



# 10 Missing Pieces

## ON LOCAL BUSINESS WEBSITES

Puzzled about what your site needs today?  
See the big picture for your small business.

**hibü**<sup>TM</sup>

# 1 Good Design

Don't let do-it-yourself design DO IN your website

**75%**

of website credibility comes from the site's design<sup>1</sup>

Your design is what makes that crucial first impression – and helps all the other pieces fall into place.



# 2 Mobile & Voice Optimization

Get seen and heard on tablets, phones and in-home devices

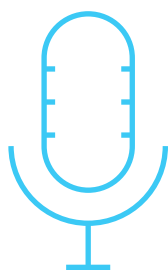
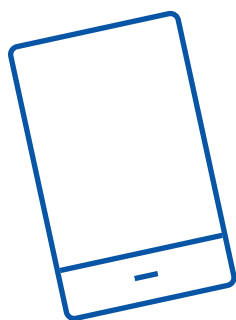
**70%**

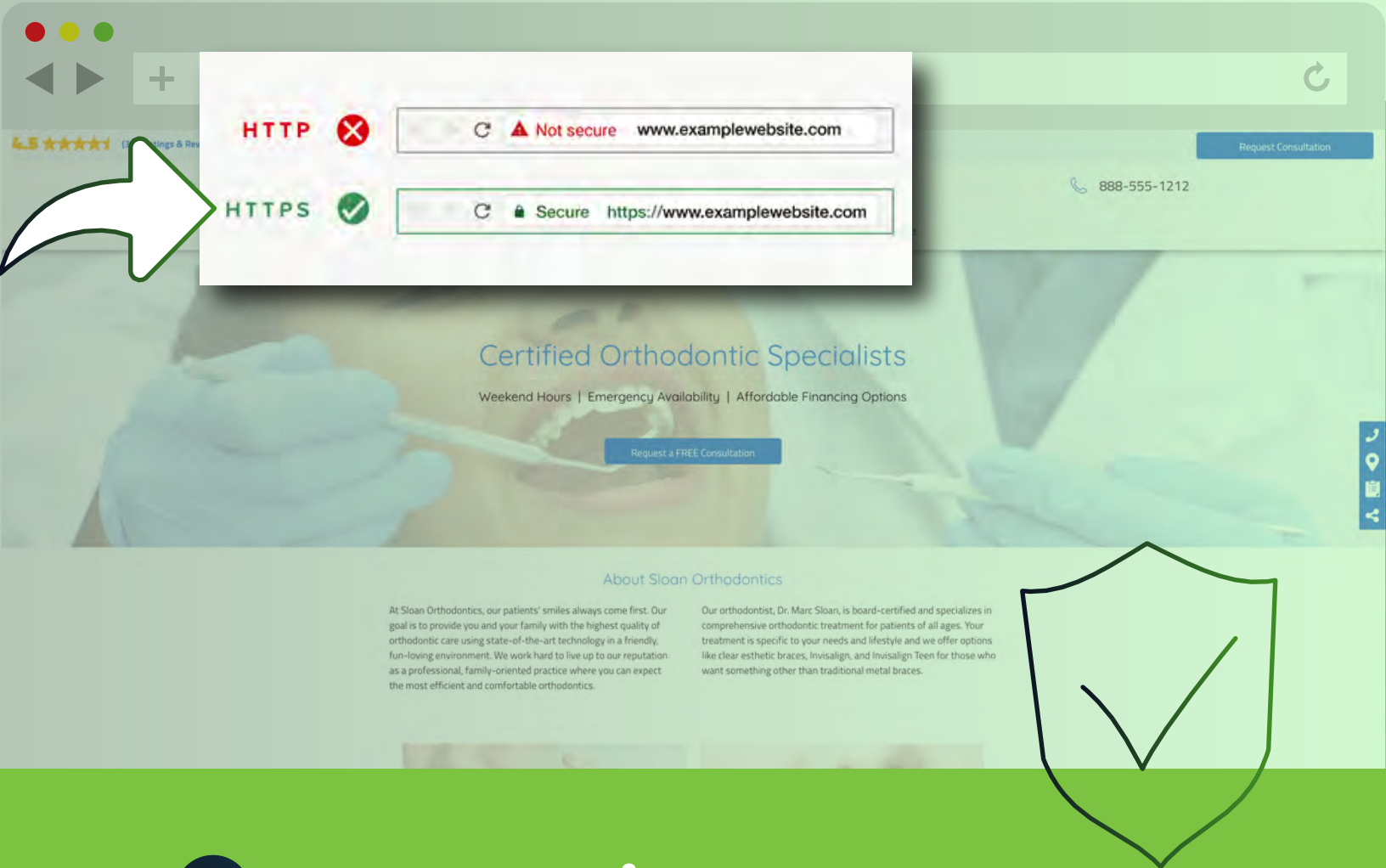
of the total digital media time in the U.S. comes from smartphones<sup>2</sup>

