

You Need a Website That People Can Find and Will Convert Visitors into Customers

The Importance of a Great Website

Scenario #1: You're browsing on your laptop and come across a site that has what you're looking for. However, you have to leave, so you grab your phone and go. When you get some time later, you get out your phone and find that site again, only it doesn't work so well. Pages don't load quickly, tabs don't work, text is cut out, key information is missing, etc.

Result: You're gone.

Scenario #2: The website you've found supposedly has the product you want, but the sorting options aren't very good, and it's taken you several clicks just to find that product. Then it's a hassle putting it in your cart because instead of a single drop-down menu, there are different ones for size, color, and maybe other properties. Still, you get it in your cart and proceed to Checkout only to find more steps: a page asking you to log in or create an account, another to enter your shipping and billing information, then another to choose shipping options, and finally one to enter payment information. Even though you're almost done, you're exasperated by this point.

Result: You're gone.

Scenario #3: Someone your business is perfect for is searching for the products you provide, but because you haven't kept your website fresh and SEO-friendly, your site is buried beneath multiple competitors in the search results. Many people don't look past the first page of results, and only very few look past the third.

Result: You never even got the *chance* to be gone because you never saw that website in the first place.

These are common experiences. Don't let any of them happen to your business!

Your website is an online business card that represents your business all day every day, and it's the first impression many people are going to have of your company. It supports your branding and tells people what you do and what you're all about. If it isn't engaging, responsive, and easy to navigate, and if it doesn't stand out from all the competition, people are going to leave your site and go somewhere else. Most likely, they'll never return.

It wasn't that long ago that you could build a functional website and let it be. Now that's all changed. There's just too much competition out there to take those kinds of chances, and customers are often impatient. You need a website that looks great and works well, but it also

needs regular updates, and it has to be mobile-friendly because so much traffic is now through phones and other mobile devices, with the rate always increasing.

[Get Started Now!](#)

Bold Eye Media Is Just the Right Agency for Businesses in Marysville, WA

Building and maintaining a website used to rely heavily on coding, and it wasn't user-friendly for most businesses. Today, though, there is WordPress, and Bold Eye Media uses this platform to design great websites that also empower businesses owners to make easy changes and updates on their own.

We help Marysville-area small businesses develop customized websites that meet their needs and those of their customers. You get a team dedicated to helping your business establish a bold, effective presence online so you can keep focusing on what it is you do best.

As a result, your online visibility will be stronger, your lead generation and customer retention will increase, you'll earn critical trust and loyalty from your customers, and your business will thrive and grow.

[Let's Go Bold Together!](#)

Some Examples of What You'll Get

We'll have you covered for the following and more:

- **Custom Responsive Website Development--** We've talked about this already, but it bears repeating that we'll help you build a great-looking website that's responsive to viewers and tailored to their interests, devices, and needs.
- **Quality Content--** Customers want clear, quality information on product pages. When writing content, it's important to imagine the questions people might ask and make sure your descriptions answer them so they don't go looking elsewhere. We can make sure your website does that.
- **WordPress Support and Easy Updates--** We'll help you maintain and update the software running your website so that there are no security problems or breakdowns. You'll also be able to make changes yourself to make sure that as the market and your business evolve, so will your website.
- **Fast Hosting--** Speed is critical in today's online climate, and we'll ensure that you're not losing business because of hosting and loading issues.
- **Google Analytics--** This enables you to evaluate what's working and what isn't, where the traffic is going, and how things are performing overall. With this, you have another tool for keeping your website effective and relevant.

- **Effective SEO Strategy**-- Having a great website isn't enough anymore. Search engine optimization is crucial now in order for a business to keep high in the rankings for search results. Keywords, trends, and algorithms are constantly changing, and we'll help you develop a strategy that keeps you visible to the people you want to reach.
- **Strategizing on a Monthly Basis**-- It's an ever-changing market, and we don't set you up and then cast you adrift. We'll meet with you every month or on whatever other schedule you prefer to solidify strengths and improve upon whatever needs some work.
- **Keeping Up with the Competition**-- Copying the competition is always a *bad* idea because you might be labeled as a fake or an imitator, but watching what the competition is doing is always a *great* idea. The ones who know what they're doing are staying abreast of trends and other developments just as you are. They're probably looking at you, and you should be looking at them so you can adjust your approach in order to stay on top of your market.
- **Improved Lead Generation**-- We'll help you use other sites and/or our own strategies to not only expand your audience but also to generate more leads. The leads we'll help you reach will also be more likely to convert. That's because we know your audience and how to talk to them.

Let us help you convert visitors into customers. If you use our easy online contact form, a team member will respond within 24 hours, and you'll be on your way!

[Talk With Us Today!](#)

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