

# NOW WHAT?

## Your First Website



0  
MONTHS

Exciting! After all of the hard work, your website is now live. You should be checking for functionality and waiting for the search engines to index (find) your website.

### VISITORS

By now Google should know that your site exists. You will begin seeing a steady rise in organic website visitors. You should also check your bounce rate, which is an indicator of how well your visitors are responding to your site.

1  
MONTH

### INQUIRIES

After three months of being live, your organic website traffic will be picking up momentum. You should begin to monitor inquiries and expect to see these increase as your organic traffic increases.

3  
MONTHS

### QUALITY

You will begin to see an improvement in the quality of inquiries as your website competes for more relevant terms and phrases. You will also begin to see your geographic reach expand.

6  
MONTHS

### CONSTANT IMPROVEMENT

At the end of the day, it all comes down to ROI. It takes time for digital marketing to build up effectiveness -- as much as a full year. The question you should be asking is "Has there been constant improvement?".

12  
MONTHS