

 **Alignable Education**

The Business Essentials Series

# Tips To Unlock Your Websites Full Potential

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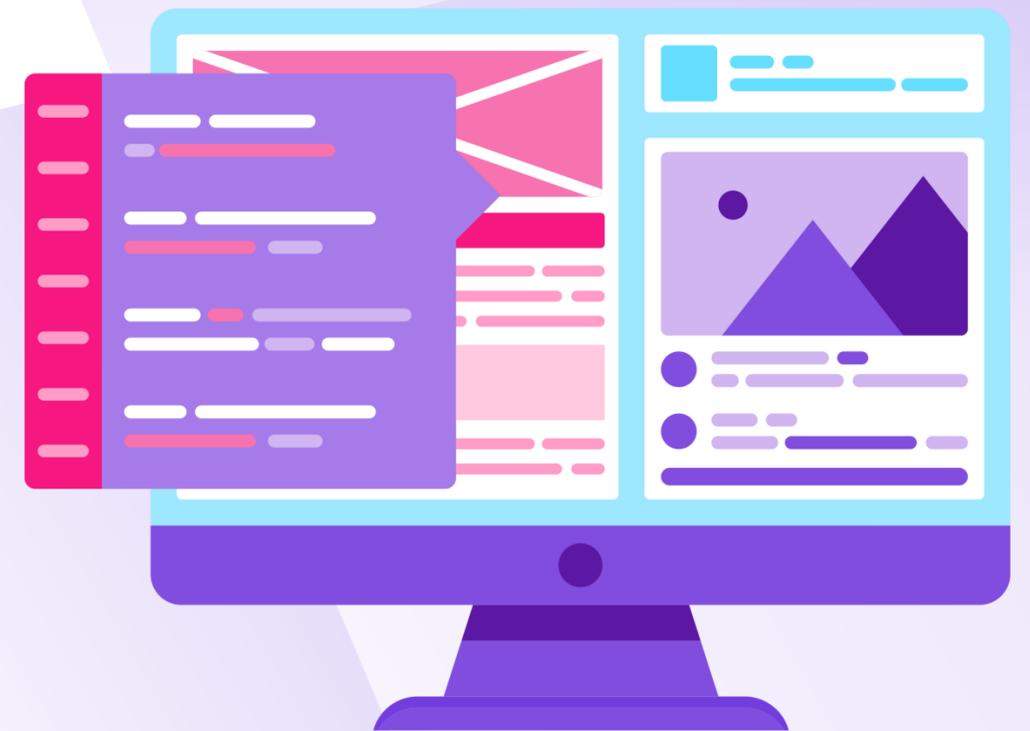
Today's Expert:

**CHRISTOPHER CARBAUGH**

Hoot Host

# What Is Website Maintenance?

- It is very reasonable for any business owner to ask the question – what is website maintenance, and why do I need to do it?
- Website maintenance is ongoing efforts that contributes to management of your website:
  - content
  - design
  - optimization
  - marketing



# Website Maintenance

Creating a results-driven online presence that is constantly improving and enhancing your business.



