

It's Not 2015 Anymore!

Does Your Website Produce Leads?

Google frequently changes its requirements to rank highly in search results. If you haven't managed your web presence in years, you're probably not getting very much from it. Here are four things that have changed since 2015.



Mobile First

In 2015, Google began ranking mobile-friendly websites higher on phones and tablets. If your website was built years ago, it's probably not mobile-friendly, so it's likely not searching well on Google on smartphones, where people search for painters most often. Mobile-friendly sites have larger text with fewer words and prominent tap-to-call buttons.



Google-Direct Leads

In the past several years, Google has tried to provide users with what they need without having to leave Google's website. Successful businesses have a great website, but also have great reviews on Google. Many customers searching for a painter will select one directly from Google Local based only on their location and reviews!



Not Secure Warnings

Just this year, Google Chrome began marking all sites without a security certificate as "Not Secure". This causes many users to leave the site immediately, and makes others unlikely to fill out any forms on your site. While security certificates are common now, they weren't common for sites built years ago. If your site is several years old, make sure it has a security certificate!



Better Design

Modern websites use more pictures to draw attention. There are fewer words on a site's front page, making it more likely the user will read your most important messages. All of the content is still on the site; it's just further down the page or on easily accessible sub-pages. Older sites don't follow these principles and will look out of date - and may leave users wondering if you're still in business.

To improve your ranking, build a mobile-friendly site, put useful content on your page and keep it up-to-date.

Google (Search Console Help)

