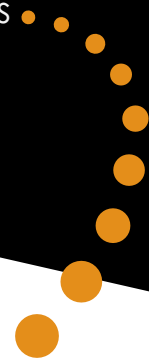


IMEC Presents



# DIY: Updating Your Website



January 19, 2023

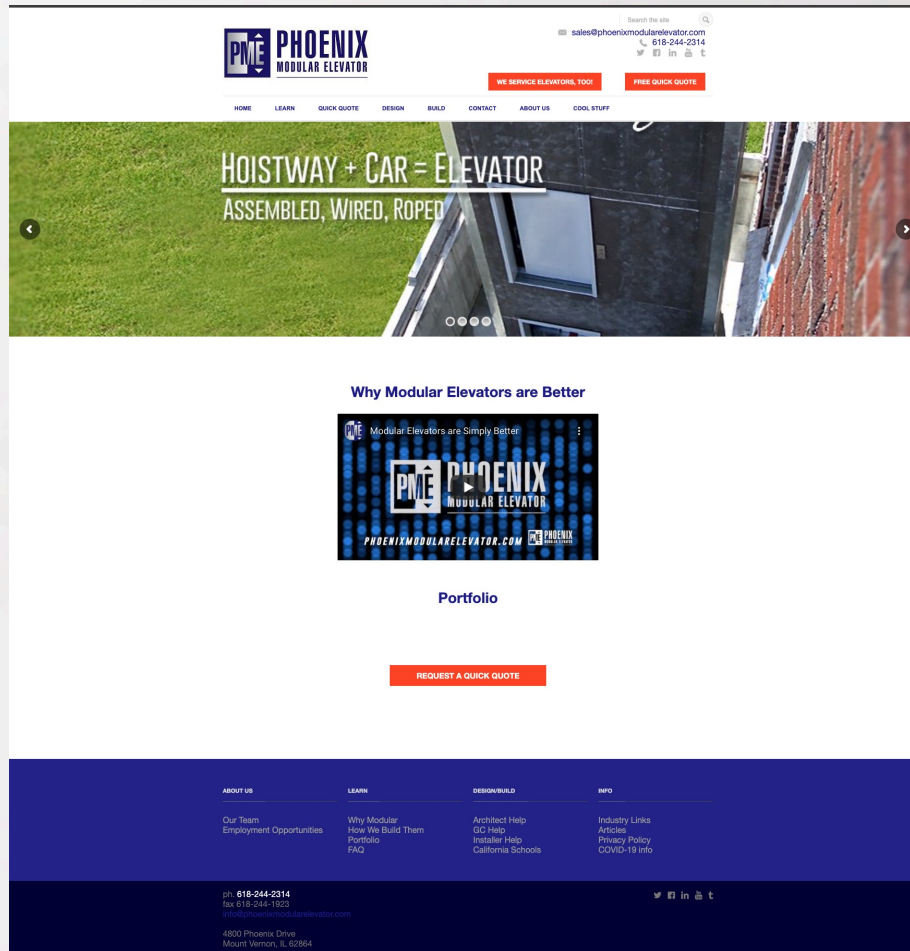
# What We Are Covering Today

- The Curb Appeal of Your Homepage
- Navigation Which Engages Your Visitors
- The Biggest Secret to Website Traffic: CONTENT
- Your DIY Website Tools
- When to Get Help

# The Curb Appeal of Your Homepage

- One chance to make great first impression – make it count!
- Your logo must be clearly visible
- What you do should be easy to read
- This isn't the place for quick moving videos or carousels of many pictures – keep your visitors focused on your core competency

# Before





# After


<https://phoenixmodularelevator.com/>

619-244-2314 | sales@phoenixmodularelevator.com

f t p in We Service Elevators, too!

PHOENIX MODULAR ELEVATOR


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## We Make Elevators Easy

Expand your horizons of elevator design with a modular elevator. Anything you can conceive, we can create in our precision modular elevator factory and deliver to you as a fully assembled package.

Hoistway + Car = Modular Elevator



### Shorter Lead Time

A fully assembled, high-quality hydraulic elevator can ship 8-10 weeks after the drawings are approved.

### Higher Quality

Factory-built modular elevators meet strict quality and tolerance standards. Each elevator is checked daily.

