

Could your website use an update?

Long gone are the days when your organization's website could simply be an online brochure loaded with text and sparse on useful functionality. With e-commerce, streaming video, database driven content, and more -- today's websites have a far heavier lift. And since your website may be the only contact your target audience has with your organization, it's more important than ever that it's 'findable,' accessible, navigable on all major platforms, and well-protected from online threats.



Let's get business booming *again!*

Get a free estimate to update your website today!

With more than 20 years of experience building and maintaining a wide range of websites, Cowley has both experience and the passion to help you meet your online objectives. To find out if YOUR website is as well-branded, hardworking, and user-friendly as it can be – **contact Gail Cowley today to arrange a free, 4-point audit and enhancement estimate: 315.475.8453 x222 or gcowley@cowleyweb.com**

IS IT MOBILE FRIENDLY?



With 66% of world's total population using some sort of mobile device – and mobile data traffic projected to increase nearly 3x between 2018-2021 – your website needs to be mobile-friendly (aka: responsive). Cowley's proven approach to migrating from traditional to mobile-friendly makes the transition easy, efficient, even enjoyable.

IS IT SEARCH OPTIMIZED?



Competition for viewers and customers is fierce. Fortunately, proven search engine optimization (SEO) strategies and tactics can increase your search engine rankings and markedly increase your visibility. From compelling on-page content, to off-site links, to keyword management, to the unseen world of tagging... Cowley can help your target audience find you.

IS IT ACCESSIBLE TO ALL?



Today, equal access to your online property is as important as access to your physical plant. It's also mandatory if your organization participates in the governmental, healthcare, or education sector. From font choices, to descriptive photo tags, machine-readable text – Cowley can ensure your site delivers a positive experience for users with visual, audio, or physical disabilities.

IS IT WELL SECURED?



You might not think of your website as a portal into your business, but an unsecured website can be used to relay spam, offer hackers 'free' server space for illicit activity, as a way for ransomware, among many other threats. Cowley, and our IT ally NetManageIT, can help protect your website from online threats.

NEW: Cowley now offers websites developed with **Drupal 9**. Contact us to learn its advantages!



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