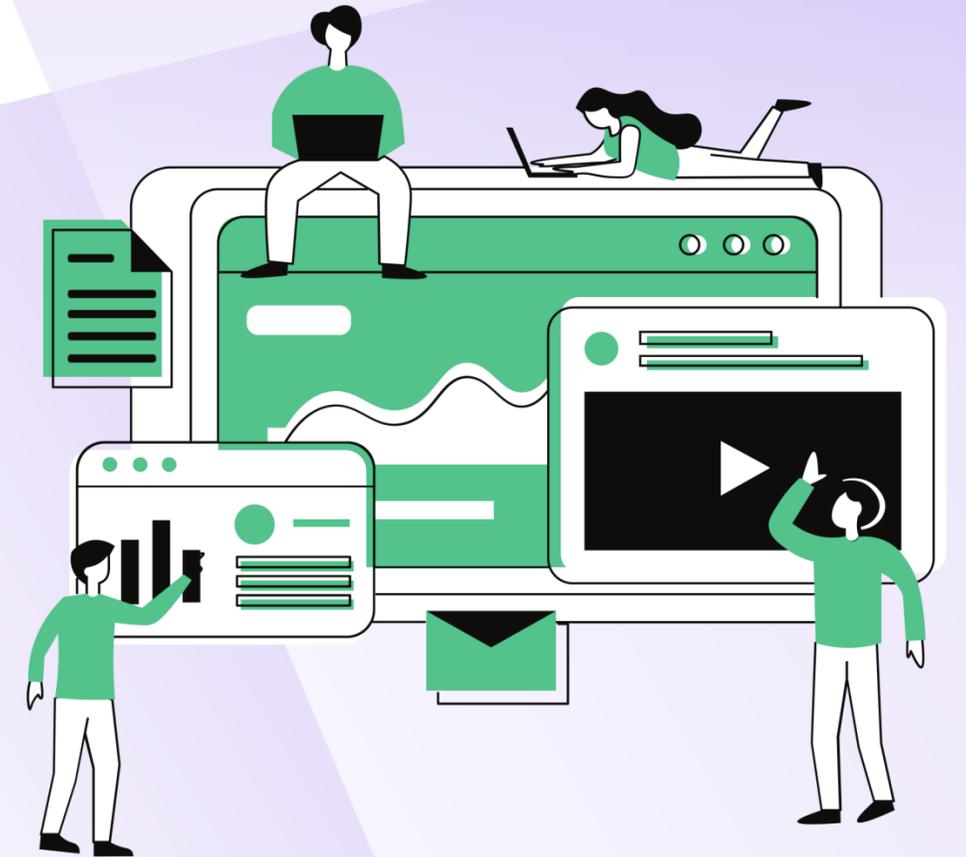
**Let's explore some ongoing website maintenance and how it can grow your online presence.**

# Page Edits and Design Updates

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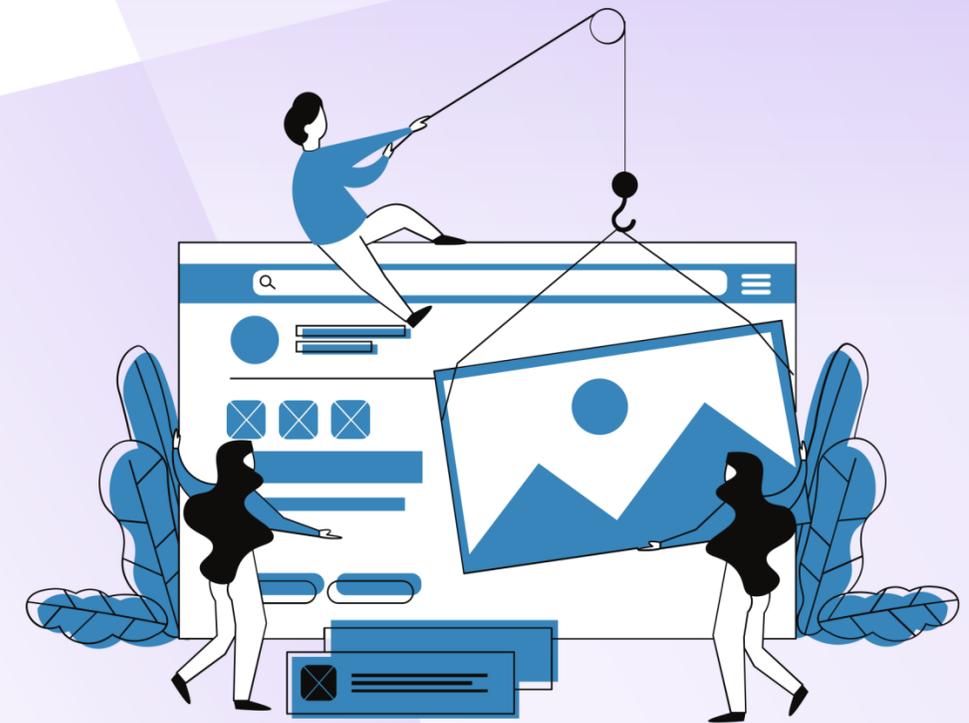
- A website's design is the digital face of your business, and first (or returning) impressions matter.
- Keep your website up-to-date and meeting modern standards!
- A website is never a finished product.



