

local seo for service area business

local seo for service area business is an essential strategy for companies that operate in specific geographic regions but provide services to multiple locations. Unlike traditional businesses that rely solely on a physical storefront, service area businesses (SABs) must optimize their online presence to attract customers in various areas. This article delves into the intricacies of local SEO, highlighting its importance, the best practices to implement, and the tools available to enhance visibility in local search results. By understanding and implementing local SEO strategies, service area businesses can significantly increase their online visibility, attract more local customers, and ultimately boost revenue.

- Understanding Local SEO
- The Importance of Local SEO for Service Area Businesses
- Key Strategies for Effective Local SEO
- Optimizing Google My Business
- Building Local Citations
- Utilizing Reviews and Reputation Management
- The Role of Content Marketing in Local SEO
- Monitoring and Measuring Local SEO Success

Understanding Local SEO

Local SEO refers to the process of optimizing your online presence to attract more business from relevant local searches. This is particularly critical for service area businesses that do not have a physical storefront accessible to customers but operate within specific geographic boundaries. Search engines like Google prioritize local results when users search for services that are location-based. Understanding how local SEO works is fundamental for any service area business that aims to increase its online visibility and attract nearby customers.

Key Components of Local SEO

Local SEO encompasses several components that work together to improve a business's visibility in local search results. Some of the key elements include:

- **Google My Business (GMB):** A crucial listing service that helps businesses manage their online presence across Google.

- **Local Keywords:** Targeting specific keywords that include geographic locations to increase relevance.
- **Local Listings:** Ensuring your business is listed in relevant local directories and platforms.
- **Reviews and Ratings:** Collecting positive customer feedback to enhance credibility and visibility.

The Importance of Local SEO for Service Area Businesses

For service area businesses, local SEO is not just an option; it is a necessity. As more consumers turn to the internet to find local services, businesses that optimize their online presence for local searches can gain a competitive edge. The significance of local SEO includes:

- **Increased Visibility:** Proper local SEO practices boost your rankings in search engine results, making it easier for potential customers to find you.
- **Targeted Traffic:** Local SEO attracts customers who are specifically looking for services in your area, leading to higher conversion rates.
- **Enhanced Trust and Credibility:** A strong local SEO presence, coupled with positive reviews, builds trust and credibility among potential customers.
- **Cost-Effective Marketing:** Compared to traditional advertising methods, local SEO is often more affordable and yields better returns.

Key Strategies for Effective Local SEO

Implementing effective local SEO strategies involves a multi-faceted approach. Below are some essential strategies that service area businesses should consider:

Optimize Your Website for Local Search

Your website should be optimized for local searches by incorporating relevant local keywords into your content. This includes using your city or region in titles, headings, and meta descriptions. Additionally, ensure your website is mobile-friendly, as a significant number of local searches are conducted on mobile devices.

Create Location-Specific Pages

If your service area covers multiple locations, consider creating dedicated pages for each area. This allows you to tailor content specifically to each location, enhancing relevance for local searches. Include unique content, local keywords, and specific services offered in each area.

Optimizing Google My Business

Google My Business is a powerful tool for improving local SEO. It allows businesses to manage their online presence on Google, including search and maps. Optimizing your GMB listing is crucial for local visibility.

Claim and Verify Your Listing

The first step is to claim and verify your Google My Business listing. This process ensures that you have control over your business information displayed on Google. Once verified, ensure that all information, such as your business name, address, phone number, and business hours, is accurate and up-to-date.

Utilize GMB Features

Google My Business offers various features that can enhance your listing, including:

- **Posts:** Share updates, offers, and events to engage customers.
- **Photos:** Upload high-quality images of your services, staff, and location.
- **Questions and Answers:** Respond to FAQs to provide valuable information to potential customers.

Building Local Citations

Local citations refer to any online mention of your business's name, address, and phone number (NAP). Consistent citations across various platforms enhance your business's credibility and visibility in local search results.

Directory Listings

Ensure your business is listed in relevant local directories such as Yelp, Yellow Pages, and other industry-specific directories. Consistency in your NAP information across these listings is crucial for local SEO.

Engage with Local Communities

Participate in local community events and online forums to build relationships and gain citations from local websites. This engagement can lead to backlinks, further boosting your local SEO efforts.

