



New Year, New You, New Web Presence

Q1 of 2019 is well underway, and companies large and small are implementing new strategies to increase sales, empower team members, and pivot to **move the bottom line in the right direction**. A new year means a fresh start on the books and the opportunity to fine-tune your web presence, so there is no time like the present to take advantage of the tools and resources available to you.

You may have seen the meme's, posts and images featuring the "new year, new you" movement. It's the same every year, but **many businesses do not take advantage of the opportunity to start fresh and make a perfect first impression**. With technology continually influencing the sales process, companies are utilizing the tools and resources available to them to establish a web presence that gives them the upper edge over the competition. **Companies that do not innovate remain stale and quickly lose their footing in the marketplace**. We have seen it time and time again, so how can you ensure that 2019 is a year of success?

When was the last time your website was built? Are you happy with it, or does it seem like change after change needs to be made? **Do your customers know how to navigate the information that is available online?** Have friends and family shared feedback with you about your online presence? These are all questions that Candybox itself considers year over year. **We have updated our website every two years to make sure that it represents our agency in the best way!** If your business grows and changes, why should you assume that your website can stay the same?

It's a new year which means that there couldn't be a better time to explore implementing a revised web presence that better serves the end customer. [Contact our team](#) or complete our [website audit](#) to chat about the potential of your web presence. See how you can make the most of 2019, today!