**48%**

of consumers surveyed say they use voice assistants for general web searches<sup>3</sup>

A site that works on smartphones and with Alexa, Siri and Google Assistant is a crucial piece of the puzzle today.





### 3 SSL Security

Google started marking websites that don't start with "https" as "Not secure" in July 2018<sup>4</sup>

An SSL / HTTPS-secure site might be the missing piece that turns your site visitors into new customers

- ✓ **It builds your customers' trust**  
A secure site protects any personal information your site visitors share with you
- ✓ **It meets Google's Tlatest standards**  
Google expects sites to be secure — and could eventually lower your search ranking if yours isn't
- ✓ **It's good for your business**  
You need a secure, trustworthy website that makes your customers feel safe



## 4 Call to Action

Tell your site visitors what to do – and make it easy for them to do it

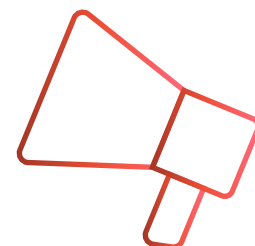
**70%**

7 in 10 small business websites don't include a call to action<sup>5</sup>

**68%**

don't display an email address on their home page<sup>5</sup>

Don't leave your site visitors puzzled. Make sure they know what to do and how to reach you from every page of your site.



## 5 SEO

Get found on Google, Yahoo! and Bing

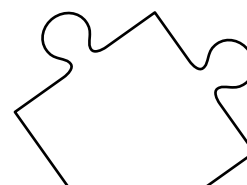
**77%**

of Google users say they search for something on Google 3 or more times each day<sup>6</sup>

**92%**

of clicks go to businesses on the first page of the search results<sup>7</sup>

If your business can't get near Page 1, don't expect your customers to hunt around for what they can't find – SEO helps your site rise to the top of the pile.





## 6 Reviews from Your Customers

Track your site performance to make educated updates



**79%**

of consumers trust online reviews as much as personal recommendations<sup>8</sup>

**52%**

won't consider using a business with less than 4 stars<sup>8</sup>

Let the feedback from your happy customers paint a positive picture for your next customer



## 7 The Right Name, Address & Number

**Make sure your customers know that they've come to the right place**



**71%**

of businesses are either missing a phone number or have an incorrect phone number across their listings<sup>9</sup>



**72%**

of businesses are either missing an address or have an incorrect address listed across their listings<sup>9</sup>

There's nothing more frustrating than puzzle pieces that don't add up. You need your customers to be confident that they can reach you by phone, email or in person.



## 8

# Focus on Your Customer

**REMEMBER:** your site is about your customers' needs

Consumers are looking for surprisingly simple things on your website, like:

- ✓ Easy navigation
- ✓ Descriptions of your products and services
- ✓ Pictures of your products and services

Your site visitors are looking for a particular piece to their puzzle – focus on what they need to know, not what you want to say, and you'll see more engagement on your site.





