

# How to Update Your Website for Today



Your website is often your first impression. Unfortunately, many business websites were built for how customers behaved five years ago, not today.

## What Modern Customers Expect

Visitors expect:

- Mobile-friendly design
- Fast load times
- Clear navigation
- Strong visuals
- Easy contact options
- Relevant Content

If they cannot find what they need quickly, they leave.

## 5 Essential Website Updates

### 1. Simplify Navigation

Visitors should reach key information in just a few clicks.

### 2. Improve Mobile Experience

Most traffic now comes from mobile devices.

### 3. Add Strong Calls-To-Action

Tell visitors exactly what to do next:

- Schedule a Consultation
- Request a Quote
- Download a Guide
- Contact Your Team

### 4. Impressive SEO

Optimize:

- Page Titles
- Meta Descriptions
- Content Structure
- Local Search Visibility

### 4. Add Trust Builders

Include:

- Testimonials
- Reviews
- Certifications
- Awards
- Case Studies

## **Bonus: Use Analytics**

Track user behavior to understand:

- What pages perform best
- Where visitors leave
- Which content drives conversions

## **Bottom Line**

A modern website should function as a 24/7 sales and marketing tool. If your website is not generating leads, it is time for an update.

## **Marketing Clarity. Strategic Growth. Measurable Results.**

### **Your Business Deserves More Than Random Marketing Tactics**

Many organizations struggle with inconsistent branding, ineffective marketing campaigns, unclear messaging, and lead generation efforts that fail to produce results. They invest time and money into marketing but aren't seeing the growth they expected.

At Friedly Consulting, we help businesses turn marketing into a strategic advantage.

Whether you're looking to generate more leads, strengthen your brand, improve your website, increase customer engagement, or create a long-term growth strategy, we provide the expertise and leadership needed to move your business forward.

## **Clients Choose Friedly Consulting**

### **Executive-Level Expertise Without Executive-Level Overhead**

Gain access to more than 20 years of marketing, communications, branding, and business development leadership without the expense of a full-time marketing executive.

### **Strategy First. Tactics Second.**

Most agencies jump straight to tactics. We start with strategy. By understanding your goals, market position, customers, and challenges, we create marketing initiatives that support measurable business outcomes.

### **A Partner, Not Just a Vendor**

We become an extension of your team. Our clients value having a trusted advisor who provides honest guidance, strategic direction, and practical solutions that align with their business objectives.

## Marketing That Supports Revenue Growth

Every recommendation is designed to help your organization:

- Generate more qualified leads
- Increase brand awareness
- Improve customer retention
- Strengthen market positioning
- Support sales growth
- Maximize marketing investment

## Clear Direction and Accountability

No confusing reports. No marketing jargon. No guessing.

You'll understand what we're doing, why we're doing it, and how success will be measured.

## We Help Businesses Achieve

### Build Stronger Brands

Create a clear, compelling identity that differentiates your organization and builds trust with customers.

### Generate More Leads

Develop marketing systems that consistently attract, engage, and convert qualified prospects.

### Improve Digital Performance

Optimize websites, social media, advertising, content marketing, SEO, and customer journeys to maximize results.

### Gain Strategic Clarity

Identify opportunities, eliminate wasted effort, and focus resources on the activities that drive the greatest impact.

### Scale with Confidence

Whether you're growing, evolving, or navigating change, we provide the leadership and expertise needed to support your next stage of growth.

## The Friedly Consulting Difference

We understand that every business is unique. There are no cookie-cutter solutions, generic marketing plans, or one-size-fits-all recommendations.

Instead, we take the time to understand your organization, your customers, and your goals before creating customized strategies designed specifically for your success.

Our mission is simple:

Help businesses market smarter, grow faster, and build brands that stand the test of time.

## Ready to grow?

If you're looking for a strategic marketing partner who combines executive-level expertise with practical, results-focused execution, let's start the conversation.

Schedule a Marketing Clarity Consultation today and discover what's possible when your marketing works as hard as you do.



**CALL OR TEXT:** 952-686-3848

**EMAIL:** [allison@allisonfriedly.com](mailto:allison@allisonfriedly.com)

**ADDRESS:** 329 Grace Street North, Ortonville, MN 56278