



Planning Your Website

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Landing Page Optimization Trends++

Converting more web visitors to leads and customers is a key measure of success for landing page optimization. But how are marketers optimizing landing page traffic to improve conversion.

<http://research.ascend2.com/2017-landing-page-optimization-trends/>

Small Business Websites Expected Top Notch as Large- if disappointed customers less likely to purchase**

Consumers know what they want, and when it comes to visiting a small business' website, they expect the same experience they would get from a larger chain.

<https://www.emarketer.com/Article/Small-Business-Websites-Expected-Top-Notch-Large/1015623>

What Does it Really Cost to Build a Small Business Website?**

How much does a website cost?" is a common question for small business owners, and it's one that can only be answered by considering several other factors.

<https://www.nfib.com/content/resources/technology/what-does-it-really-cost-to-build-a-small-business-website-64151/>

How to Relaunch Your Website**

Website redesign can be as simple as streamlining your user experience or as extensive as completely overhauling your small business's online presence. There is a lot to consider before your new site goes live. Follow these tips to ensure a smooth transition for your business and your site's visitors.

<https://www.nfib.com/content/resources/technology/how-to-relaunch-your-website-successfully/>





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Why Your Small Business Might Not Need a Website++

A few options for a low-cost web-presence...and links to additional articles.

<https://www.soswebdesign.com/webpackages/website-10-reasons.cfm>

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Checklist: Does Your Landing Page Work for You?**

A landing page is a website page that enables you to capture information from people who are visiting your website. Too many companies send social media and other online activities to a home page. That is a mistake! Here are some great tips to help you optimize the number of conversions.

<https://digitalagencynetwork.com/blog/web-design/>