# Page Edits and Design Updates

*You should always be looking to improve:*

- Content structure for ideal messaging and SEO
- Design for ideal presentation
- User experience for ideal conversion rate
- A website should be regularly updated to stay current and consistent with marketing efforts.
- Use metrics & analytics to make data-driven decisions on necessary improvements

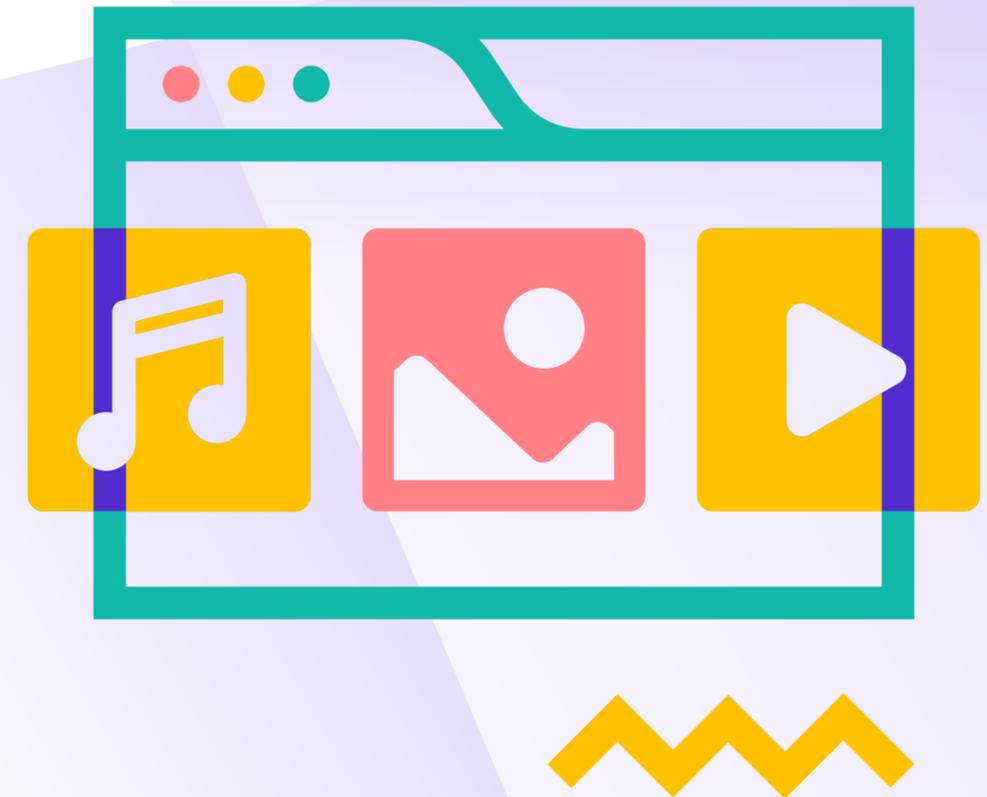


# Content Editing and Publishing

# Content Editing and Publishing

*Never let your website have stale, outdated content!*

- Content is king, and your website's content should be at its best to represent:
  - Services
  - Optimized for search engines
  - Effectively tell your story



# Content Editing and Publishing

*Regularly improving & publishing new content keeps website growing with your business.*

- Edit to improve messaging
- Publish targeted content to drive conversions
- Optimize content to increase relevance & meet on-page SEO standards
- Keeping content optimized for:
  - Ideal messaging
  - Conversions
  - Search engine standards

# Blog Management

# Blog Management

- Maintaining an active blog is key to establishing authority in your industry & connecting with your target audience.
- All major website platforms offer blogging
- Blogs help your business gain relevance with search engines and expand your audience!



