

# 57 Marketing

Every Day You Don't Fix Your Website

## It's Costing You \$\$Money\$\$



## TOP 10 REASONS TO FIX/UPDATE YOUR WEBSITE

- 1 You Can't Easily Update It.**
- 2 Your Site Is Not Secure.** The longer your website stays this way, the more you will fall in Google's Rankings.
- 3 Your Site Looks Bad Or Is A Bad Experience On Mobile.** Most of your website traffic now comes through a mobile phone. Again, the longer your website stays this way, the more you will fall in Google's Rankings.
- 4 Your Site Does Not Ask For The Sale.** If you don't have a direct call to action in the top section of your website, you need to rethink your sales funnel.
- 5 Your Site Loads Slowly.** Repeat the warning in #2 and #3.
- 6 Your Site Does Not Do Well In Search.** Probably because of some or all of the items listed above.
- 7 Your Site's Navigation Is Poor.** People can't find what they are looking for quickly.
- 8 Your Site Is Not As Good As Your Competition.**
- 9 Out-Of-Date.** It's been more than 4 years since you've updated your website.
- 10 The Purpose Of Your Website Has Changed.**



*"We love our new website and our customers do too! You've made PoolsPatiosandSpas.com appealing and easy to navigate. Our website is now a great first impression of our business instead of a negative one."*

**Sheila Barber  
Pools, Patios and Spas**

**Gaskins &  
Gaskins, PA**

*"We appreciate Liz's ability to explain Internet, website and digital technical matters to us. She came to our project with great ideas, that once executed help get our message across effectively. We are very pleased with the results and would recommend 57 Marketing."*

**Herman E. Gaskins, Jr.**



*"We have worked with the 57 Marketing team on multiple websites, logo redesigns, ad campaigns, marketing projects and more over the past several years. We've been thrilled with their websites – they capture our brand and convey it beautifully on screen while maintaining a clean and easy navigation for the end user. They always go above and beyond and we truly value their partnership."*

**Amanda Justice  
Duplin County Tourism & Events Center**