



BNY MELLON
WEALTH MANAGEMENT

Four Keys to a Successful Business Website

A strong online presence is critical to the success of a modern business. Here are four ways to ensure your website will achieve your goals.

1. Provide simple goal oriented navigation.

Clear, consistent navigation is essential. Prioritize what's important to your customers and use descriptive writing in each section of your website.

2. Monitor visitor behavior.

Tools like google analytics can give you access to a wealth of information about your site visitors and how they behave. This data can help you identify roadblocks and opportunities for adjustments.

3. Optimized for speed.

About forty percent of visitors will abandon a site that takes more than three seconds to load, so it is vital to keep your website running efficiently. Optimizing images and hosting videos on another platform can help speed up loading times.

4. Capture leads.

Provide an opportunity for your visitors to leave behind some information, such as their email address, by offering something in exchange like a newsletter or report. This can help to build a relationship by keeping the lines of communication open.

With clear goals, regular testing and these elements in place, you can put your business on a path to improved online success.