Utilizing Reviews and Reputation Management

Online reviews play a significant role in local SEO and can influence consumer decisions. Actively managing your online reputation is essential for service area businesses.

Encouraging Customer Reviews

Encourage satisfied customers to leave positive reviews on your Google My Business listing and other review platforms. Responding to these reviews, both positive and negative, demonstrates your commitment to customer satisfaction.

Monitoring Your Reputation

Regularly monitor your online reputation using tools that track mentions and reviews. This allows you to address any negative feedback promptly and improve your overall service quality.

The Role of Content Marketing in Local SEO

Content marketing is a powerful tool that can enhance your local SEO efforts. By creating valuable, location-specific content, you can attract local customers and establish your business as an authority in your field.

Creating Localized Content

Develop blog posts, articles, and guides that cater to your local audience. This could include tips, local news, or industry insights relevant to your service area. Ensure that your content incorporates local keywords to improve search visibility.

Utilizing Local Events and Trends

Capitalize on local events, holidays, or trends in your content marketing. This not only engages your audience but also positions your business as part of the local community.

Monitoring and Measuring Local SEO Success

To ensure the effectiveness of your local SEO strategies, continuous monitoring and measurement are

essential. Utilizing various tools and analytics can provide valuable insights into your performance.

Utilizing Analytics Tools

Google Analytics and Google Search Console are powerful tools that can help you track website traffic, user behavior, and search performance. Analyze the data to understand which strategies are working and where improvements are needed.

Tracking Local Rankings

Regularly check your local search rankings for targeted keywords to gauge your SEO success. Tools like Moz and SEMrush can assist in tracking your rankings and providing insights into your SEO performance.

Conclusion

Implementing effective local SEO strategies is vital for service area businesses aiming to increase their online visibility and attract more local customers. By optimizing your Google My Business listing, building local citations, managing your online reputation, and creating localized content, you can significantly enhance your chances of ranking higher in local search results. Continuous monitoring and adaptation of your strategies will ensure sustained success in the competitive landscape of local SEO.

Q: What is local SEO for service area businesses?

A: Local SEO for service area businesses refers to the optimization strategies applied to attract more customers from specific geographic areas through search engines. It focuses on improving visibility in local search results and includes practices like optimizing Google My Business listings, building local citations, and managing online reviews.

Q: How does Google My Business affect local SEO?

A: Google My Business significantly impacts local SEO as it helps businesses manage their online presence on Google. A well-optimized GMB listing can increase visibility in local search results and Google Maps, making it easier for potential customers to find and contact the business.

Q: Why are online reviews important for local SEO?

A: Online reviews are crucial for local SEO as they influence consumer trust and decision-making. Positive reviews can enhance a business's credibility, improve its rankings in search results, and attract more local customers.

Q: What are local citations, and why do they matter?

A: Local citations are online mentions of a business's name, address, and phone number (NAP). They matter because consistent citations across various platforms improve a business's credibility and visibility in local search results, helping it rank higher in local queries.

Q: How can I measure the success of my local SEO efforts?

A: The success of local SEO efforts can be measured using tools like Google Analytics and Google Search Console to track website traffic and user engagement. Additionally, monitoring local rankings for targeted keywords and analyzing customer inquiries and conversions can provide insights into the effectiveness of your strategies.

Q: What content should I create for local SEO?

A: For local SEO, you should create content that addresses the needs and interests of your local audience. This includes blog posts, articles, and guides that incorporate local keywords and discuss local events, trends, or tips relevant to your industry and service area.

Q: Can social media impact local SEO?

A: Yes, social media can impact local SEO by enhancing brand visibility and engagement. Sharing localized content, promoting customer reviews, and interacting with the local community on social media platforms can attract more traffic to your website and improve your local search performance.

Q: How often should I update my Google My Business listing?

A: You should update your Google My Business listing whenever there are changes to your business, such as new hours, services, or locations. Regularly posting updates, offers, and engaging content can also keep your listing fresh and improve customer interaction.

Q: Is it necessary to have a separate website for each service area?

A: While it's not strictly necessary, having separate pages for each service area on your website can be beneficial. This allows you to tailor content and optimize for local keywords specific to each location, improving relevance and visibility in local search results.

