

# Top 5 Tips to Improve Your Website

1

## Upgrade Your Template

If you haven't tried a new, trending website design, you're due for an upgrade! Trending templates feature a modern look that fits right in with today's standards and style.

2

## Share Products on Social Media

Linking to your company's Facebook account is an easy way to broaden your website's reach. Don't have a social presence, or too overwhelmed to keep up with it? Visit [asimarketingservices.com/socialboost](http://asimarketingservices.com/socialboost) to learn how ASI® can manage your Facebook page.



3

## Market Your Website Through Email Marketing in ESP

With ESP®, you get 50 FREE email sends every month. All you have to do is pick a template, design your email and send it to customers and prospects. Your web traffic will increase in no time.

4

## Keep It Updated

Use seasonal banners and add product collections to keep your website fresh, topical and interesting all year round.

5

## Don't Ignore Copy

Popular search engines like Google prioritize websites with frequently updated copy. Be sure to keep an eye on your content and update it as often as possible.

Did you know ASI offers customizable ESP Websites™?  
Our design experts make it easy to implement these tips and more!  
Get your ESP Website or design help today by visiting [getESPwebsites.com](http://getESPwebsites.com).