## 9 Professional Support

Trust the professionals to keep your site in one piece

**58%**

of SMBs say they spend 5 hours or less per week on marketing<sup>10</sup>

Partner with professionals to keep your site up to date and on track while you focus on what matters most — running your business.



## 10 Powerful Technology

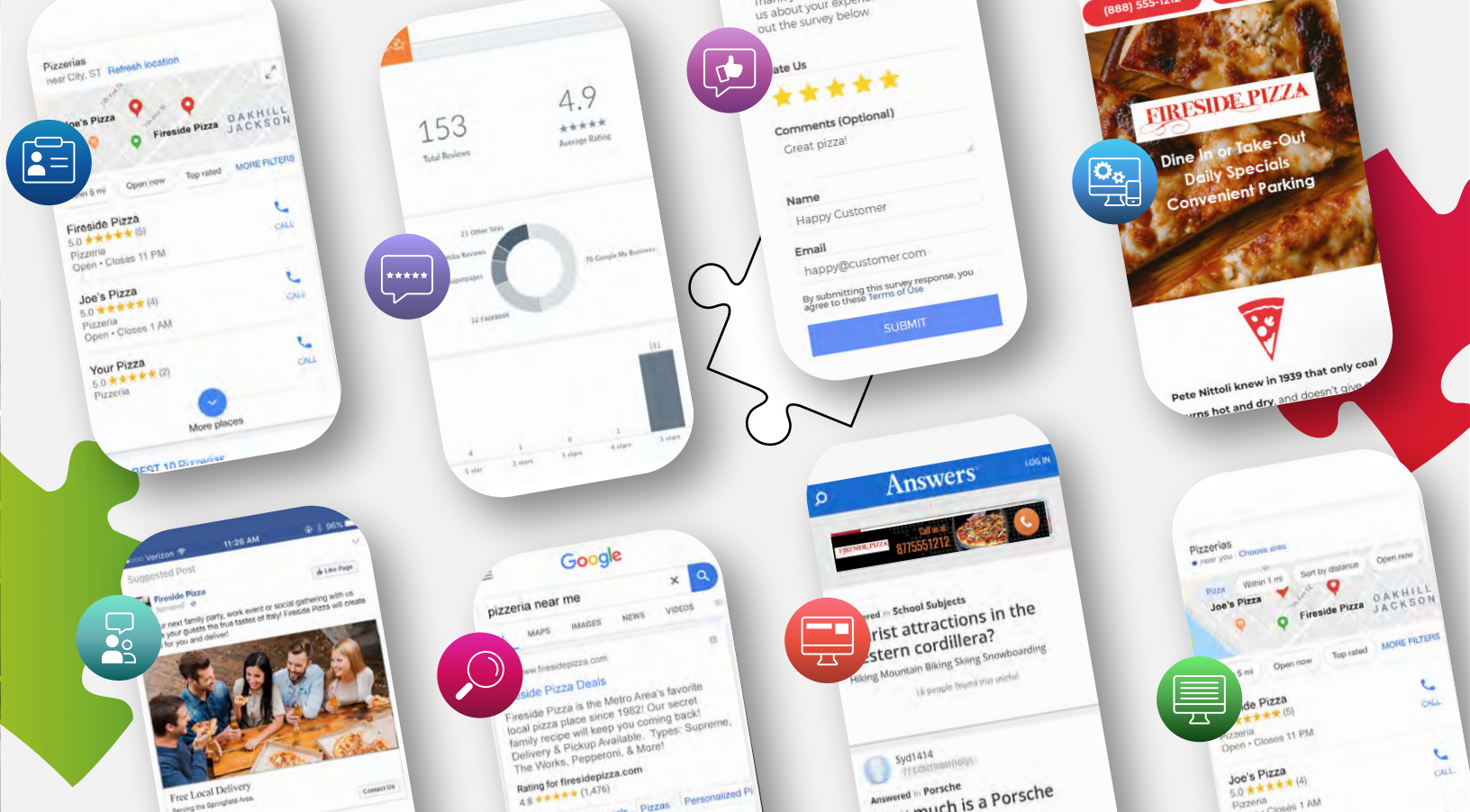
The right technology and code can pull all the pieces together

