



## Websites 101

### Tips for foundries and die casters

#### **Website Structure and Basics**

- Do you have the “right” domain? (You can change this. Buy a new one. Have the old site moved over and re-directs put in. It might be worth it.)
  - Search has gone vocal. Make sure your site name is something people can say.
  - Tip: don’t use .org if you aren’t a non-profit.
- Is your website HTTPS? (Google\* “discriminates” against sites that aren’t)
- Is your website mobile first or, at least, mobile responsive? (Again, Google prefers that)
  - Google AMP. It’s one option to make that happen because load speed is critical to site experience on a mobile. Ask your web designer about AMP if you aren’t sure.
- Make sure your website has Google Analytics. (Accept no substitute)
  - Check your Google Analytics monthly (where is traffic coming from - aka, which blog posts or social media or etc. are working; how long are people on your site, are people bouncing off your site quickly, etc.)
- Have you claimed your Google My Business page? Claim it now. Put in your address, contact info, hours and website. (Go: <https://www.google.com/business/>)
  - Post at least quarterly
  - Ask for reviews on Google. Give customers a direct link (short URL) for getting reviews on Google - <https://support.google.com/business/answer/9273900>
- Google - about 2 years ago - adjusted their algorithm to include pulling in social media info. Therefore, social media activity from your company pulls up your SEO.
  - Do you have a Company LinkedIn page? (If you have a domain email address, build a company LinkedIn page.)
  - Do you have a business Facebook Page? Make sure your website is on it.

(\*If Google likes it, so does Bing and other search engines.)

#### **Website Content**

- Does your website adequately describe the problem you solve?
- Here are a few pieces of information site visitors may be looking for:
  - Industries you serve
  - Types of metal you pour
  - Sizes of casting you make
  - Tolerances
  - Lead times
- Is contact information about your company easy for buyers to find?
- Does your website have a clear next action (a contact form or sign up)?
- Bonus info:
  - Any awards you’ve received
  - Environmental commitment
  - Company history

**Presented by:**

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