

# Turbo Leadership Systems

# The **TURBO** Charger

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To our clients and friends

Issue 872

## 2021 Cross Country Adventure

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## Something's Fishy Around Here

### I took the bait for their out-of-date website

Day 30 of our 2021 Cross Country Adventure: we camped at Premier RV in Lincoln City, OR. We love the spot!

When I received a call from David Wilkins, former CFO of Portland Paging, our client in 1987. Our summer plans changed. Now, I would be conducting a Cultural Benchmark Survey™ and Leadership Team Advance™ for a dynamic growing wellness center.

The kickoff's scheduled date was Monday, August 2nd, the day after we got back to Portland. I needed to get some handouts printed while we were camped in Lincoln City. I "Googled" print shops and found one that could do the job. Their website features a picture of a huge aquarium with the caption, "Come on in and see our saltwater fish tanks!"



We got our 28-foot RV towing the Mini Cooper parked, walked over to the print shop, and said, "Come in to see your fish tanks." The owner said, "Oh, we haven't had the fish tanks for over 13 years." I was a bit taken aback. I saw a big empty fish tank with a for sale sign over in the corner. John, Owner of Quality Printing is a nice man who's been running the print shop for over 30 years!

As I talked through my order with him, I learned his print shop is for sale. I noticed in his back room what appeared to be very outdated printing equipment, maybe as outdated as his website. He just hasn't kept up.

I am proud of our website. At minimum, we add the new Turbo Charger each week. This experience prompted me to take another look at [www.turbols.com](http://www.turbols.com) and, as usual, I found several things to improve.

How recently have you looked over your web site? Keeping up in our fast-paced world can be challenging. If you fall behind, it can be even more difficult to catch up.



Here is a check list to help ensure you're up to date:

- ✓ Back up your files and content
- ✓ Test your contact page & forms
- ✓ Check for 404 errors
- ✓ Remove spam comments/reply to blog post comments
- ✓ Remove old, unused plugins
- ✓ Analyze your analytics
- ✓ Make updates to your lowest-performing page
- ✓ Check website speed
- ✓ Find broken hyperlinks
- ✓ Check your products/services pricing
- ✓ Update your about page
- ✓ Check major call to actions
- ✓ Review your home page
- ✓ Update services/work with me page
- ✓ Clean up navigation

Brainstorm with your team. Ask them, "In what ways can we improve our website?" You'll keep up, keep ahead of the competition.



**Your website replaces the old Yellow Pages.**  
**Keep up!**

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