



FRNDLY

DO YOU HAVE
A SMART WEBSITE?

FIND OUT WITH OUR 7-POINT CHECKLIST



IS YOUR WEBSITE STICKY?

Your site needs to **Attract the Right Visitors** - The right visitors are qualified visitors. And qualified visitors lead to better conversions.



IS YOUR WEBSITE DATA-DRIVEN?

It's All in the Numbers - Use both qualitative and quantitative research data to inform more informed and precise design decisions for your website.



IS YOUR WEBSITE BEING SEEN?

Increase Visibility & Exposure - 90% of people use search engines to find info on products, services or businesses. Will they find you?



DO YOU HAVE AN EDGE?

Outsmart Competitors - Either you or your competitor is going to engage your potential customer first. A robust content strategy is the key to winning this race.



IS YOUR SITE INSPIRING ACTION?

People Want to Click Something - Relevant content and calls-to-action inspire people to take action — which is the integral metric for determining ROI.



ARE YOU INCREASING LEADS?

Increase Leads = Increase Sales - Your website is better than your best salesperson by communicating faster and more convincingly, while maintaining a singular voice.



DOES IT INSPIRE LOYALTY?

Retain Loyalty - Provide powerful reasons to revisit the website and further engage with content, features and calls-to-action.

REAL RESULTS START WITH A SMART WEBSITE

Can we help your website become more effective for you by becoming a smart website?

For more information visit <http://www.wearefrndly.com>