



### Is Your Website Stuck in Traffic?

We know, the internet is a big place. Between images, videos, music, websites and more it seems as if everything that can be shared online, has been! To provide a little bit more perspective, as of 2018 1.8 billion websites have been published. Reports show that every second, 68,054 GB of internet traffic is generated and 896 Instagram photos are shared! With all of this traffic clamoring to be seen, how are businesses supposed to get their website noticed?

With the amount of content released online every day, businesses need to stand out! How do you do this? We are visual people. When something catches our eye, we are more willing to spend time reading the content and getting to know the business more because we are invested in it. For example, have you scrolled through your social media feeds, only to stop and look at the images? People do that when looking at websites. If the design and content doesn't grab their attention and cause them to become invested in who a business is, they click onto the next site.

With so many options available and so many avenues that can be taken when working with a company, clients aim to work with those who provide the best quality for the most suitable price. If a website doesn't convey that quality, it tells them that their products and services aren't worth the money.

Great content and design aren't the only things that you should focus on if you would like your website to cut through all of this online traffic. Site speed, mobile-responsiveness, accessibility, frequent blogging and more all impact site rankings on Google. If you would like to learn more, please contact us! Let us help.