

Site review for:



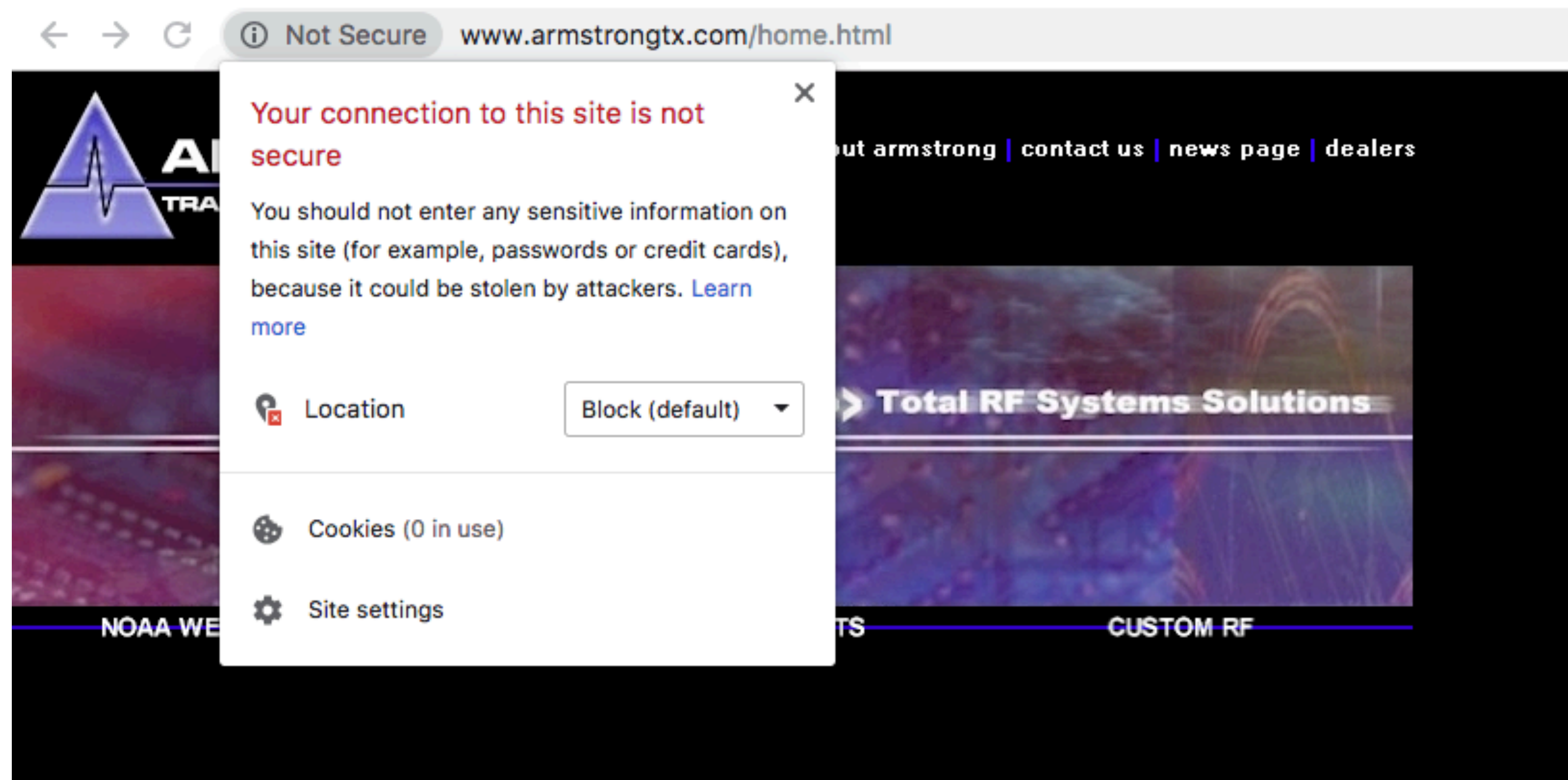
ARMSTRON TRANSMITTER CORPORATION

## ISSUE 1

### Your site is not secure.

When a site does not use HTTPS/ SSL security to encrypt traffic and protect users, **modern browsers show security warnings that worry visitors.**

**Google also ranks sites poorly** when they don't use SSL. This hurts your overall traffic and will prevent you from being indexed with top results.



