

# Y DIY?

Here's why D-I-Y may not be the best way to go for Y-O-U

**Making a website is easy.  
Building an effective website is hard.**

**64%**

of small businesses currently have a website, so yours has to be easy to find.<sup>1</sup>

**84%**

of consumers would abandon a purchase if it happened on an unsecured website.<sup>1</sup>

**74%**

of mobile users say they'd abandon a website if it took more than 5 seconds to load.<sup>2</sup>

**85%**

of websites don't have the advanced technology to perform the way they should.<sup>2</sup>

**When Hibu builds your website, we do all this and more...**

- ✓ **Write your copy**  
Professional copywriters make sure your site promotes all the things that make you a better choice than your competition.
- ✓ **Design your site**  
Your custom website will be designed based years of local marketing experience and on what we've seen work best for your specific industry.
- ✓ **Host your site**  
All those technical behind-the-scenes details that are required to keep your site live and working the way it should – things the average DIYer never considers.
- ✓ **Ensure your site is secure**  
Our websites come equipped with an SSL certificate, so Google won't flag it as "Not secure". The "https" in your domain name tells visitors that your site is safe and secure.
- ✓ **Make you "visible" to voice search**  
Whether your customers are asking Alexa, Siri or Google, we make sure your essential business info can be found with voice search.
- ✓ **Build in the power of schema**  
Our sites give search engines much more information — so they'll present your site, rather than your competitor's, when someone is searching (or asks) for what you do.
- ✓ **Sync your site with all your other digital marketing**  
Your website will be built to work together with all the parts of your digital marketing — including your listings, social media, and reviews – to ensure consistency and maximize your results.
- ✓ **Encourage engagement**  
We'll build your site to feature the right types of engagement and content for your vertical — presenting you in the best way possible.
- ✓ **Make it easy to keep your site up-to-date**  
If you want, you can easily make changes, add pages or upload images but you don't have to – just tell us what you want and we'll make the changes for you. And more than just our site, we make sure changes to your site are also changed on your Google My Business page.

**If you're NOT a...**

**Copywriter**



**Designer**



**SEO Specialist**



**Web Developer**



**there's NO WAY you can DIY all this  
and still run your business!**

Y DIY when Hibu will do it for you?  
**Call Hibu today 855-727-1889**