

# The Residential Reporter

TOLEDO HBA | EMAIL NEWSLETTER



## *Member Spotlight*

### *Upcoming Events*

APRIL 15 : NETWORK NIGHT @ SIGNATURE DECKS

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MAY 6 : NETWORK NIGHT @ WORLD OF DESIGN

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JULY 23 : GOLF OUTING @ LEGACY GOLF CLUB

### Arnold's Home Improvement

Established in 1990, Arnold's Home Improvement started as a roofing company and has grown over the years to include siding, gutters, windows, doors, bath & kitchen remodeling. Not only are they an Atlas Silver Certified Dealer for 2021, Arnold's is also an authorized BathWraps Dealer in NW Ohio as well as a 5 Star Instualler for Velux Products.

All of their estimates are no cost or obligation to the homeowners. They strive to find different ways to always give back to the community while customer service is always being the main mission to provide a smooth and easy experience during home improvement projects.

A big congratulations to Arnold's Home Improvement for being a 6x Winner of the Toledo Choice Remodeler of the Year and QR Top 500 Finalist for 5 years (both include 2020) as well as an A+ Rating with the BBB

## ***Ask The Expert: What's One Thing You'd Recommend Builders Do to Improve Their Website in 2021?***

[from BDX.com](#) | [Click here for full article](#)



If there was one thing you'd recommend builders do to improve their website in 2021, what would it be?

Knowing the possibilities are almost endless, we asked BDX's resident website guru, Rebecca Coyne, to give us her perspective, and here is what she had to say.

As we all know, Google consistently updates their requirements for indexing a website. The one coming up in April/May, however, is a biggie and one of their most significant yet.

Google is moving to mobile-only indexing and will only use their Smartphone Bot to crawl websites. What does this mean? It means that if your site is not responsive, i.e. adapts to the user's behavior and environment based on screen size, platform, and orientation (think desktop vs. iPad vs. iPhone), then your website content may not be crawled, indexed, or considered as a ranking signal for the page.

Net/net – your pages may not show up on a Google search which means home shoppers may not see your homes. Yikes!

Knowing you've already invested time, energy, and money on developing engaging content about your homes, it would be devastating to see traffic drop off in the Spring because that content is not showing up in Google's search engine results. Make sure that you have intentionally designed your website to function across desktop, tablet, and mobile.



***"Unless someone like you cares a whole awful lot,  
nothing is going to get better. It's not.***

***~ Dr. Seuss' The Lorax***