[Local Seo For Service Area Business](#)

Find other PDF articles:

Related to local seo for service area business

New Brunswick Today | New Brunswick, NJ Local News New Brunswick Today is the paper of record for New Brunswick, NJ. The watchdog publication fiercely defends free speech and civil rights

New Brunswick Cop Shoots and Kills 68-Year-Old Woman in City police shot and killed a 68-year-old woman inside of the high-rise senior apartment building where she lived

110 Candidates Competing in School Board Elections Around There are 110 candidates running for Board of Education (BOE) seats here in Middlesex County in the November 4 election, nine more than last year

Reports: State Police Lt. Found Dead in Johnson Park After A state police lieutenant who was part of the unit that protects the governor was found dead in a county park here, after the high-ranking cop allegedly shot and killed two other

Flu and COVID-19 Vaccines Available for Respiratory Virus Season Middlesex County will host 13 free flu vaccination clinics from Oct. 7-Nov. 5 for county residents. MIDDLESEX COUNTY, NJ—Respiratory Virus Season (RVS) refers to the

About 1 in 4 Hub City Votes Backed Trump's Return to Power Roughly 25% of city voters who cast ballots in the November 5 US Presidential election backed embattled Republican ex-President Donald Trump in his bid to return to the

Middlesex County Jazz Festival Comes to New Brunswick 5 days ago The Middlesex County Jazz Festival is celebrating its 3rd annual Jazz Festival with free concerts in four towns, and New Brunswick's show set for Sunday afternoon

New School Year Begins At Rechristened Robert J. Boyler NEW BRUNSWICK, NJ—In June 2020, activists in this city raised a petition to rename the Woodrow Wilson Elementary School, seeking for the school to better reflect the

Slew of September Shootings Under Investigation in Hub City Local police investigated the shooting of an 18-year-old city resident on Harvey Street. Charlie Kratovil / New Brunswick Today NEW BRUNSWICK, NJ— City police are now

The Devil and Daisy Dirt: A Rutgers Professor's Twist on a Jersey A play by Rutgers professor Alex Dawson explores the most famous mythical creature from the Garden State: the Jersey Devil

New Brunswick Today | New Brunswick, NJ Local News New Brunswick Today is the paper of record for New Brunswick, NJ. The watchdog publication fiercely defends free speech and civil rights

New Brunswick Cop Shoots and Kills 68-Year-Old Woman in City police shot and killed a 68-year-old woman inside of the high-rise senior apartment building where she lived

110 Candidates Competing in School Board Elections Around There are 110 candidates running for Board of Education (BOE) seats here in Middlesex County in the November 4 election, nine more than last year

Reports: State Police Lt. Found Dead in Johnson Park After A state police lieutenant who was part of the unit that protects the governor was found dead in a county park here, after the high-ranking cop allegedly shot and killed two other

Flu and COVID-19 Vaccines Available for Respiratory Virus Season Middlesex County will host 13 free flu vaccination clinics from Oct. 7-Nov. 5 for county residents. MIDDLESEX COUNTY, NJ—Respiratory Virus Season (RVS) refers to the

About 1 in 4 Hub City Votes Backed Trump's Return to Power Roughly 25% of city voters

who cast ballots in the November 5 US Presidential election backed embattled Republican ex-President Donald Trump in his bid to return to the

Middlesex County Jazz Festival Comes to New Brunswick 5 days ago The Middlesex County Jazz Festival is celebrating its 3rd annual Jazz Festival with free concerts in four towns, and New Brunswick's show set for Sunday afternoon

New School Year Begins At Rechristened Robert J. Boyler NEW BRUNSWICK, NJ—In June 2020, activists in this city raised a petition to rename the Woodrow Wilson Elementary School, seeking for the school to better reflect the

Slew of September Shootings Under Investigation in Hub City Local police investigated the shooting of an 18-year-old city resident on Harvey Street. Charlie Kratovil / New Brunswick Today NEW BRUNSWICK, NJ— City police are now

The Devil and Daisy Dirt: A Rutgers Professor's Twist on a Jersey A play by Rutgers professor Alex Dawson explores the most famous mythical creature from the Garden State: the Jersey Devil
New Brunswick Today | New Brunswick, NJ Local News New Brunswick Today is the paper of record for New Brunswick, NJ. The watchdog publication fiercely defends free speech and civil rights

New Brunswick Cop Shoots and Kills 68-Year-Old Woman in City police shot and killed a 68-year-old woman inside of the high-rise senior apartment building where she lived