# Blog Management

- Regularly post engaging, topic-focused blogs to:
  - Engage and grow your audience
  - Increase your E-A-T (Expertise, Authoritativeness, Trustworthiness) with Google to drive targeted traffic
  - Be known as a trusted business in your industry that shares valuable information (especially for Google's new Generative AI experience)



# Search Engine Optimization

# Search Engine Optimization - SEO

- **Make sure website can be found online!**
  - Ensuring website is meeting SEO standards to be crawled, indexed, & seen as a trusted source, your site will gain traffic with continued improvement.
- **Increase website's SEO by:**
  - Configuring SEO essentials:
  - Titles, Descriptions, ALT tags, robots.txt and sitemaps



# Search Engine Optimization

## *Increase Websites SEO:*

- Optimizing pages around focus keywords & phrases to improve on-page SEO standards
  - Get website shared by other businesses to grow backlinks
- Most major platforms offer built-in SEO tools or free plugins that can help improve technical standards, fix on-page SEO issues, and integrate with Google tools to monitor your search engine optimization progress.



# Conversion Rate Optimization

# Conversion Rate Optimization

*How to make conversion improvements to your website?*

Driving traffic to your website is just the first step! Making the most of the traffic you receive is what creates business success.



# Conversion Improvements:

- Improving user experience to drive your desired actions on the website
  - lead form, online sales, etc.
- Using design and content to effectively engage site visitors to follow your conversion journey



# Conversion Rate Optimization

## Making Conversion improvements:

- Use targeted techniques like landing pages to convert referral traffic
- Make data-driven decisions to improve CRO through site metrics and analytics
- CRO-->understanding your audience and engaging them correctly.
  - Once optimize user experience for ideal CRO, you will increase business and get more from the website traffic you receive.



# Accessibility and Compliance

# Accessibility and Compliance

*All websites must meet accessibility compliance*

Navigating complexities of accessibility and privacy laws can be overwhelming.



# Tools: Accessibility and Compliance

- **Make sure website meets compliance regulations by:**
  - Using tools like Userway.org integrated into your website to help ADA compliance
  - Add an Accessibility Statement to your sitemap



# Confirm Meets Compliance Regulations

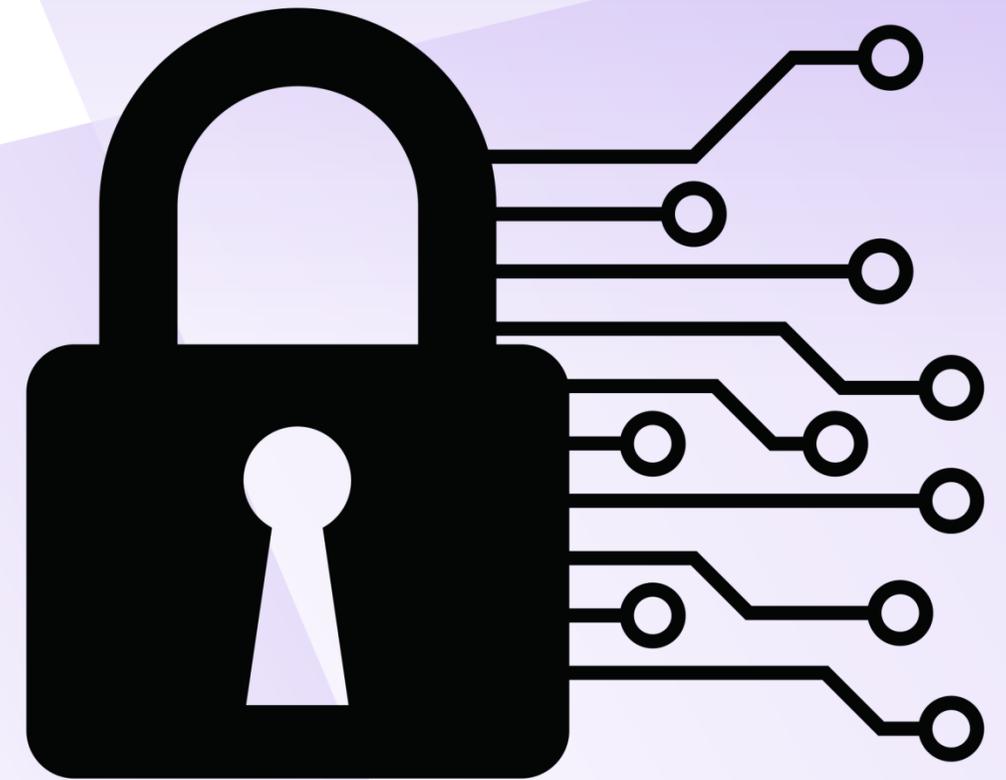
- Tools like CookieYes to meet GDPR and CCPA compliance for privacy regulations
- Hire a developer for ARIA attributes and more complex accessibility compliance issues
- Make sure website meets accessibility compliance is a legal requirement, and shows that business is committed to serving all people.



