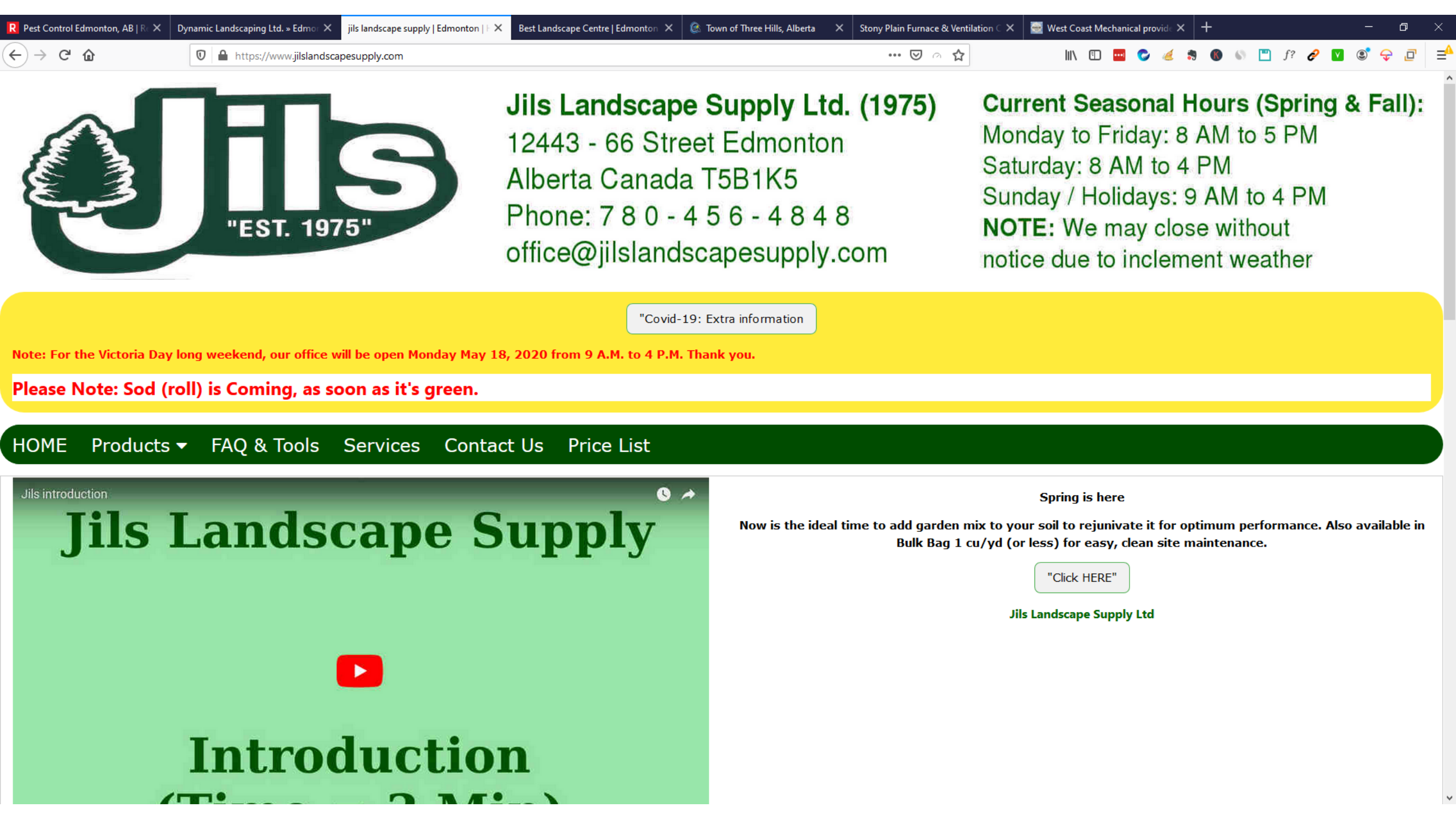


# Visionary landscapes

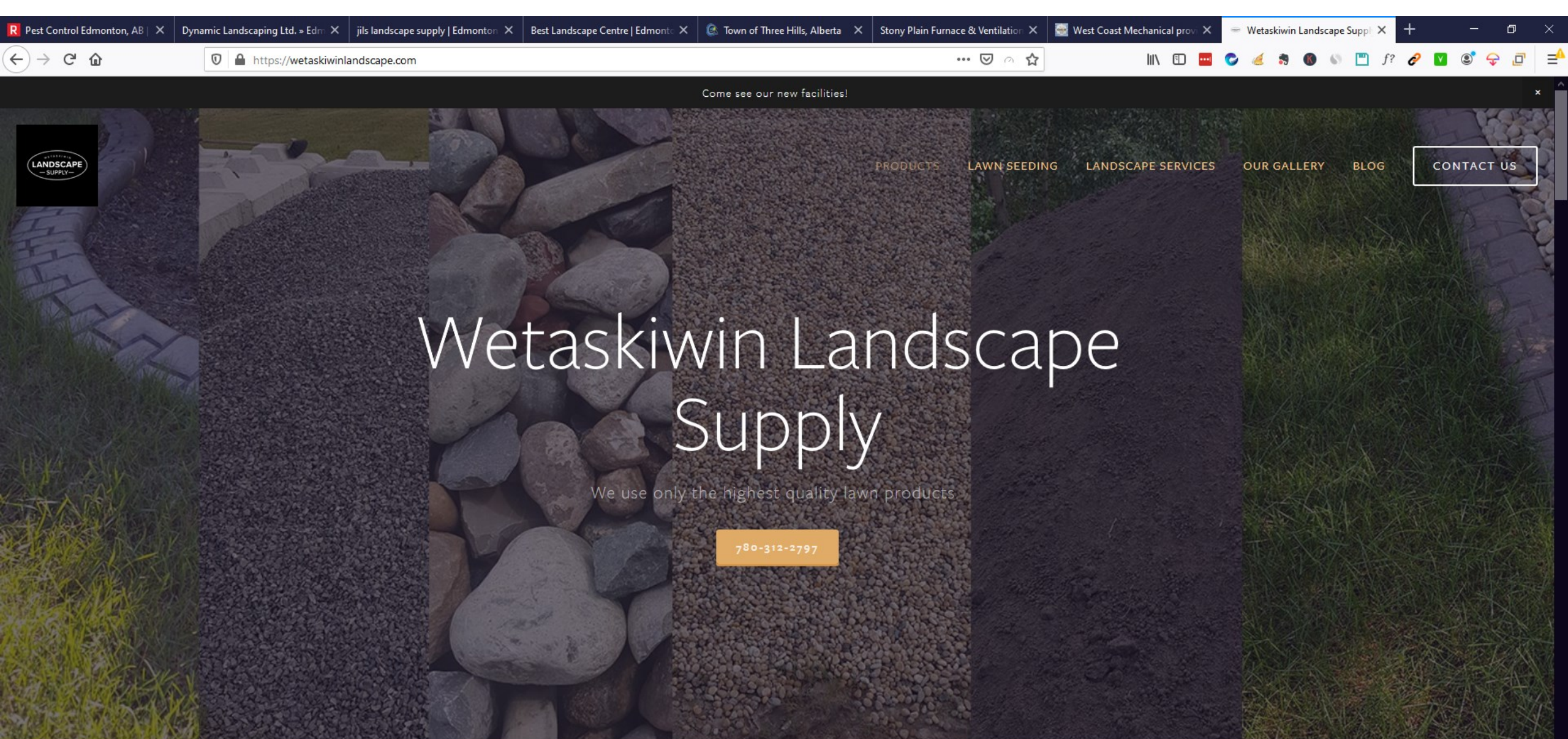
519

Let's shop online for  
landscaping supplies...









## Products Overview

Let's shop online for  
bookkeeping services...



