Does Your Website Represent Your Company in the Right Way?

Your website is often the first introduction to your product or service and is a powerful marketing tool. It is important that your website has a professional appearance, is technically optimized, and scores well in SEO. Ask yourself the following question: 'Does my website still adequately represent my business?' If you want to get an answer, you can contact VinraTech, a leading **SEO service company in London**.

Does your website look outdated?

If you don't like your website, chances are your visitors will too. An attractive website ensures that your product or service stands out. Websites change quickly in terms of technology, appearance, and functionalities. Within a few tenths of a second, your website shows a visitor whether you are up to date or whether you are lagging. You only get one chance to make a good first impression. Don't lose that chance though, hire experts from **top SEO service companies in London**.

Is your website mobile friendly?

The number of mobile website visitors has probably also increased considerably in recent years. It is therefore increasingly important to make your website on a mobile device as fast and clear as possible. Not only the visitors like an optimized mobile display but also Google. Since the announcement of the so-called "Mobile-first index", Google has focused on the mobile version of a website and is no longer on the desktop version.

Are there any websites that appeal to you?

When your website has an outdated appearance and is not sufficiently optimized for mobile use, the conclusion can be drawn that it is time for a new website. But how exactly do you approach that? The tip we give at such a moment is: to visit several competitor websites and note what appeals to you and what does not. That way you get a good idea of the possibilities, which you can pass on to the web builder and/or web designer. Also, map out what doesn't appeal to you. Also, you can contact the **best website development company in London** to get your website made most suitably.

Does a (new) corporate identity need to be created?

Does the house style still match the current identity? Are we still reaching the right target group? A house style gives a feeling to the organization, it evokes associations in people. Of course, you want this association to be positive, so it is important to sleep on it enough. The use of color plays a major role. For example, green stands for durability, blue for reliability, and black for authority and elegance. Visitors immediately see who you are and your company is remembered easier and faster. In short: a house style ensures unity and recognition.

What is your budget?

A difficult question because the budget depends on many factors. However, this must be thought through. Realize that having a website made costs money and that you have to make a budget for this. Determine in advance how much money you want to spend on realizing your new website. Your wishes in combination with your budget determine whether you ultimately go for a standard template or customization.

What do you do about online marketing?

Whether you are a multi-million dollar company or a starting entrepreneur, it is always smart to reserve a part of the budget for **online marketing.** Clear objectives give you room to do business and grow. You may already be advertising on social media, sending newsletters, and working on the findability of your website on Google. We like to think along about the online channels and give clear advice about the channels that suit your target group.

Determining your marketing budget can be tricky. Not every channel is equally lucrative. A good online campaign requires customization. We, at **VinraTech**, are happy to help you by giving you an idea of the possibilities without obligation.

So…

Do you have doubts about corporate identity, technology, or online marketing regarding your (new) website? Feel free to contact us, we would be happy to discuss.