# Performance and Security

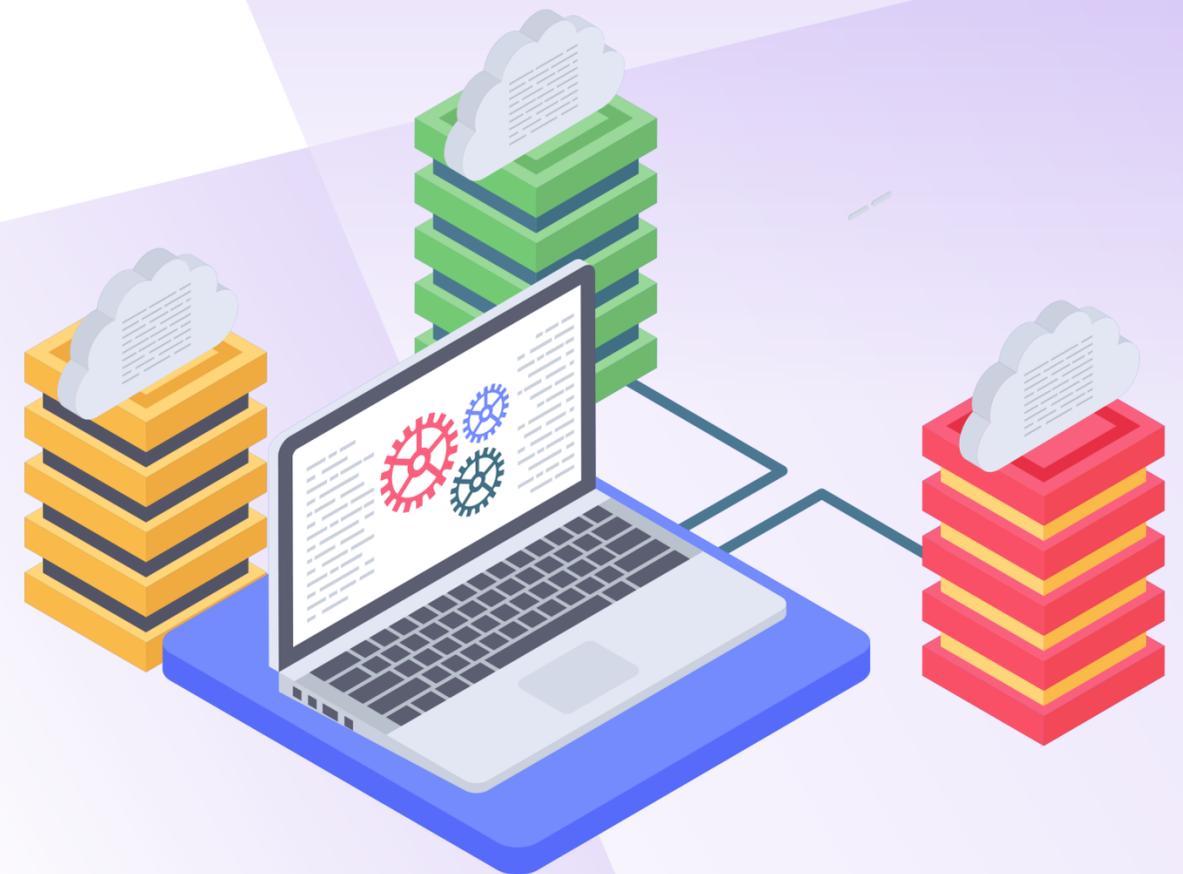
# Hosting, Performance, and Security

- Making sure user experience is fast and secure is one of the most important factors towards online success.
- Take speed and security very seriously!
- Not all hosting is the same, especially for platforms like WordPress.



# Key Aspects Quality Managed Hosting

- SSL Certificate
  - https vs http
- Managed core and plugin updates
- Integration with a CDN like Cloudflare
- Adequate technical resources for your specific website needs
- Quality hosting platform --> high performance & Secure



# Next Steps to Improve Your Website!

Don't try to do everything at once!

- ✔ Have realistic goal of what you can accomplish
- ✔ Set milestones & work to achieve improvements
- ✔ Set monthly and quarterly goals towards continued growth and optimization
- ✔ A website is never a finished product!



# Reminders!

Platforms like Wix, Squarespace, Shopify, or Webflow need ongoing maintenance and management. Not just WordPress.

Your website is the online face of your business!  
Make sure it best represents your business & helping you reach your goals.