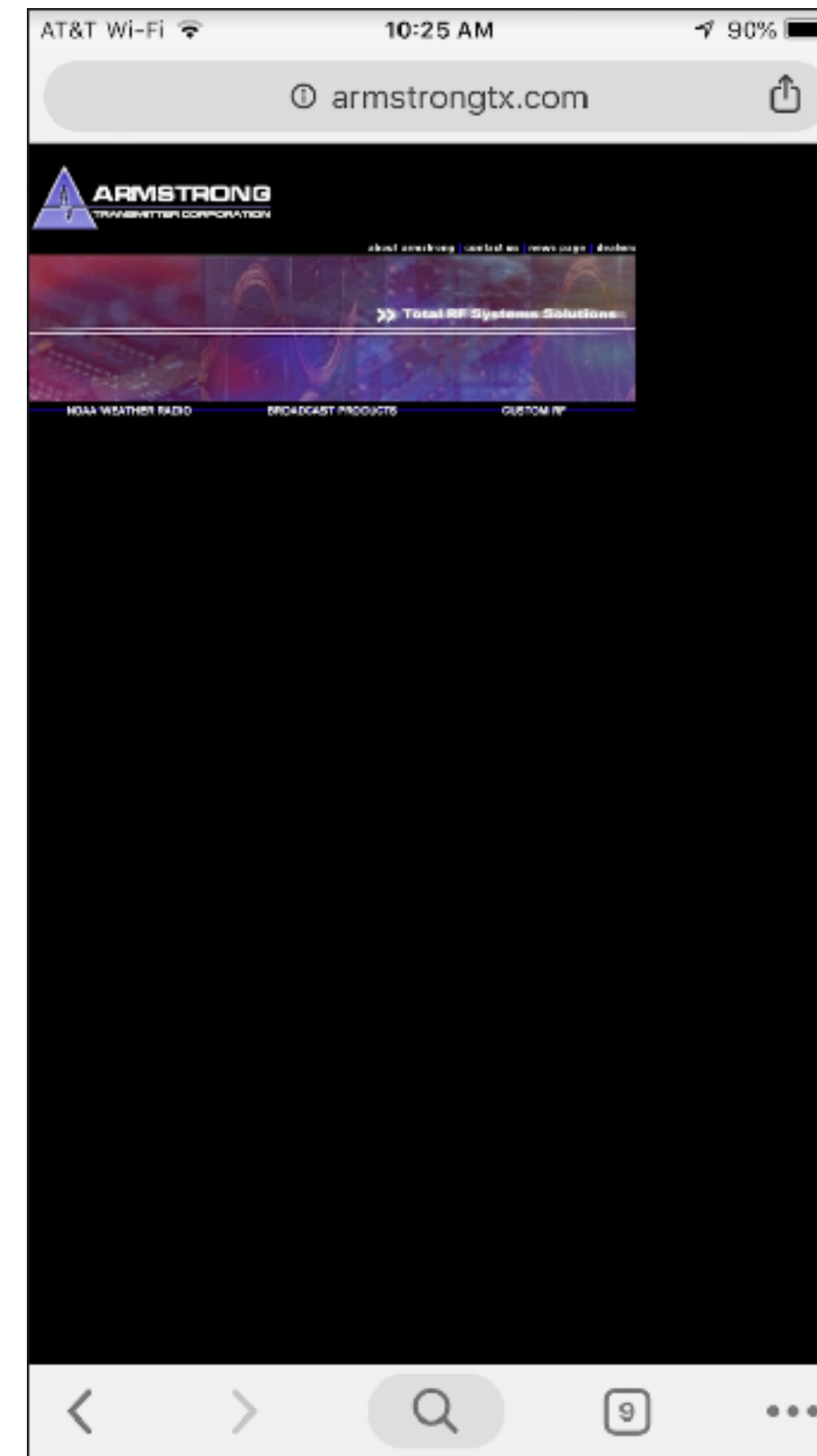
## ISSUE 2

### Your site is very difficult to use on mobile

The site is not responsive.

- Hard to navigate
- Impossible to read easily
- Hurts Google rank

Most people's first visit to a site is with a mobile device. Your current design nearly ensures they will "bounce" .. navigate away once they arrive.



mobile screenshots

## ISSUE 3

### Your site needs a design refresh

- Poor legibility and organization
- Ineffective & confusing navigation
- Busy design with cluttered layout

**ARMSTRONG transmitter corp** home | about armstrong | contact us | news page | dealers

NOAA WEATHER RADIO BROADCAST PRODUCTS CUSTOM RF

**BROADCAST PRODUCTS**

**B**roadcasters demand world-class performance from their RF Chain.

Armstrong meets this demand easily and cost effectively.

Our Focus is to offer innovative, cost effective solutions for AM, FM and TV station owners and engineers who expect excellent quality, reliability and exceptional customer support.

Our very affordable Transmitters, STL systems, FM Antennas and Passive RF products come with the reputation as rock solid, world-class performers that require little routine maintenance and maximize your equipment buying power.

Experience World Class Quality, Reliability and Service!

Experience Armstrong Transmitter!

STL Systems

FM Exciters & Low Power Transmitters

AM Transmitters

FM Antennas & Passive RF Products

Single Tube & Solid State FM Transmitters

## **ISSUE 4**

**Your site does not work hard enough for you.  
It should capture leads!**

Your site should sell for you. To do so, it needs to have a clear calls to action that invite visitors to download a report, a catalog, to join a newsletter or receive pro-tips and other interesting content in exchange for their contact information.

## **Solutions**

- **Obtain, configure and install an SSL certificate for your domain and site.**
- **Configure your web server to secure all traffic**
- **Redesign your site to be responsive to look great and excel on mobile devices**
- **Improve typography, colors, layout and styling so that your site it is up-to-date**
- **Build a relationship with your visitors through lead capture**

This can be a huge help in creating a viable sales pipeline. Automatically follow up with emails though services like Mailchimp, Constant Contact and Sendy.

## What Next?

**There is still time before NAB** to make the suggested changes and the improvements.

I am available for free consultation if you would like to discuss.

Thank you,

Alex

[alex@haascrea.com](mailto:alex@haascrea.com)

212.461.1841



