



Eight things you may be missing from your website!

Is your website secure?

In August last year, Google announced that websites would gain a few percentage points in SEO Visibility when migrating to HTTPS-protocol.

Encryption is used to digitally scramble data as it passes between a user's device and an online service in order to prevent others eavesdropping on the information. It is used by many, but not all, sites that show a little padlock and use a web address beginning HTTPS. The "S" stands for secure.

Reference: <http://searchengineland.com/google-starts-giving-ranking-boost-secure-httpsssl-sites-199446>

Is your website mobile-friendly?

Previous changes to Google's algorithm simply required website owners to make sure their websites are mobile-optimized for better viewing on smartphones and tablets. Now, factors such as readability, responsive design and not using non-mobile friendly software (like Flash) will also be taken into consideration in a website's search ranking.

To test the mobile friendliness of your website, you can use this official Google tool:
<https://www.google.co.uk/webmasters/tools/mobile-friendly/>

Reference: <http://www.business2community.com/seo/official-google-ranks-mobile-friendly-websites-higher-01184053>

Do you track your websites visitor statistics?

Knowing your audience and what they want is an important success factor for any website. The best way to know your audience is through your traffic stats and this is exactly what Google Analytics provides for FREE. There are plenty of stats software and plugins, but we believe that Google Analytics is a must have for every website.

<http://analytics.google.com>

Does website hosting effect your visibility in search engines?

While a good host isn't going to boost your rankings or guarantee you a spot at the top, a bad host can actively damage your chances at building credit with Google, Bing, and other search engines.

There are many different reasons as to why your hosting can effect your SEO – speed being the biggest factor. If your host has a tendency to crowd their servers with many sites and you're on a shared server plan, your site's performance will definitely be affected.

Reference: <https://www.rosehosting.com/blog/does-changing-web-hosting-location-affect-seo/>

How much content is too much content?

The average website visitor won't spend a large amount of time digging through all the pages of a website. Often, when a visitor is presented with a page with excessive content they become frustrated; they can't quickly find what they are looking for and will leave the website. People are also more interested in seeing information rather than reading about it.

Reference: <http://www.steamfeed.com/visual-content-will-rule-digital-marketing-2014/>

Make sure you have licenses for images

Using random images from a Google search can potentially put you at risk. Many stock image companies will not only serve you with a "cease and desist" notice but even if you remove the image immediately they may also insist on claiming punitive damages over and above the original licensing fee.

You will have heard the saying that nothing in life is free- the same is true when it comes to the web. Even services that appear to be free come with strings attached.

Reference: <http://www.stockphotorights.com/faq/>

Your website must display your company details

Legislation that came into effect from 1 January 2007 has implications for all businesses and companies that have a website. The following information must be displayed on websites:

- Company registration number (VAT?)
- Place of registration
- Registered office address

Non-compliance can result in a fine.

Reference: <http://2014.mso.net/websites-must-display-company-details>

You must have a cookie policy

All websites owned in the EU or targeted towards EU citizens, are now expected to comply with EU Directive and inform consumers about how information about them is collected by websites. Failure to do so may result in a fine. Exact amount of a fine depends on the country in which your website operates. For example in the UK a penalty of up to £500,000 could be imposed against those that fail to comply.

Does your website have any of these technologies or features?

- WordPress, or any other blog or content management system
- Google Analytics, or any similar website analytics program
- Google AdSense and/or AdWords
- Facebook, Twitter, Google+ or other social media "like" buttons or plugins
- A shopping basket / cart

All of these features use cookies.

Reference: <https://ico.org.uk/for-organisations/guide-to-pecr/cookies-and-similar-technologies/>