**Join The Hoot Host Group**

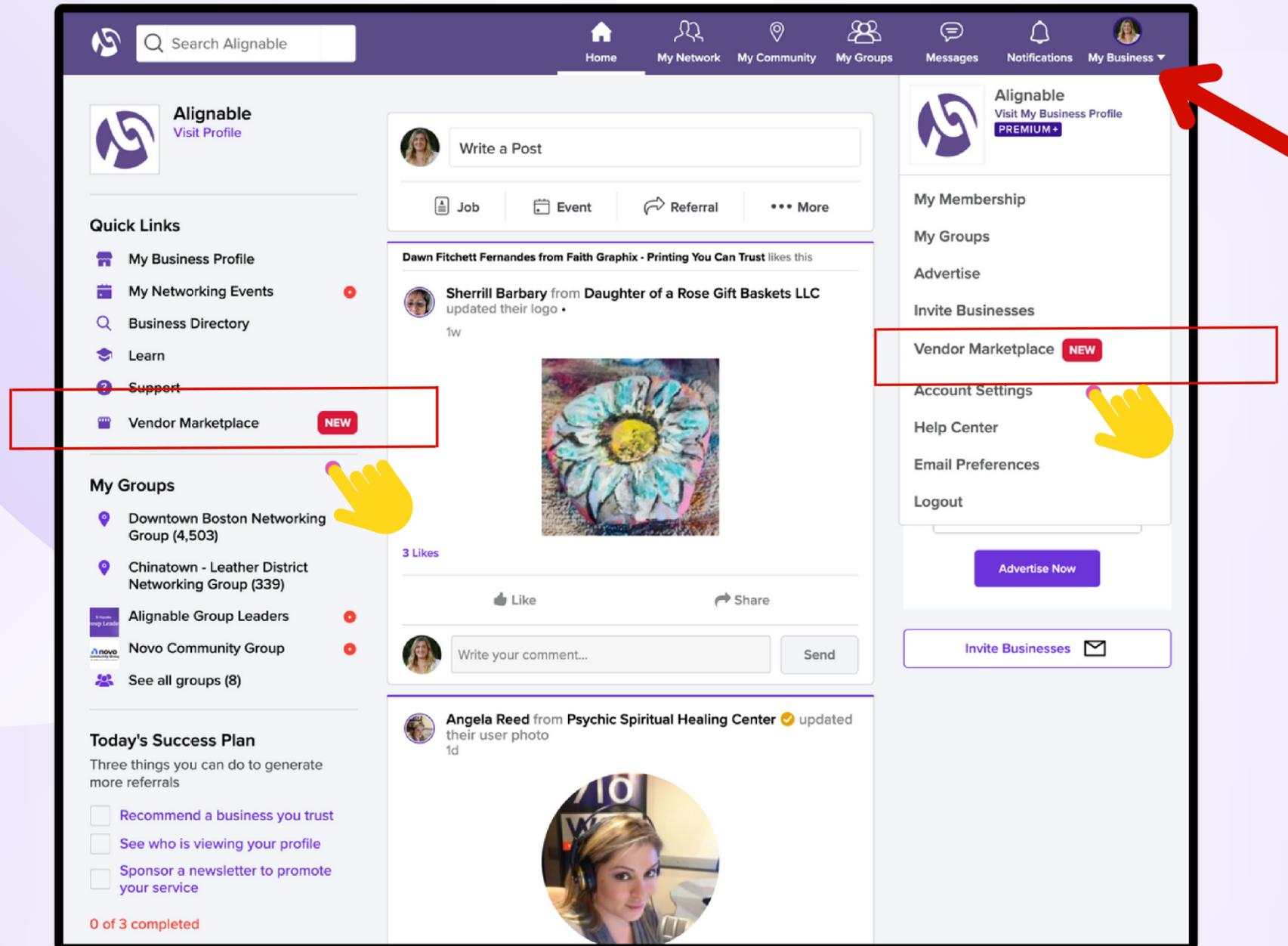


# Time For Questions

Post Your Questions in the Q&A

# Vendor Marketplace

# Vendor Marketplace



# Marketplace: Your One Stop Shop

The screenshot shows the Alignable Marketplace homepage. At the top, there is a navigation bar with a search bar labeled "Search Alignable" and several icons for Home, My Network (25), My Community, Groups, Messages (1), Notifications (57), and My Business. Below the navigation bar, there are tabs for "Categories" and "Business Tools". The main header area is purple and blue, featuring the text "Alignable Marketplace" and "Your one-stop-shop for business success". A yellow hand icon points to the text. Below this, a search bar asks "What is your #1 business goal?" with a "Let's Go" button. Underneath, there are several buttons for "Try out:" including "increase sales", "find new customers", "find a bookkeeper", "build my brand", and "increase my website traffic". The bottom section is titled "Recently viewed" and displays a row of seven items, each with a profile picture, a star rating, and a category label: Tracey Lee Davis (273 stars, Social Media Market...), Lendio (Lending), Ruby (5 stars, Customer Support), Maria Elena Duron (8 stars, Website), Michael Miller (43 stars, Website), EinsteinCares (Loyalty & Rewards), and Thomas Garrison (98 stars, Website).

