

Does your business website empower your business with the capabilities, functionality and flexibility that you need? Below are a list of ideas on how you can boost your website to be a real business, sales and marketing tool! Feel free to click on the links to see examples of the ideas presented.

### What business processes are on your website? ☐ ☐

- **Online Transactions:** Can customers purchase online through an online shopping system, donations, tickets / event registration, etc.? Example: [www.gems-solutions.com/attend-a-seminar](http://www.gems-solutions.com/attend-a-seminar)
- **Education:** Can employees or customers sign-up to take online classes? You might want to consider adding a Learning Management System for online education! Example: coming soon!
- **Email Updates:** Can people subscribe to your email updates or newsletters? Example: [www.vantageplastics.com](http://www.vantageplastics.com)
- **Live Chat:** Can website visitors talk with you online through your website? Example: coming soon!
- **Online Forms:** Can customers submit requests, RFQs, documents or information on your website? Example: [www.vantageplastics.com/services/thermoforming/request-for-quote](http://www.vantageplastics.com/services/thermoforming/request-for-quote)

### How is your website generating traffic?

- **RSS Feed (push your own):** Do you have an RSS feed of your news, press releases, blog posts, event calendar, etc? Example: [www.compassionatecaremi.com](http://www.compassionatecaremi.com)  
(see the event calendar)
- **RSS Feed (pull from another source):** Do you publish an RSS feed from another website as a “resource” to your customers? Example: [www.cflegal.net/index.php/news](http://www.cflegal.net/index.php/news)

### XML Site Map:

Do you have an XML site map submitted to search engines to empower Google, Yahoo, and other search engines to index and search all of your pages?

- **Fresh Content:** Do you post updated information or news to your website on a regular basis to keep leads and customers coming back to your website? You should consider using a blog to make that easy! Example: [www.gems-solutions.com/egems-blog](http://www.gems-solutions.com/egems-blog)
- **Educational Resources:** Do you post information or links to additional online resources to help your customers? Example: [www.cflegal.net/index.php/assess-search-resources](http://www.cflegal.net/index.php/assess-search-resources)

- **Document Download:** Do you make your corporate documents available for download? Example: [www.ingersolltownship.com/web/index.php/permits](http://www.ingersolltownship.com/web/index.php/permits)

### How are you engaging with your website visitors?

- **Polls:** Do you have interactive online polls? Example: [www.compassionatecaremi.com](http://www.compassionatecaremi.com)
- **Social Bookmarking:** Can visitors use a social bookmarking tool to easily share your website on Facebook, Twitter, Digg, LinkedIn, Reddit, Technorati, and more? Example: [www.gems-solutions.com](http://www.gems-solutions.com)
- **Interactive Google Map:** If people visit your physical office, do you make it easy to get directions on your website? Example: [www.vantageplastics.com/about-us/map-a-directions](http://www.vantageplastics.com/about-us/map-a-directions)
- **YouTube Videos:** Do you display and share your YouTube videos in your website? Example: [www.gems-solutions.com/youtube](http://www.gems-solutions.com/youtube)
- **Testimonials:** Do empower customers with the capability to post testimonials or comments on your website? Example: [www.gems-solutions.com/customer-testimonials](http://www.gems-solutions.com/customer-testimonials)
- **Event Calendar:** Do you post your events on an event calendar? Example: [www.oldtownuniversity.com](http://www.oldtownuniversity.com)
- **Facebook Page:** Do you promote and display your Facebook business page information within your website? Example: [www.gems-solutions.com/facebook](http://www.gems-solutions.com/facebook)
- **Photo Gallery:** Can customers view products in a photo gallery? Example: [www.vantageplastics.com/products/photo-gallery](http://www.vantageplastics.com/products/photo-gallery)
- **Twitter:** Do you display a twitter feed to keep content updated? Example: [www.gems-solutions.com/twitter](http://www.gems-solutions.com/twitter)
- **Forms System:** Do you allow people to submit info, surveys or questions directly from your website? Example: [www.vantageplastics.com/contact-us](http://www.vantageplastics.com/contact-us)