Website Build and Content Authoring

Service Introduction: Forbes (Feb 2023) magazine says:

- There are about 1.13 billion websites on the internet in 2023.
- Only 71% of businesses have a website in 2023.
- In North America, 51.2% of web traffic comes from mobile devices.
- 43% of small businesses plan to invest in their website performance.

These trends underline the growing importance of having an effective online presence for businesses of all sizes. With information seekers, shoppers and buyers increasingly relying on the internet to make purchasing decisions, having a well-designed and optimized website is critical for a business's success in today's digital landscape. These businesses understand the potential for growth and success through a strong online presence, making website performance a top priority for their growth plans.

HighLights:

- Half (50%) of internet users consider a website's design when forming an opinion about a business. It's important for websites to have a well-designed layout, with elements such as easy navigation, attractive visuals and clear calls to action to make a positive impact on potential customers.

Here are a couple of items to consider when starting or upgrading your website:

- Plan ahead: Planning your website can save you time and money, and avoid unnecessary revisions.
- Consider your goals: Define your website's purpose, goals, and target audience.
- Consider your navigation: Choose a layout that is easy to use and navigate through. Menu items should be easily accessible from any page.

Service Overview: Not our only tool, but one of our favorite tools is HubSpot. You are likely somewhat familiar with the features & functions of a Content Management System. Now, what if we told you that you can leverage content management along with the power of CRM integration?

"Success is Not Final, Failure is Not Fatal: it is the Courage to Continue that Counts."

Winston Churchill

Whether you want to migrate your website from your existing CMS to another, build a new website without having to code, create landing pages with ease, develop custom modules or more, TCC's HubSpot CMS services make all this possible.

What is great about HubSpot CMS and HubSpot CRM is its integration and ease. This integration affords businesses an all-in-one solution, merging sales, marketing, and service operations onto a single platform.

HubSpot CMS Hub has flexible themes and content structures that allow developers to build websites quick and non-developers to maintain it without needing ongoing developers.

Get visually impressive, own the digital space!

Learn More…