Top 10 Things to Make Your Website Better

1. **Make contact information more prominent**

   Sometimes people just want to pick up the phone, visit you in person or send an email to you as opposed to filling out a form and providing their credit card information on a website. Make it easy for these people to get a hold of you by providing your contact information on every page.

2. **Update Your Site Often**

   As web users we expect websites to offer us new content on a fairly regular basis. If every time I land on your website, there is the same article about that horseshoe contest you won in 2006 and nothing else. I'm going to stop coming back.

3. **Choose fonts that are easy to read across devices and browsers.**

   When choosing fonts keep in mind that people will be looking at your website not just on a laptop but on mobile devices. Pick a typeface that can be easily read and size it no less than 11 points.
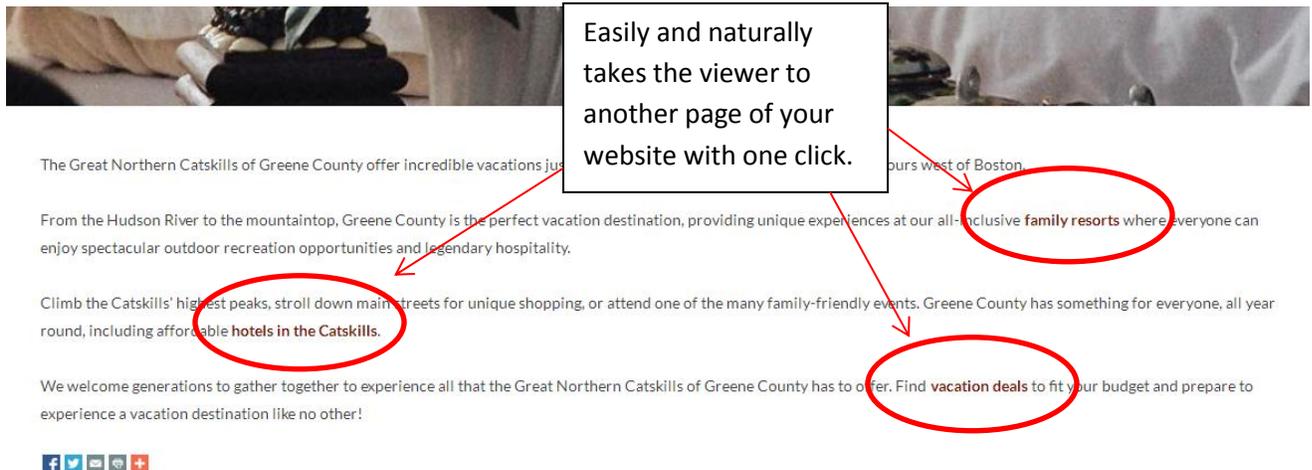
4. **Large and professional photos**

   In many cases your website is the first impression a visitor gets of your business. Allowing them to see your business through good quality photos garners interest, and interested viewers will want to know more about the photo (and your business!), so they will read the content. This will lengthen their stay on your website, and in most cases that's really what you're going for. Google Analytics measures how long your viewers have stayed on your website, and determines your website's importance accordingly.

   Photos should be high quality photos – no larger than 2MB in size, and preferably 72dpi or 300dpi. Anything larger can slow down the loading time of your site, which can create a frustrating experience for your viewer – not to mention taking up bandwidth on their device.
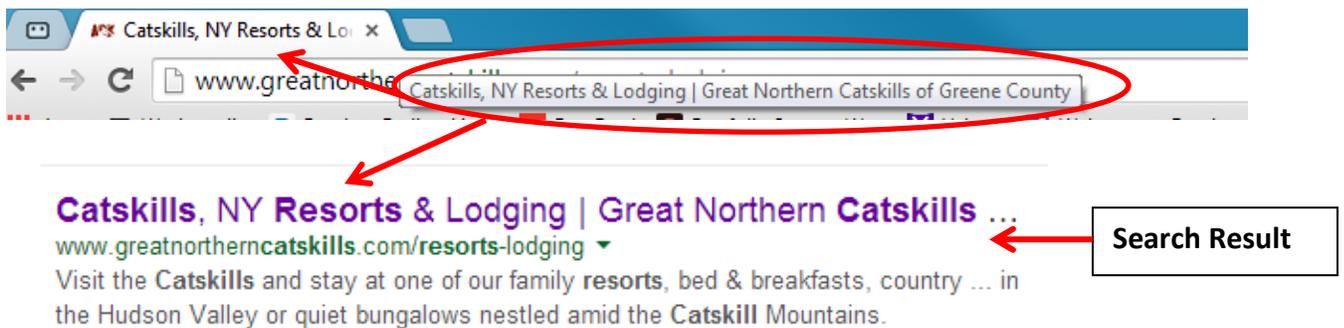
5.   Optimize your website

Go through your existing content and implement some simple on-page optimization strategies. These can include:

✓ **Linking your pages to one another** to help the visitor through your site more easily:

Easily and naturally takes the viewer to another page of your website with one click.