# Marketplace - Business Tools

The screenshot shows the 'Business Tools' section of the Alignable marketplace. At the top, there is a navigation bar with a search bar and icons for Home, My Network (82), My Community, Groups, Messages (3), Notifications (122), and My Business. Below the navigation bar, the 'Business Tools' category is selected. The main heading is 'What Tools Do Biz Owners Trust?' with a subtext 'See what's hot & avoid what's not. Reviewed by your peers.' A grid of tool categories is displayed, including Legal & Insurance, Email Marketing, Website, Social Media, Print, Graphic Design, E-commerce, Banking, Accounting, Direct Mail, Payment, Shipping and Logistics, Hiring, HR, Prospecting, Scheduling & Booking, Customer Support, Business Planning, Lending, SEO, Business Management, Cybersecurity, Loyalty & Rewards, Branding, Social Media Marketing, and Paid Search Marketing. The 'Legal & Insurance' category is expanded, showing two tool listings: LegalZoom and Rocket Lawyer. Each listing includes the company logo, name, website, rating, and a 'Learn More' button.

Search Alignable

Home My Network 82 My Community Groups Messages 3 Notifications 122 My Business

Categories Business Tools

## What Tools Do Biz Owners Trust?

See what's hot & avoid what's not. Reviewed by your peers.