HOME CORPORATE TAX SERVICES

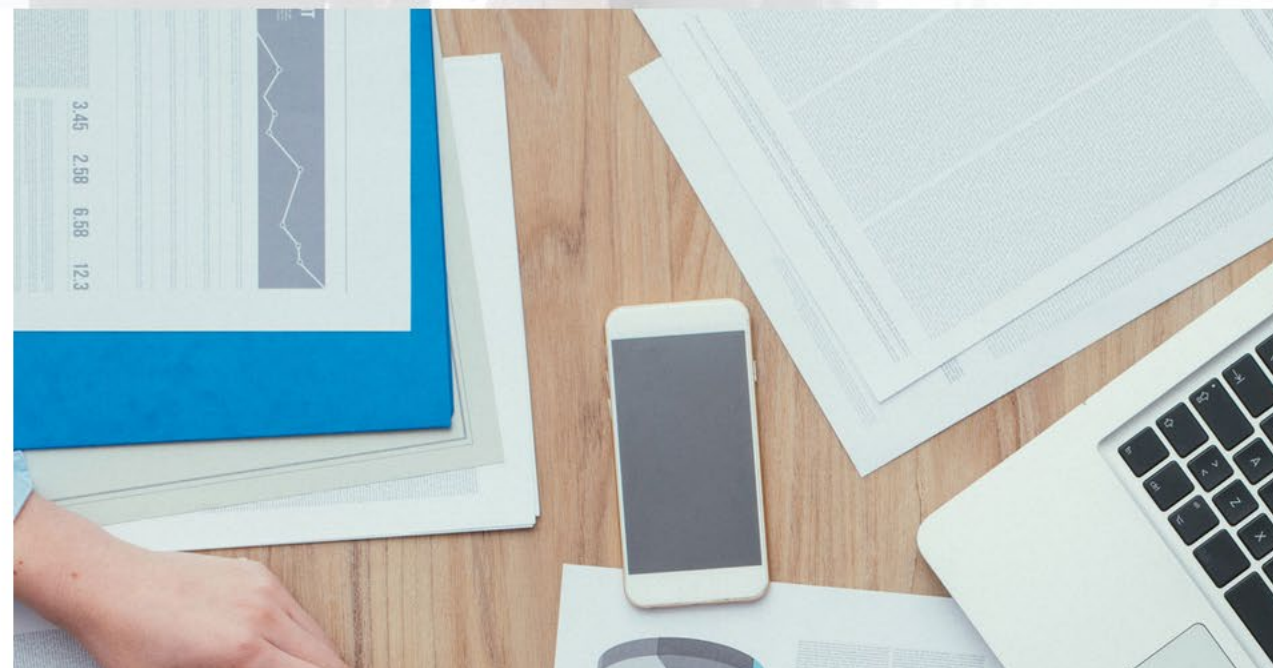
# Bookkeeping Services - AG Tax LLP

## Bookkeeping Services For Business

Maintaining a complete, permanent and accurate record of all of your business's transactions can be a daunting task for the entrepreneur or small business owner. Yet, understanding the combined effect of all such transactions on the financial position of the business, as a whole, is critical to your ongoing business success.

Perhaps one of the better ways to describe the scope of the Bookkeeping Services available from Aylett Grant Tax is to list just a few of the bookkeeping questions, issues and concerns that confront entrepreneurs and small business owners in the conduct of day-to-day business.

Our accountants and bookkeeping professionals work to the highest standards to ensure that these tasks and issues are dealt with, freeing you to re-focus on the growth and success of your business.



Call: 587-754-2910

11804 45 ST NW Edmonton AB T5W2T4

Email: [Admin@daniellesosbookkeeping.com](mailto:Admin@daniellesosbookkeeping.com)

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WHO WE ARE ▸

SERVICES ▾

CONTACT ▾

## EVENTS

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## FREE RESOURCES ▾

## REVIEWS



## "Sole Proprietorship vs Incorporation"

## DANIELLE'S SOS BOOKKEEPING SERVICES

## COVID-19 update: Prioritizing our client's and associate's health

Office Update: March 24, 2020:

**"We Are DROP OFF & DIGITAL ONLY"**

If we can offer and assist you with digital services please contact us:

admin@daniellesosbookkeeping.com

587-754-2910

Let's shop online for  
dentures...





Free Consultation  
**780-392-9867**

HOME

ABOUT ▾

SERVICES ▾

DIRECT BILLING

CONTACT US



Every smile tells a story. Let's make yours a  
bestseller



[Contact Us](#)

## A close-up photograph of an older couple smiling and embracing each other. The woman, with short blonde hair, is leaning her head against the man's head. The man has grey hair and is wearing a light-colored shirt. They are outdoors, with a body of water and trees in the background. The image is part of a presentation, as indicated by the navigation icons at the bottom.

- **Complete Dentures**



## Email

“You have only one chance  
to make a first impression.”

# Flaw #2

Your website is not responsive.