110 Candidates Competing in School Board Elections Around There are 110 candidates running for Board of Education (BOE) seats here in Middlesex County in the November 4 election, nine more than last year

Reports: State Police Lt. Found Dead in Johnson Park After A state police lieutenant who was part of the unit that protects the governor was found dead in a county park here, after the high-ranking cop allegedly shot and killed two other

Flu and COVID-19 Vaccines Available for Respiratory Virus Season Middlesex County will host 13 free flu vaccination clinics from Oct. 7-Nov. 5 for county residents. MIDDLESEX COUNTY, NJ—Respiratory Virus Season (RVS) refers to the

About 1 in 4 Hub City Votes Backed Trump's Return to Power Roughly 25% of city voters who cast ballots in the November 5 US Presidential election backed embattled Republican ex-President Donald Trump in his bid to return to the

Middlesex County Jazz Festival Comes to New Brunswick 5 days ago The Middlesex County Jazz Festival is celebrating its 3rd annual Jazz Festival with free concerts in four towns, and New Brunswick's show set for Sunday afternoon

New School Year Begins At Rechristened Robert J. Boyler NEW BRUNSWICK, NJ—In June 2020, activists in this city raised a petition to rename the Woodrow Wilson Elementary School, seeking for the school to better reflect the

Slew of September Shootings Under Investigation in Hub City Local police investigated the shooting of an 18-year-old city resident on Harvey Street. Charlie Kratovil / New Brunswick Today NEW BRUNSWICK, NJ— City police are now

The Devil and Daisy Dirt: A Rutgers Professor's Twist on a Jersey A play by Rutgers professor Alex Dawson explores the most famous mythical creature from the Garden State: the Jersey Devil
New Brunswick Today | New Brunswick, NJ Local News New Brunswick Today is the paper of record for New Brunswick, NJ. The watchdog publication fiercely defends free speech and civil rights

New Brunswick Cop Shoots and Kills 68-Year-Old Woman in City police shot and killed a 68-year-old woman inside of the high-rise senior apartment building where she lived

110 Candidates Competing in School Board Elections Around The There are 110 candidates running for Board of Education (BOE) seats here in Middlesex County in the November 4 election, nine more than last year

Reports: State Police Lt. Found Dead in Johnson Park After Killing A state police lieutenant who was part of the unit that protects the governor was found dead in a county park here, after the

high-ranking cop allegedly shot and killed two other

Flu and COVID-19 Vaccines Available for Respiratory Virus Season Middlesex County will host 13 free flu vaccination clinics from Oct. 7-Nov. 5 for county residents. MIDDLESEX COUNTY, NJ—Respiratory Virus Season (RVS) refers to the

About 1 in 4 Hub City Votes Backed Trump's Return to Power Roughly 25% of city voters who cast ballots in the November 5 US Presidential election backed embattled Republican ex-President Donald Trump in his bid to return to the

Middlesex County Jazz Festival Comes to New Brunswick 5 days ago The Middlesex County Jazz Festival is celebrating its 3rd annual Jazz Festival with free concerts in four towns, and New Brunswick's show set for Sunday afternoon

New School Year Begins At Rechristened Robert J. Boyler Elementary NEW BRUNSWICK, NJ—In June 2020, activists in this city raised a petition to rename the Woodrow Wilson Elementary School, seeking for the school to better reflect the

Slew of September Shootings Under Investigation in Hub City Local police investigated the shooting of an 18-year-old city resident on Harvey Street. Charlie Kratovil / New Brunswick Today NEW BRUNSWICK, NJ— City police are now

The Devil and Daisy Dirt: A Rutgers Professor's Twist on a Jersey A play by Rutgers professor Alex Dawson explores the most famous mythical creature from the Garden State: the Jersey Devil
New Brunswick Today | New Brunswick, NJ Local News New Brunswick Today is the paper of record for New Brunswick, NJ. The watchdog publication fiercely defends free speech and civil rights

New Brunswick Cop Shoots and Kills 68-Year-Old Woman in Senior City police shot and killed a 68-year-old woman inside of the high-rise senior apartment building where she lived

110 Candidates Competing in School Board Elections Around The There are 110 candidates running for Board of Education (BOE) seats here in Middlesex County in the November 4 election, nine more than last year