All Tools Legal & Insurance Email Marketing Website Social Media Print Graphic Design E-commerce Banking Accounting Direct Mail Payment Shipping and Logistics Hiring HR Prospecting Scheduling & Booking Customer Support Business Planning Lending SEO Business Management Cybersecurity Loyalty & Rewards Branding Social Media Marketing Paid Search Marketing

### Legal & Insurance [See All](#)



**LegalZoom**  
legalzoom.com  
★ 5.9/10 (927 Reviews)

Legal & Insurance

Get legal support and guidance for your small business with LegalZoom. Protect your company with essential legal documents and services.

[Learn More](#)



**Rocket Lawyer**  
rocketlawyer.com  
★ 4.7/10 (181 Reviews)

Legal & Insurance

Access legal documents and expert advice for your small business with Rocket Lawyer. Protect and grow your venture with confidence.

[Learn More](#)

# Marketplace

The screenshot displays the Alignable Marketplace homepage. At the top, there is a navigation bar with icons for Home, My Network (26), My Community, Groups, Messages (1), Notifications (55), and My Business. A search bar labeled "Search Alignable" is positioned on the left. Below the navigation bar, a "Business Tools" menu is open, listing categories under "Marketing" (Social Media Marketing, SEO, Websites, Email Marketing, Branding, Graphic Design, Paid Search Marketing, Print, Direct Mail) and "Finance" (Find a Loan). A yellow hand icon points to the "Marketing" section. The main content area features the heading "Alignable Marketplace" and the sub-heading "Your one-stop-shop for business success". Below this, a search bar asks "What is your #1 business goal?" with a "Let's Go" button. A row of buttons offers to "Try out" various services: increase sales, find new customers, create a logo, build my brand, and increase my website traffic. The bottom section, titled "Experts recommended by people you trust.", shows four recommendations with profile pictures and "Contact" buttons: Barry Colton recommends Jason Integrity; Joseph Kibler recommends Cherri Pedrioli; Ken Countess "KEN IS EMAIL" recommends Paul L. Odendahl; and Gustavo and Kimberly Wall are recommended by the user's network.

# Marketplace - Category Specific Page

The screenshot shows the main marketplace interface. At the top is a navigation bar with a search bar and icons for Home, My Network (82), My Community, Groups, Messages (3), Notifications (122), and My Business. Below the navigation bar are tabs for Categories and Business Tools. A purple banner at the top of the main content area asks "Want to be listed here?" and includes a "List my Business" button. The main content area features a large illustration of a person working on a laptop and another person holding a large wrench, with the text "Websites" and a welcome message. Below this is a section titled "Most Relevant Vendors For You" with a yellow hand icon pointing to a "Sort By Relevance" dropdown menu. The dropdown menu is open, showing options for Relevance, Distance, and Recommendations. A "Request multiple quotes" button is visible. The vendor list includes Jason Integrity (IntegrityGO, Canton, MI, 481 reviews, PREMIUM+) and Paul L Odendahl (Destination4Education, Aligned Ambassador and BNI Master Connector, Bloomingburg, NY, 364 reviews). A "Request Quote" button is also present. To the right of the vendor list is a "Website Tools" section with a "See All" link. The tools listed are Hoot Host (9.9/10, 25 Ratings), Webflow (8.9/10, 44 Ratings), and Duda (8.7/10, 26 Ratings). A yellow hand icon points to the Webflow listing.

This section is titled "Join Related Groups" and features two group cards. The first card is for "NI Group" (Presence) and the second is for "hoot host Community Group" (Private Group, 414 Members, 112 Connections). Both cards have a "View Group" button.

This section is titled "Related Events" and features two event cards. The first card is for "Is Your Website Underperforming?" (Tomorrow at 1 PM EDT, 305 Attending, Online) and the second is for "ASK A WEBSITE EXPERT" (Tomorrow at 1 PM EDT, 20 Attending). Both cards have a "Manage Event" or "Re" button.

This section is titled "Join Expert Coaching Groups" and features two group cards. The first card is for "The S.M.I.L.E. Network" (Sales & Marketing Innovative Learning Experience) and the second is for "Internet Domain Secrets to Get More Customers". Both cards have a "View Group" button.