



# Is your website **Smart?**

Smart business websites help achieve business goals and increase revenue. Check what your website has covered.



## 01

Does it convey the **right message?**

A website visitor should easily understand your offerings from the website.

## 03

Is it **search engine friendly?**

A search engine like Google gets you organic website visitors. That's a great inbound marketing.

## 05

Can you **update content** on your website easily?

A Content Management System like WordPress can let you manage the content easily.

## 02

Does it **load quickly?**

User will leave your website if it does not load within few seconds. Time is precious.

## 04

Is your **website secure?**

An intruder can hijack your business website's information if it is not secure.

## 06

Is your website **accessible on mobile devices?**

More than 58% of users will access the website on a mobile device. Make sure it works for them.

## 07

### Is the website **user-friendly**?

Confusing content & cluttered design elements lead to a bad user experience and a high bounce rate.

## 08

### Is your content **engaging**?

Your website copy should be easy to understand, engage the visitor, and take them to targeted pages.

## 09

### Does it add a **lead generation strategy**?

Lead generation is one of the crucial outputs of a business website. Website needs a strategy for this.

## 10

### Does it solve your **business objectives**?

Features and creatives should not be the only area of website. It should consider business goals first.

## 11

### Do we collect emails ids via **subscriptions**?

A visitor who went from the website without giving his email address is less likely to come back.

## 12

### Is your website **integrated with CRM**?

A CRM tool keeps all contacts in one place and helps the sales team to focus on closing deals.

Start achieving great results with a Smart Website.

Contact Us Now