### Faster Install

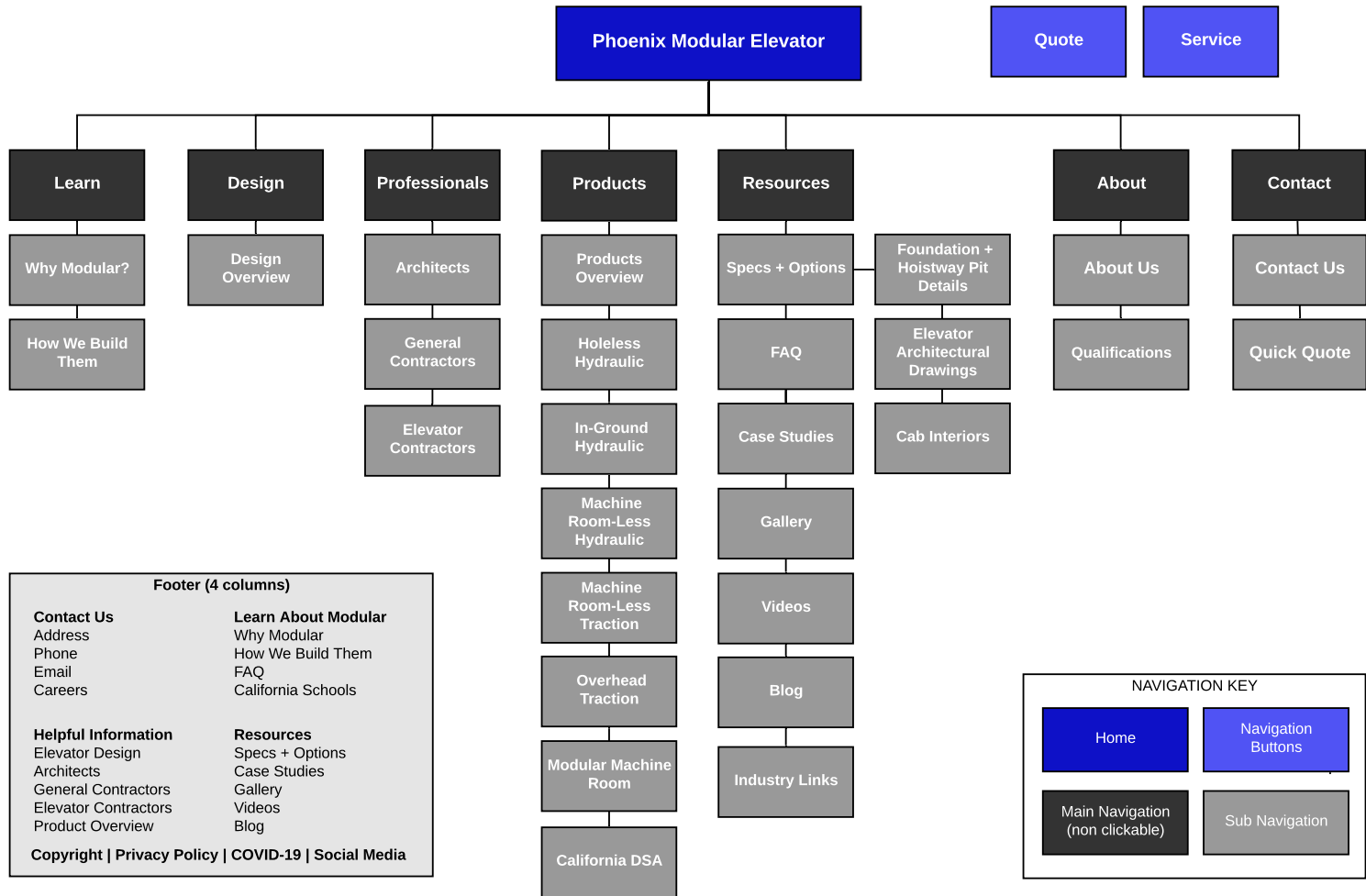
When a modular elevator arrives, it is ready in less than a week for testing and inspection once power is on.

### Safer Construction

Modular elevators are simply safer to build. Onsite work is completed on the cartop instead of work platforms.

# Navigation Which Engages

- UX is #1 reason visitors stay, or leave a website, usually within the first 2 seconds
- Your navigation leads visitors across your website, an ideal sitemap:
  - Products/Services
  - Resources
  - About
  - Contact



# The Biggest Secret to Website Traffic: CONTENT

- Google looks for a minimum of 500 words per page
  - Exceptions:
    - Product pages
    - Contact Us page
- Images sized incorrectly slows page load times and frustrates visitors, causing them to leave – you get hit twice as hard because Google is keeping track of both measurements.



# Your DIY Tools



[BuiltWith](#)

[FireShot](#)

[SpyFu](#)

# DIY Website Checklist

- ❑ **Logo**
  - ❑ Proportionally sized
  - ❑ Clean, easy to read
- ❑ **Capability statement**
  - ❑ Straightforward explanation of your core competency
- ❑ **Navigation**
  - ❑ Follows best practices at a minimum(left to right)
    - ❑ Product/Services
    - ❑ Resources
    - ❑ About
    - ❑ Contact
  - ❑ Simple hierarchy, avoiding orphan pages
- ❑ **Content**
  - ❑ Images
    - ❑ Sized Correctly
    - ❑ Tagged
  - ❑ Copy
    - ❑ Goal: 500 words per page (except Product and Contact pages)
    - ❑ Check quarterly for accuracy

# When Should I Get Help?

- If your site is built in HTML and you do not have a resource in-house who knows how to update content.
- The navigation and/or content updates are significant – what is your time worth?
- You want to move in the direction of an eCommerce site.

# THANK YOU!



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