WHY IT'S ALWAYS TIME TO UPDATE YOUR WEBSITE

Chambers Need Adaptable Website Tools

In today's high-tech, always-connected global marketplace, most chambers use their websites as a tool to reach out and share information with their members and their community.

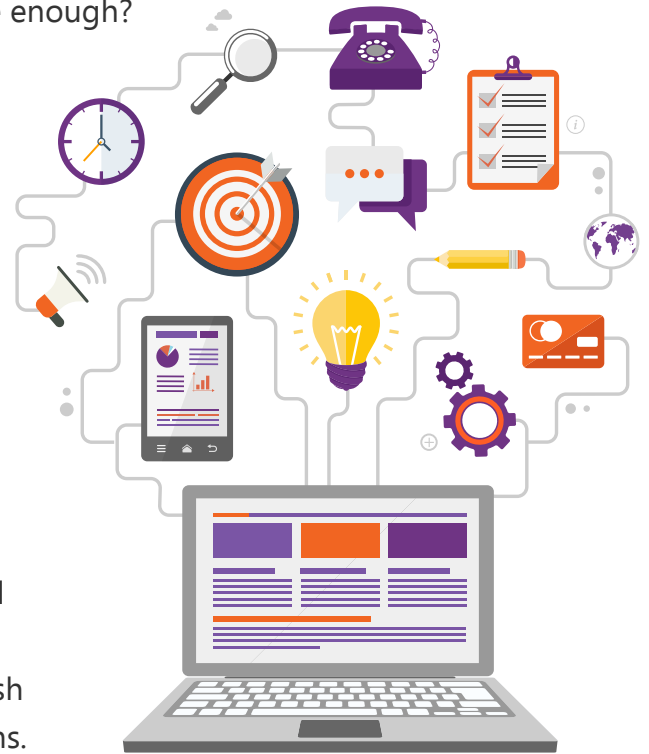But as technology evolves, is simply having a website enough? **Not anymore.**

Mobile technology is changing how consumers research options and make buying decisions. Whether they're at home on a laptop or in a store on their smartphone, when people have questions or need information, they want answers immediately. And, regardless of the types of questions, most people use the internet to find answers. Your chamber website can be the source for those answers, but...

Search engine algorithms are programmed to reward frequently updated websites with higher rankings in search results. Websites that consistently provide fresh and compelling content benefit from those algorithms. So, periodic updates add value to your organization's website by allowing new visitors to find you (and your members) online.

In a custom research Nielsen study, commissioned by Google in 2013, the study found:

- 94% of people who own smartphones search for local information on their phones.
- An average of 15 hours/week is spent performing mobile web searches.
- 69% of these mobile users were located within five miles or less of the businesses they were searching for.
- 93% of consumers who used their mobile devices for research then completed a purchase, most often in person at the store.

Chamber websites that have a competitive advantage not only provide the right answers at the right time, but feature a responsive web design, which optimizes the website appearance no matter what mobile device their viewers are using.

chambermaster
membership, marketing & website solutions

1 800.825.9171   www.chambermaster.com   sales@growthzone.com

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ChamberMaster uses analytics to measure web traffic counts of 2000+ organizations using our software. This data shows that as chamber websites are updated, their web traffic counts also steadily climb upward. Page views increase for unique visitors, as well as return visitors.

On April 21, 2015, Google made a game-changing move by releasing an update to its search engine algorithm that was designed to create a better search experience for mobile users. If your chamber website isn't mobile-friendly, their update could be detrimental to your search rankings.

Does Your Chamber Website Need a Redesign?

**If you're unsure, ask yourself these questions:**

FRIENDS FOREVER

- Is it mobile friendly? In the past, websites were designed for optimization on a desktop or laptop computer. Today, most experts suggest that websites should focus on mobile-friendliness first and desktop design second. Google offers a Mobile-Friendly Test that will identify specific issues that should be fixed.
- Is your old-school technology making it difficult for you and your staff to update content regularly, either in the office or on-the-fly via a mobile device? Do you have easy access to a cloud-based management system?
- Do you have constant fresh web content, including blogs, images, newsletters, videos with links to social media, collectively working to drive web traffic to your chamber site?
- How visible is your brand? Do the chamber members view your website as a benefit of their membership?
- How does your website compare to your competitors, such as national directory sites? Are you proud of your website?
- Are you able to measure your website's success and use these analytics to build stronger engagement with your members and other web viewers?
- Does your chamber offer members a downloadable mobile app to update member profile information and register and check into events from anywhere?

WHY IT'S ALWAYS TIME TO UPDATE YOUR WEBSITE

Members Want an Chamber Website that:

- Makes it easy for members to search for other members, look up relevant information that impacts their business, and also make changes to their own member profiles themselves.
- Delivers a positive experience for web visitors, boosting the chamber's reputation and brand.
- Offers a responsive web design that allows the site to adjust to various mobile screens. If your website has become less effective as a marketing tool or has been slipping in search rankings, it's time for an update.

DONE
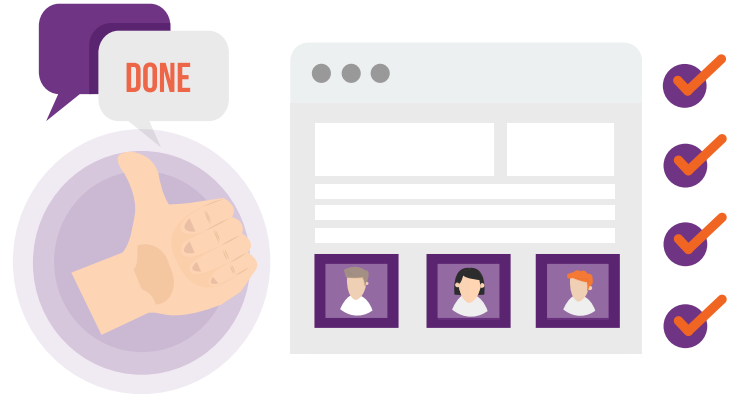
ChamberMaster Website Services

Whether you simply want to populate your existing website with useful ChamberMaster website modules or create a new website from scratch, we have an experienced developer and design team who will accommodate your objectives and budget. We've designed and built hundreds of compelling Chamber, Association and CVB websites, so let us help you enhance your brand and drive increased traffic and engagement to your most important public-facing asset.

About ChamberMaster

ChamberMaster Member Management Software is powerful, easy-to-use, and designed to manage all of the day-to-day operations of member-based organizations. See for yourself how the feature-rich ChamberMaster member management system can benefit your chamber.

Contact us today for a personalized product demo »

Download a free copy of our Member Management Software Buyer's Guide »

It's got everything you need to make an informed decision, including what criteria to look for and all the questions you need to ask.

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