



Annual Website Checkup

Website Content

- I haven't updated the pictures in over a year
- I never change the website's text in sections like "About Us" or the welcome page
- Critical items like descriptions, rates, and policies are no longer accurate
- My "current" reviews are from 2001
- We have new amenities, but they're not on the website
- Amenities we no longer offer are still listed on the website
- We have occasional specials, but we don't post them online
- There's a special on my website, but it's expired

Website Design & Structure

- It's hard to navigate my website
- My website uses frames for layout
- The site isn't optimized for search engines
- My website's design doesn't reflect my business
- The graphics are poor quality or blurry

If you checked any of the above boxes, it's time for an update.

Call us at 609-898-4500 or email updates@capemay.com