Currently, about half the  
world's website traffic comes  
from smartphones.

If it's only 25% in your business sector, you're still ignoring one out of four potential customers.



Let's take a live look at some  
real live websites and determine  
their responsiveness.

# Flaw #3

Your website is slow.

Home page load time.

# So, what?

- Page loading speed is a ranking factor for Google.
- The probability of a bounced visitor increases 32% as the page load time goes from one to three seconds. (It increases to 90% on a five-second page load.)
- 25% of users will abandon a page if it hasn't loaded in four seconds.
- Page load speed decreases significantly over wireless.
- If your competitor's website loads in X seconds and yours takes 3X seconds, who has the advantage?

# Why so slow?



Shared hosting



# Why so slow?

- Shared hosting.
- Non-optimized graphics: not compressed, large sizes served to small screens, etc.
- Non-optimized website code.
- Lots of other potential reasons.

# Flaw #4

Your website is insecure.  
Therefore, you visitors *become* insecure.

**Not Secure**





**OPEN**

But Not Secure





## Choosing the right bookkeeping company

Your first step toward success

Our professional bookkeepers have the training and experience you are looking for



Now offering full service accounting including bookkeeping, corporate and personal taxes

Accuracy • Integrity • Flexibility





## Choosing the right bookkeeping company

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Now offering full service accounting including bookkeeping, corporate and personal taxes