The Great Northern Catskills of Greene County offer incredible vacations ju... ...ours west of Boston.

From the Hudson River to the mountaintop, Greene County is the perfect vacation destination, providing unique experiences at our all-inclusive **family resorts** where everyone can enjoy spectacular outdoor recreation opportunities and legendary hospitality.

Climb the Catskills' highest peaks, stroll down main streets for unique shopping, or attend one of the many family-friendly events. Greene County has something for everyone, all year round, including affordable **hotels in the Catskills**.

We welcome generations to gather together to experience all that the Great Northern Catskills of Greene County has to offer. Find **vacation deals** to fit your budget and prepare to experience a vacation destination like no other!

✓ **Creating descriptive page titles.** Titles are critical to giving viewers a quick insight into the content of a search result and why it's relevant to their search.

Catskills, NY Resorts & Lo...

www.greatnor... Catskills, NY Resorts & Lodging | Great Northern Catskills of Greene County

Catskills, NY **Resorts** & Lodging | Great Northern **Catskills** ...
www.greatnorthern**catskills**.com/resorts-lodging
Visit the **Catskills** and stay at one of our family **resorts**, bed & breakfasts, country ... in the Hudson Valley or quiet bungalows nestled amid the **Catskill** Mountains.

Search Result

✓ **Adding alt and title tags to your images** (which will boost your presence and help your business appear in Google Image search results)

Upon hovering over the image you're shown the website that the image lives on.

000 × 750 - greatnortherncatskills.com

✓ **Writing custom meta descriptions for each page** (Meta Descriptions are snippits of information that show up in the SERPs, or Search Engine Results Pages – and help improve your click through rate). It is important to note that if you write a meta description accurately and with the best information to display, Google will choose to display YOUR description instead of displaying excerpts of information from the actual page's content. The length of a meta description should be around 150 characters, including spaces, and the content of the meta description should include details, the benefits of your product, and a call to action:

6.   **Make Google your best friend**

Install Google Analytics to give you insights to your website traffic. Find out how here: http://www.google.com/analytics/

Also: Secure your profile on Google Maps/Places and Google +. By claiming your business in Google you can control the location, hours, and description. It's fast and free to do. Search for your business and in the search results if it has not already been claimed, you will be asked "do you own this business?". Click that prompt and follow the steps. You can do this in either Google.com or click over to maps.google.com to claim.

7.   **Social media integration**

Twitter. Facebook. Tumblr. YouTube. Pinterest. Google+. LinkedIn. Instagram. Foursquare. There are a lot of social platforms out there, and you should promote your presence on them on your website, because social media is critical part of marketing your business. Integrating these platforms into your website will help boost your presence in search results, improve your business' footprint on the internet and build your following across numerous social platforms.

8.   Make content shareable

To easily share your website content on social media channels, your web developer can include the "AddThis" Social Bookmarking service widget to relevant pages on your website. This allows anyone viewing a page with the "AddThis" widget to do various things, including easily sharing on social media, printing, emailing, or adding to favorites. The "AddThis" feature allows tracks how many shares have taken place, adding another valuable tracking tool to your arsenal.

More info: http://www.addthis.com/
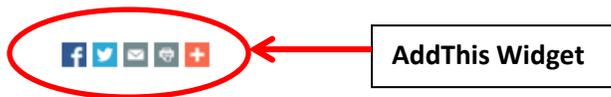
9.   Link to other sites

Provide an opportunity for readers to link to other creditable sites. Such sites include restaurants, events, attractions, hiking, etc.

Most important link is the GreatNorthernCatskills.com as it has useful information for tourists including local events, attractions, galleries, museums, and more.

10.   Be patient

Search engines need time to index a new website. They need time to index all content. In the meantime, continue to add high quality content to your website and keep it up to date and relevant.