Reports: State Police Lt. Found Dead in Johnson Park After Killing A state police lieutenant who was part of the unit that protects the governor was found dead in a county park here, after the high-ranking cop allegedly shot and killed two other

Flu and COVID-19 Vaccines Available for Respiratory Virus Season Middlesex County will host 13 free flu vaccination clinics from Oct. 7-Nov. 5 for county residents. MIDDLESEX COUNTY, NJ—Respiratory Virus Season (RVS) refers to the

About 1 in 4 Hub City Votes Backed Trump's Return to Power Roughly 25% of city voters who cast ballots in the November 5 US Presidential election backed embattled Republican ex-President Donald Trump in his bid to return to the

Middlesex County Jazz Festival Comes to New Brunswick 5 days ago The Middlesex County Jazz Festival is celebrating its 3rd annual Jazz Festival with free concerts in four towns, and New Brunswick's show set for Sunday afternoon

New School Year Begins At Rechristened Robert J. Boyler Elementary NEW BRUNSWICK, NJ—In June 2020, activists in this city raised a petition to rename the Woodrow Wilson Elementary School, seeking for the school to better reflect the

Slew of September Shootings Under Investigation in Hub City Local police investigated the shooting of an 18-year-old city resident on Harvey Street. Charlie Kratovil / New Brunswick Today NEW BRUNSWICK, NJ— City police are now

The Devil and Daisy Dirt: A Rutgers Professor's Twist on a Jersey A play by Rutgers professor Alex Dawson explores the most famous mythical creature from the Garden State: the Jersey Devil
New Brunswick Today | New Brunswick, NJ Local News New Brunswick Today is the paper of record for New Brunswick, NJ. The watchdog publication fiercely defends free speech and civil rights

New Brunswick Cop Shoots and Kills 68-Year-Old Woman in City police shot and killed a 68-year-old woman inside of the high-rise senior apartment building where she lived

110 Candidates Competing in School Board Elections Around The There are 110 candidates running for Board of Education (BOE) seats here in Middlesex County in the November 4 election, nine more than last year

Reports: State Police Lt. Found Dead in Johnson Park After Killing A state police lieutenant who was part of the unit that protects the governor was found dead in a county park here, after the high-ranking cop allegedly shot and killed two other

Flu and COVID-19 Vaccines Available for Respiratory Virus Season Middlesex County will host 13 free flu vaccination clinics from Oct. 7-Nov. 5 for county residents. MIDDLESEX COUNTY, NJ—Respiratory Virus Season (RVS) refers to the

About 1 in 4 Hub City Votes Backed Trump's Return to Power Roughly 25% of city voters who cast ballots in the November 5 US Presidential election backed embattled Republican ex-President Donald Trump in his bid to return to the

Middlesex County Jazz Festival Comes to New Brunswick 5 days ago The Middlesex County Jazz Festival is celebrating its 3rd annual Jazz Festival with free concerts in four towns, and New Brunswick's show set for Sunday afternoon

New School Year Begins At Rechristened Robert J. Boyler Elementary NEW BRUNSWICK, NJ—In June 2020, activists in this city raised a petition to rename the Woodrow Wilson Elementary School, seeking for the school to better reflect the

Slew of September Shootings Under Investigation in Hub City Local police investigated the shooting of an 18-year-old city resident on Harvey Street. Charlie Kratovil / New Brunswick Today NEW BRUNSWICK, NJ— City police are now

The Devil and Daisy Dirt: A Rutgers Professor's Twist on a Jersey A play by Rutgers professor Alex Dawson explores the most famous mythical creature from the Garden State: the Jersey Devil

New Brunswick Today | New Brunswick, NJ Local News New Brunswick Today is the paper of record for New Brunswick, NJ. The watchdog publication fiercely defends free speech and civil rights

New Brunswick Cop Shoots and Kills 68-Year-Old Woman in Senior City police shot and killed a 68-year-old woman inside of the high-rise senior apartment building where she lived

110 Candidates Competing in School Board Elections Around The There are 110 candidates running for Board of Education (BOE) seats here in Middlesex County in the November 4 election, nine more than last year

Reports: State Police Lt. Found Dead in Johnson Park After Killing A state police lieutenant who was part of the unit that protects the governor was found dead in a county park here, after the high-ranking cop allegedly shot and killed two other