A website that works for computers, smartphones, tablets, voice search devices, search engines AND your site visitors doesn't happen by accident. You need a platform and a partner who can match up all the right pieces.

**85%**

of websites today don't use the powerful technology that helps Hibu Smart Sites perform better<sup>11</sup>

Schema markup  
SSL security  
On-Page SEO  
Mobile optimization Title tags  
Call to action  
Social integration  
Analytics Blog  
Responsive design  
Reviews integration Engagement menus  
Consistent NAP



# Put a site together that shows the whole picture

At Hibu, we build small business websites that look great and get you found – everywhere that matters online.

- ✓ Search engines
- ✓ Directory sites
- ✓ Social media
- ✓ Google, Siri and Alexa voice search-enabled devices
- ✓ Computers, smartphones and tablets

Talk to a Hibu digital marketing expert today



# Better results working together

Why work harder when you could market smarter? At Hibu, our goal is to help you achieve your goals, by building you a complete digital marketing solution — a custom, interconnected digital marketing campaign that works to maximize your results and deliver what you want. Tell us what you want to achieve – more visibility, more visitors, more leads... or all three — and we'll build you a smart, easy digital marketing solution designed to deliver the results you want.

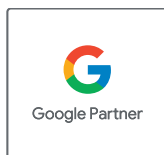
Visit **Hibu.com** to learn more or talk to us today at **855-409-6569** to take the first step towards smarter digital marketing.

## About Hibu

Hibu is a leading provider of custom, innovative digital marketing solutions for local businesses across the US – providing clients with a custom integrated digital marketing solution designed to attract and retain customers.

Hibu offers comprehensive DIFM (Do-It-For-Me) solutions powered by Hibu's advanced proprietary Digital Marketing Platform. Plus, Hibu utilizes decades of digital marketing campaign data and a one-on-one service model to maximize marketing ROI (Return on Investment) for clients across a wide range of industries.

Hibu's integrated solutions include custom website development, listings and reputation management, retention marketing, automated email and text marketing, search engine optimization (SEO), search, social, and display advertising. Hibu is a Meta Marketing Partner, Google Partner, and Microsoft Advertising Select Channel Partner.



*This content was adapted from our earlier guide developed by Localogy and Hibu*

<sup>1</sup>WebFX.com "Website Statistics for 2020: 10 Critical Stats to Know for Web Design"

<sup>2</sup>Marketingcharts.com "Smartphones Now Account for 70% of US Digital Media Time," 2019

<sup>3</sup>Search Engine Land "Study: 48% of consumers use voice assistants for general web search," 2019

<sup>4</sup>Google announced that non-SSL sites would be labeled as "Not secure" in the navigation bar of Google Chrome starting in July 2018

<sup>5</sup>Espresso.digital "2019 Small Business Websites Statistics You Need to Know to Stay Ahead of the Digital Curve"

<sup>6</sup>Moz.com "We Surveyed 1,400 Searchers About Google - Here's What We Learned," 2019

<sup>7</sup>Smart Insights "100+ must-see digital marketing research statistics for 2019"

<sup>8</sup>BrightLocal "Local Consumer Review Survey 2020"

<sup>9</sup>Vendasta "Beyond the NAP: Critical Date for Online Business Listings"

<sup>10</sup>Outbound Engine "Stress, Time & Growth: Factors Affecting Small Business Marketing 2019"

<sup>11</sup>W3Techs.com "Usage statistics of structured data formats for websites," 2020