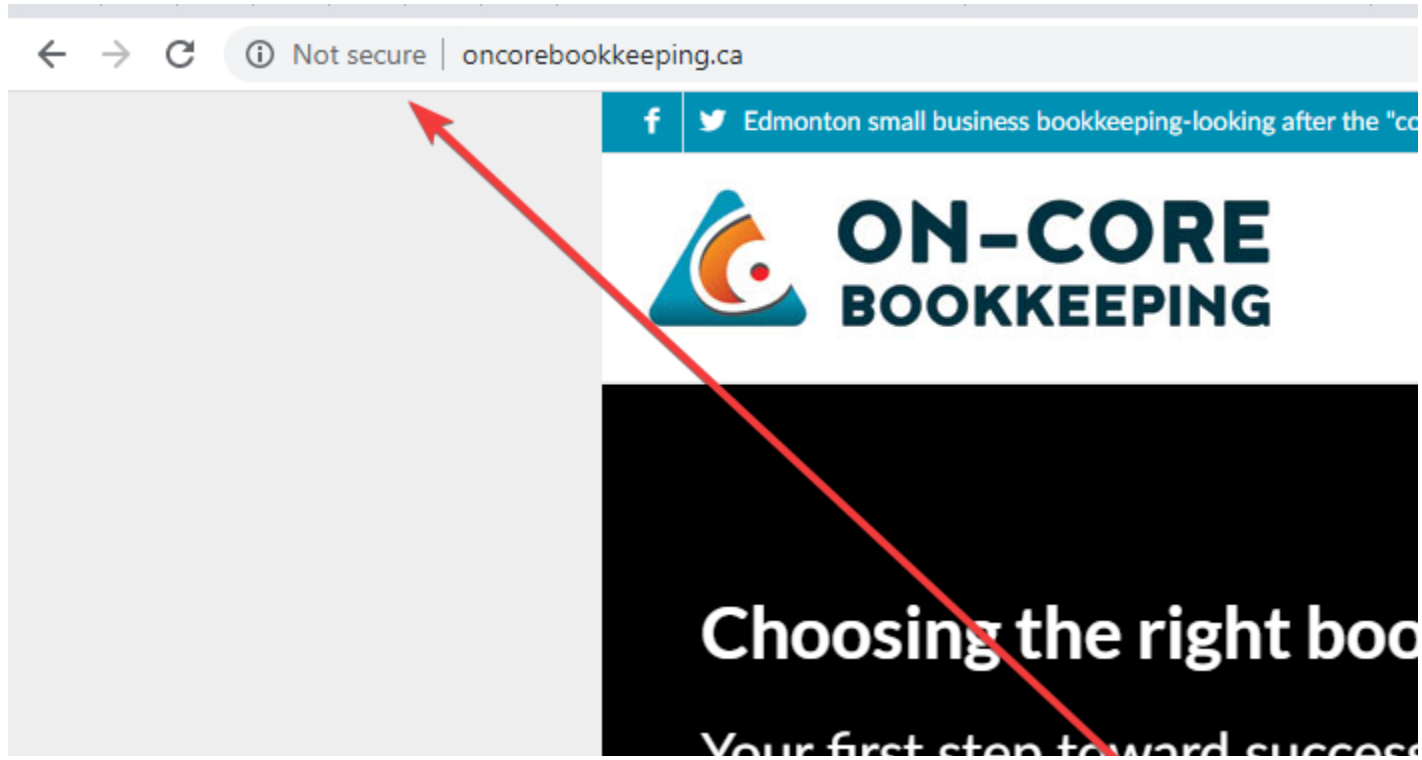
Accuracy • Integrity • Flexibility



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# Adding SSL to make your website HTTPS

- Available from any reputable website hosting company.
- Takes a bit of effort — but you or your websmith can do this.
- Can cost anywhere from free to \$100/year.

# Flaw #5

Your website has no CTAs.





What do you want people to do when they've visited your website? What action — and probably *not* actions?

# Flaw #6

You've let Google write your snippets.

Meta description for each page on your website.

🔗 [northernlandscaping.ca](#) ▼

## Northern Landscaping

Over 30 years of experience and excellence. Contact us today for a free estimate. © 2011  
Northern **Landscaping** Inc., Stony Plain, Alberta Website by BizBox.

[downunderlandscaping.ca](#)

## Downunder Landscaping Ltd - Spruce Grove

While attending university Brad worked for a **landscape** construction company as well as in a  
🔗 tree nursery. He then achieved his journeyman ticket in ...

[blackdirtcompany.com](#) ▼

## The Black Dirt Company: Landscaping Supplies Edmonton

The Black Dirt Company carries all types of **landscaping** supplies for Edmonton and the  
surrounding area. Call us today for your **landscaping** needs. We deliver!

[albertarockproducts.com](#) › Blog ▼

## Stony Plain Sand and Gravel - Alberta Rock Products Ltd.

Jul 27, 2015 - **Stony Plain** contractors and residence! Alberta Rock Products is looking to help  
you out with your next project. We carry a variety of **landscaping** ...

# Page Meta Descriptions “Snippets”

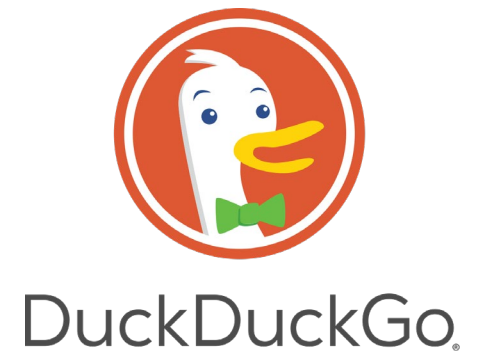
- Limited to about 155 characters; a place to make your abbreviated “elevator pitch.”
- Definable for *every page* of your website.
- Websmith needs to give you access to this functionality or do it for you.

# How can your website make you more money?

If it:

- Looks modern and maintained.
- Looks good and functions properly on all screen sizes.
- Loads faster — at least faster than all of your competitors.
- Indicates in visitors' browsers that it is secure.
- Tells its visitors what it wants them to do, through well-placed and – chosen CTAs.
- Efficiently uses persuasive or informative words in all of its page snippets.

# How can your website rank higher?





Ultimately, the point of a search engine is to anticipate and understand what a searcher wants and then to take them there.

