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The Importance of Responsive Websites

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Did you know that more than [75 percent of Americans](#) now use smartphones? American adults average 3 hours a day on their mobile devices.

More and more, Americans rely on their smartphones to learn about businesses. A full [97 percent of consumers](#) search for products and services online. Research shows that 91 percent of consumers who visit a business online will follow up by shopping at its brick-and-mortar store. Often, within [24 hours](#).

Unfortunately, almost half of the small businesses in America do not take advantage of this direct connection with consumers by having a website. If they do have a website, it's been designed to show up on a home computer but will display poorly on a tablet or smartphone because it is not responsive or modern. This bothers [91 percent of mobile users](#) looking to access information, and 57 percent of users [won't recommend a business](#) that shows up poorly on their mobile devices. **More than ever, first impressions matter. And first impressions now occur ONLINE.**

In today's world, a mobile marketing strategy is [increasingly crucial](#) to the success of any business. Research shows a growing number of American adults use their [smartphones as their primary means of online access](#) at home.

Most small businesses also do not use popular social media channels that could further strengthen their relationships with shoppers. 84 percent of customers believe retailers should be doing more to better [integrate their offline and online channels](#).

Nationwide, these types of disconnects with modern shopping habits could be keeping entrepreneurs from [millions of customers—and dollars](#).

Do you have a web presence? [Don't delay any further.](#)

Online Marketing Tips

If you have a website, try these easy ways to increase business.

- Use 1-click calling and mapping of your store so consumers can easily call you and/or find your store.
- Integrate your website with social media. Share articles and information about your store with 1 click from your website to your social media pages.
- Register your store and website with google, bing, yelp, and other sites to increase your SEO (search engine optimization) and visibility on the web.
- Update your website content monthly with seasonal articles and store specials. This improves your SEO (search engines take notice of new content!) and keeps readers engaged and coming back to your site and store.
- Align your web content to better match your customers' needs compared to other websites and increase your chance of appearing at the top of web searches.
- Offer an e-newsletter sign up on your website and in store by the registers so you can create an e-mail contact list and stay connected with your customers.
- Use e-newsletter analytics to test different strategies for increasing loyalty, [generating more sales](#), and taking your business to the next level.

Do you need help with an updated website? Call us at (603) 283-0034 so we can tell you about the digital programs we offer natural products retailers. Learn more online at tasteforlife.com/retail-marketing/natural.