5 ways to get your website ready for 2018

SiteBites' guide to the most important internet trends for the new year

Get an SSL Certificate

If you haven't got an SSL certificate, anyone who browses your site using Chrome is now faced with a big, fat security warning message from Google. Don't scare your customers away!
We can install an SSL certificate on your site in minutes, for much less than you'd expect. Click here for more information.

GDP-Arrrrrgh

Be afraid. Very afraid. GDPR launches in May 2018, and it will require a HUGE overhaul of how you collect and store customer data. If you use contact forms, send marketing emails or just keep phone numbers, you'll have to make changes or face a huge fine. We'll run our easy guide to GDPR in January. In the meantime, get in touch if you'd like our advice.

Mobile-friendly

Research shows that almost 80% of online shoppers now use a smart phone or tablet to browse the web. But only 15% of small businesses have a website that's designed to work on mobile devices.
If you're not sure whether your site is phone-friendly, contact us. We can review your site and make sure it's a joy to look at on any device, and every browser.

Blog for business

Dear Diary. Most small-business owners still don't realise how important a blog page on their site can be for raising their profile, attracting new customers and boosting their SEO. It saddens us.
Blogs are big business tools. If you're too busy to write your own, hire a pro.
We now offer a full copywriting service, from blogs to social media. Get in touch for your personalised content plan.

Make Google love you

Google has announced that it will give higher rankings to websites that provide a "good UX (User Experience)" in 2018. What does that mean? It means your site has to load quickly, be easy to navigate, and offer quality content. Fail to do any of these and your page will start tumbling down the search results.
Ask us to review your site's current UX and suggest easy ways you can improve it.

Click here to contact us, or email us at hello@sitebites.co.uk