# SEO – Search Engine Optimization

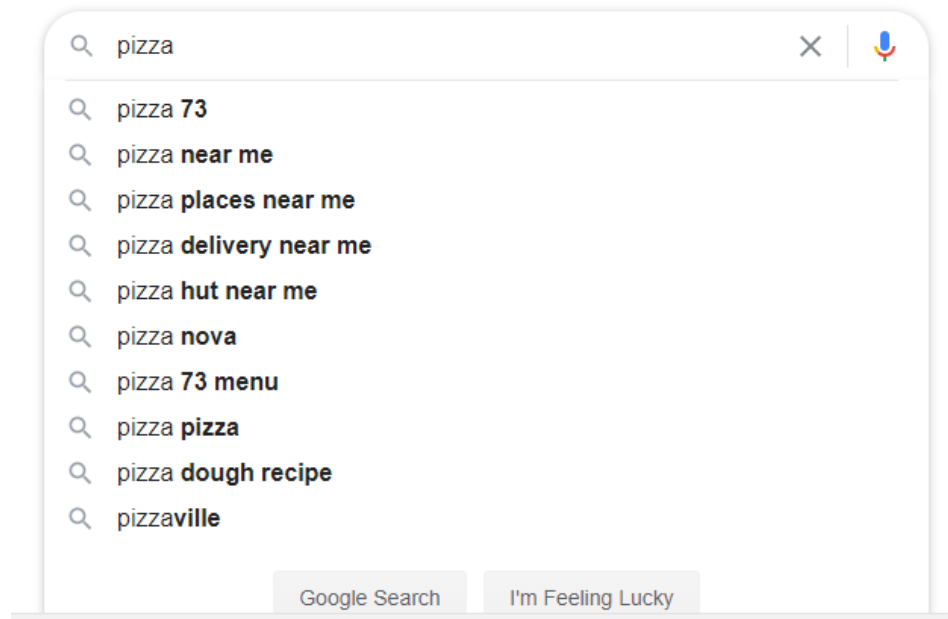
Sometimes there is a need — and sometimes not.

- The only tire store in Conklin, AB probably doesn't need SEO.
- An Italian restaurant in Spruce Grove probably doesn't need SEO.
- An arborist or pest control company in the Tri area could definitely benefit from SEO.
- A liquor store in Spruce Grove or Stony Plain may benefit from SEO.
- A company in Parkland County that manufactures and sells unique baby apparel online will not survive without SEO.

# Keywords

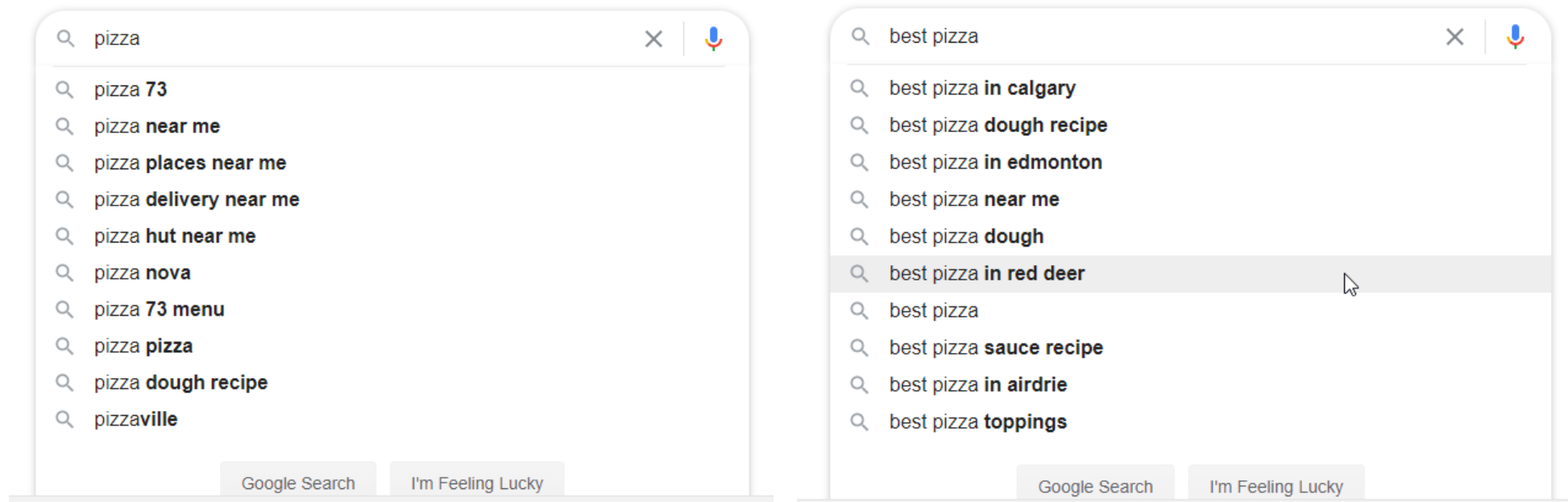
Currently, search engines can only index text.

If you have a local Italian restaurant and want to rank high for the term “best pizza” and the word “pizza” isn’t used repeatedly on the website, it won’t rank.