Flu and COVID-19 Vaccines Available for Respiratory Virus Season Middlesex County will host 13 free flu vaccination clinics from Oct. 7-Nov. 5 for county residents. MIDDLESEX COUNTY, NJ—Respiratory Virus Season (RVS) refers to the

About 1 in 4 Hub City Votes Backed Trump's Return to Power Roughly 25% of city voters who cast ballots in the November 5 US Presidential election backed embattled Republican ex-President Donald Trump in his bid to return to the

Middlesex County Jazz Festival Comes to New Brunswick 5 days ago The Middlesex County Jazz Festival is celebrating its 3rd annual Jazz Festival with free concerts in four towns, and New Brunswick's show set for Sunday afternoon

New School Year Begins At Rechristened Robert J. Boyler Elementary NEW BRUNSWICK, NJ—In June 2020, activists in this city raised a petition to rename the Woodrow Wilson Elementary School, seeking for the school to better reflect the

Slew of September Shootings Under Investigation in Hub City Local police investigated the shooting of an 18-year-old city resident on Harvey Street. Charlie Kratovil / New Brunswick Today NEW BRUNSWICK, NJ— City police are now

The Devil and Daisy Dirt: A Rutgers Professor's Twist on a Jersey A play by Rutgers professor Alex Dawson explores the most famous mythical creature from the Garden State: the Jersey Devil

Related to local seo for service area business

Your Community Is Your Best Local SEO Strategy: The Power Of Hyperlocal Entities (2d)

Sponsoring events, working with local businesses and joining neighborhood projects give you both credibility and stronger

Your Community Is Your Best Local SEO Strategy: The Power Of Hyperlocal Entities (2d)

Sponsoring events, working with local businesses and joining neighborhood projects give you both credibility and stronger

The Role of Local SEO in Expanding Your Business to Multiple Cities Without Losing Local Relevance (NoGarlicNoOnions12d) Expanding your business to multiple cities is an exciting milestone, but it comes with its own set of challenges. One of the

The Role of Local SEO in Expanding Your Business to Multiple Cities Without Losing Local Relevance (NoGarlicNoOnions12d) Expanding your business to multiple cities is an exciting milestone, but it comes with its own set of challenges. One of the

Why Are Local Citations Important? 5 Key Benefits for SEO (Unfinished Man on MSN17d) I've watched countless local businesses struggle to appear in Google search results, even when they offer amazing prod

Why Are Local Citations Important? 5 Key Benefits for SEO (Unfinished Man on MSN17d) I've watched countless local businesses struggle to appear in Google search results, even when they offer amazing prod

Why local SEO is thriving in the AI-first search era (16don MSN) AI may dominate search, but local queries still drive action. Discover actionable steps for maximizing your local presence across platforms

Why local SEO is thriving in the AI-first search era (16don MSN) AI may dominate search, but local queries still drive action. Discover actionable steps for maximizing your local presence across platforms

Local SEO Recommendation: Google Business Profile (Search Engine Land1mon) Search Engine Land » Product Recommendations » Local SEO Recommendation: Google Business Profile Chat with SearchBot If your business is more than just a website, then there is a tool that you need to

Local SEO Recommendation: Google Business Profile (Search Engine Land1mon) Search Engine Land » Product Recommendations » Local SEO Recommendation: Google Business Profile Chat with SearchBot If your business is more than just a website, then there is a tool that you need to

How to get your service area business verified on Google (Search Engine Land1mon) Getting your service area business verified on Google can be challenging, especially when video verification is required. What Google expects to see isn't always clear, and that uncertainty can lead

How to get your service area business verified on Google (Search Engine Land1mon) Getting your service area business verified on Google can be challenging, especially when video verification is required. What Google expects to see isn't always clear, and that uncertainty can lead

Bloocow's Digital Overhaul: New Website Showcases AI SEO & Automated Call Answering For Local Businesses (10d) Bloocow, the go-to digital marketing agency in Perth for local businesses who want smart strategies without the fluff, has officially unveiled its newly redesigned website. It's not just a facelift,

Bloocow's Digital Overhaul: New Website Showcases AI SEO & Automated Call Answering For Local Businesses (10d) Bloocow, the go-to digital marketing agency in Perth for local businesses who want smart strategies without the fluff, has officially unveiled its newly redesigned website. It's not just a facelift,