

# 7 *Must-Have Website Features* for your Holiday Wishlist



ONE



## Site Search

When a visitor searches for anything on your site, it is a strong sign of intent. It's also a critical touchpoint given that a visitor who utilizes search is trusting you to provide them with relevant information.

TWO



## Live Chat

Customers prefer live chat over other communication options, and it actually helps companies to build trust with their website visitors.

THREE



## A/B Testing

A/B testing is a great method for optimizing the layout of your web pages so you can edge towards higher conversion rates.

FOUR



## Analytics

Looking at data helps us to better understand our website visitors and unlock new business opportunities.

FIVE



## Security

In 2013, an average of 30,000 websites were hacked each day. What steps are you taking to make sure your website is secure?

SIX



## Web Performance Monitoring

Utilize web performance monitoring tools to analyze the performance of your website and identify key areas for improvement.

SEVEN



## Personalization

Personalizing your website based on things like a user's past actions, location, and company helps you to get more out of your marketing efforts and connect with a wider array of potential customers.

**Swifttype is simply the better way to search**

Start a free trial today: [Swifttype.com/FreeTrial](https://www.swifttype.com/FreeTrial)

