

Make Your Website Work for You

It's more important than ever to have a professional website. A website can promote products and services, create brand visibility, drive online customers to your store, and build strong connections with your audience.

7 Characteristics of a Great Website



Goal-Oriented

How will your business grow? Are you tracking your site metrics against SMART business goals?



Search-friendly

Can search engines find your website? Does your site provide content that is searched for by potential customers?



Useful

Does your website provide valuable content that's updated regularly? Does the content have meaning to your target audience?



Organized

Is your site easy to navigate? Can customers find what they're looking for without extra steps?



Convenient

Is it easy to use your site on all devices? Is it tailored to meet the needs of your target audience?



Fast-loading

How quickly does your site load on desktop and mobile devices?



Trustworthy

Does your website inspire trust and protect customer data? Do you have a working SSL certificate and ratings, reviews, and contact info?

Grow with Google

Mapping a SMART Goal

A SMART goal follows a set of criteria to ensure the goal is specific, measurable, attainable, relevant, and time-bound. Use the table below to map out your SMART goal.

	Ask Yourself:	Write Your Answer:
Specific	What do I want to accomplish? Why? What are the requirements?	
Measurable	How will I measure progress? What is success?	
Attainable	What are the steps I need to take? Do I have the necessary resources?	
Relevant	Is this a worthwhile goal? Is this the right time?	
Time-Bound	How long will this take? What is the deadline?	

Elevate Your Website with Google Tools



Google Analytics

Get a deeper understanding of your customers. Google Analytics gives you the tools you need to analyze data and make better business decisions. View reports that help you understand visitor behavior and evaluate the performance of your site. g.co/analytics



Google Search Console

Monitor your website's traffic and performance in Google Search and fix issues. g.co/searchconsole



Google Trends

Learn what words and phrases are popular on Google Search and create content that connects with searchers. g.co/trends

For additional resources check out google.com/grow