# Keywords

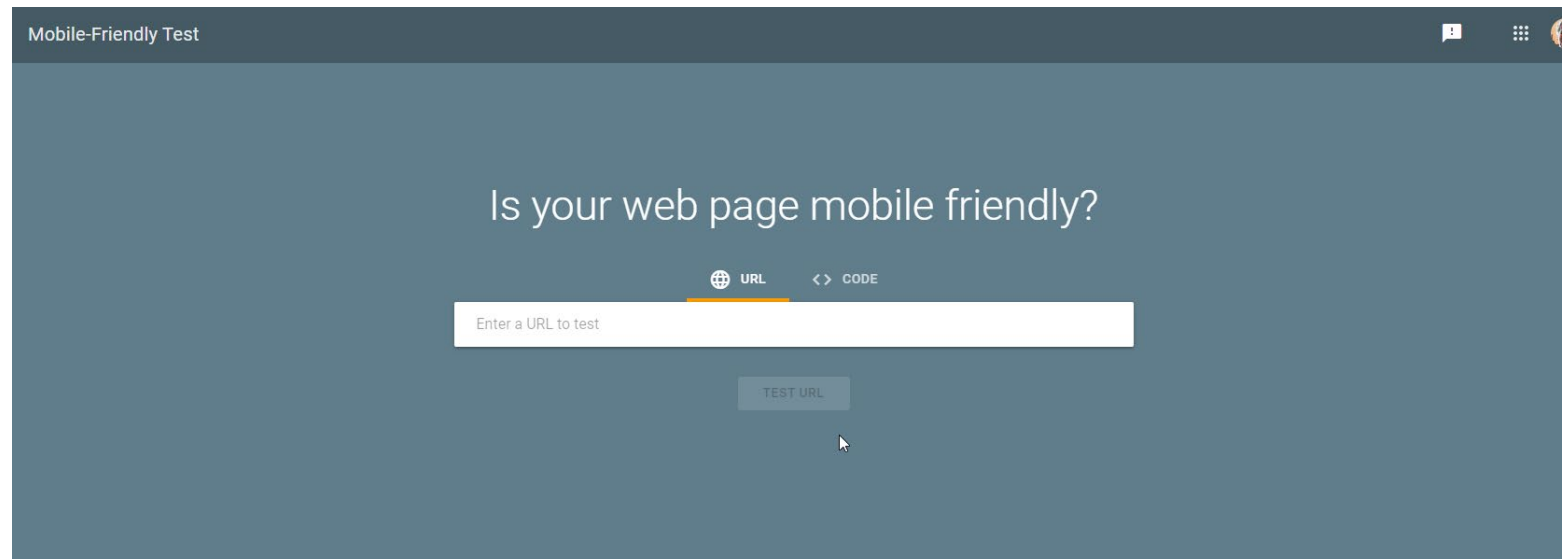
Start typing things into Google's search box:





# A Responsive Website

## Google's Mobile-Friendly Test

The screenshot shows the Google Mobile-Friendly Test interface. At the top, there's a dark header with the text "Mobile-Friendly Test" on the left and a notification icon, a grid icon, and a profile picture on the right. The main content area has a dark blue background. In the center, it asks "Is your web page mobile friendly?". Below this, there are two tabs: "URL" (selected with an orange underline) and "CODE". Under the "URL" tab, there is a white input field with the placeholder text "Enter a URL to test". Below the input field is a grey button labeled "TEST URL". A mouse cursor is pointing at the button.

### About this tool

Test how easily a visitor can use your page on a mobile device. Just enter a page URL to see how your page scores.

[MORE USAGE TIPS](#) →

### Why mobile?

The web is being accessed more and more on mobile devices. Designing your websites to be mobile friendly ensures that your pages perform well on all devices.

[LEARN MORE](#) →

### About Search Console

Search Console alerts you about critical site errors such as detection of hacked content, and helps you manage how your content appears in search results.

[GO TO SEARCH CONSOLE](#) →

# A Responsive Website

Just because Google's tester  
deems it mobile-friendly  
doesn't mean it's *really* real-  
world mobile-friendly.

# A Dynamic Website

Google loves a website where the content is continually being edited and added-to.



Has these pages:

- Home
- Menu
- Contact Us

Pages that are potentially changing are underlined.

On which pages would the words pizza, dough, cheese, tomato sauce, Italian, best, tasty, authentic, ingredients, quality, hot, fresh, etc. appear?



Has these pages:

- Home
- Menu
- This week's specials
- Our ingredients
- Our pizzeria's history
- Travel blog of our trips to Italy
- Book a table or schedule a delivery
- Contact Us





What Google knows about website visitors:

- Why they came there (search terms, etc.)
- Whether they bounced (left immediately).
- How long they stayed there in total.
- Which pages they viewed and for how long.
- Where they went afterward.
- A whole bunch of other stuff.

And then Google compared all of that to all of the other similar websites.



Ultimately, you'll rank the highest possible on Google if you give your visitors what they're looking for, quickly and effectively and convince them to stick around.

# Ways to Rank Higher

- Use the right keywords (and keyword phrases) and use them properly.
- Have a website that is responsive, because Google penalizes those that aren't.
- Have a fast-loading website, because Google...
- Have a website with changing and ever-growing content, because Google...
- A hundred other things.

What practical and cost-effective things could your website be doing that it doesn't do now?



Look beyond the “electronic brochure” paradigm of most websites and consider what other things it might do for you and your customers.

The pandemic is forcing businesses into adding website functionality to remain competitive — or even solvent.



+1 844-529-3644



Sign in

Search...

[Home](#)

[Live Bees Shipments 2020](#)

[Shop](#) ▾

[Customer Service](#) ▾

[Learn](#) ▾

[Blog](#)

[Contact Us](#)

Cart



We are a Canada-based supplier of everything required for successful beekeeping. Whether you are a beginning hobbyist, interested in supplementing your income, or a commercial operator, we've got the bees, the supplies, and the knowledge.

We put education first - you need to know how a bee colony works to enjoy any level of success. We will answer your questions, show you how things are done. We offer a variety of courses and hands-on demonstrations to make your beekeeping experience as rewarding as it is fascinating.

We know Canada, and we know bees.

# hiveworld.ca

- Shopify website, designed and targeted for ecommerce. Notoriously inflexible for any other purposes.
- The company is mostly ecommerce, but has an Edmonton retail store, currently closed due to the pandemic.
- Probably 75% of its annual business done in April-June.
- Hundreds of live bee pick-up orders through May to mid-June.

## How?

Couldn't add  
bookings.hiveworld.ca  
because of Shopify.

So, we created  
hiveworldbookings.ca.



## Which type of appointment would you like to book?



### Live Bee Pick-Up and Store Visit & Sales

Arrange a specific time to come to our Edmonton store and pick-up the live bees that you've ordered online.

Note that you'll have to provide us with your order number(s) so that we can prepare for you.

[\*\*Book Your Appointment Here\*\*](#)



### Web Order Pick-Up - No Live Bees!

Arrange a specific time to come to our Edmonton store and pick-up what you've ordered online.

Note that you'll have to provide us with your order number(s) so that we can prepare for you.

Nobody is able to pick-up live bees from us before May 29 because we won't even have any to give to you!

[\*\*Book Your Appointment Here\*\*](#)




### Store Visit & Sales

Arrange a specific time to come to our Edmonton store and spend up to a half hour browsing and purchasing whatever you need!

[\*\*Book Your Appointment Here\*\*](#)

# Potential Added Website Functionality & Elements

- Retail store or service appointment bookings.
- Ecommerce.
- Restaurants: Food ordering (e.g. top five dishes) for curbside pick-up or delivery.
- Blog/articles.
- Newsletter sign-up (collects email addresses).

 Name \*

Phone \* Email \*

I am interested in these services:

☐ tree pruning ☐ tree removal ☐ tree planting ☐ other tree-care

☐ firewood

I prefer to be contacted by:

☐ email ☐ phone

Upload a Photo

Although a firm quote can only be provided after a site visit, a picture of your tree(s) and nearby buildings and power or phone lines will initially help us in assessing the scope of our service.

No file chosen

Further information

## An Enhanced Contact Form for Arborist

- Auto reply to customer.
- Qualification questions and added info.
- Potential customer media upload.
- Auto import into CRM system.

# Questions?



Website Design and Consulting Services

Ian Bowden

[ian@websmithian.com](mailto:ian@websmithian.com)