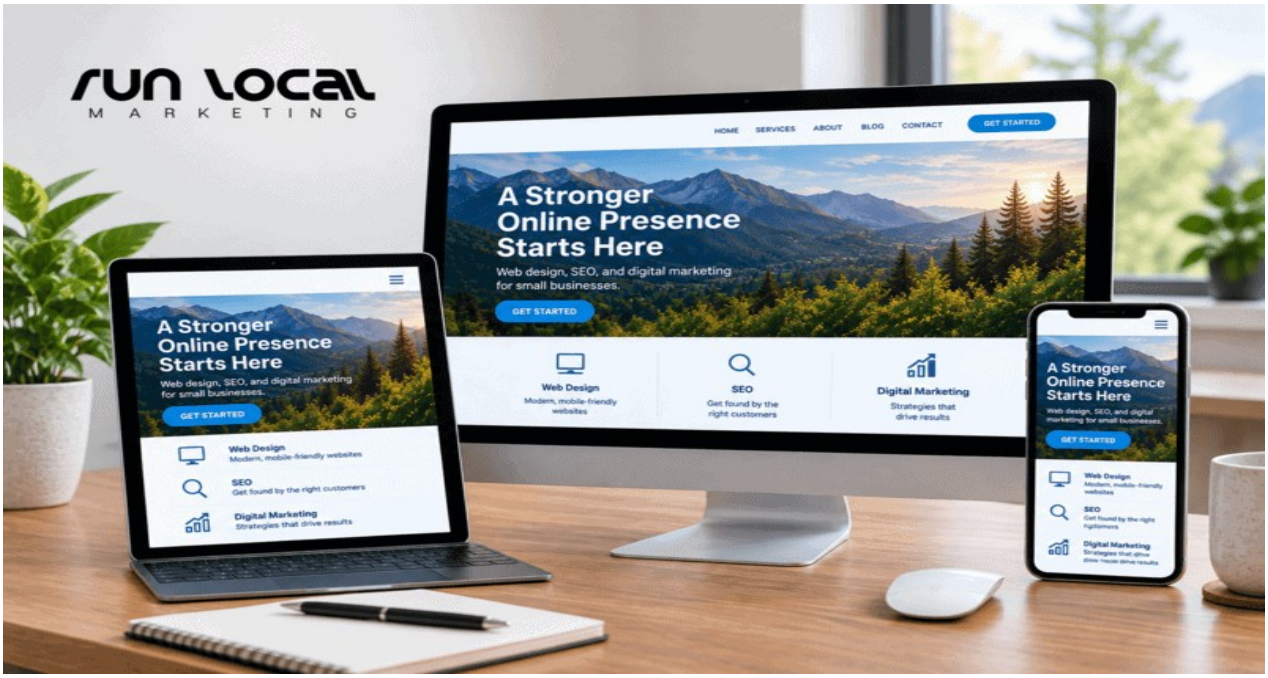


Run Local Marketing Highlights Why High-Performing Websites Have Become Essential Small Business Assets

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LONGMONT, CO - September 17, 2026 -
Run Local Marketing, a Longmont, Colorado-based digital marketing agency, has released guidance for small businesses on why a high-performing website has become an essential business asset in an increasingly digital marketplace. The agency reports that a company's website now serves as a central location where prospective customers evaluate the business, learn about its services, determine whether it appears credible, and decide whether to make contact.

According to the agency, effective web design extends well beyond visual appearance. A strong website should support usability, clear communication, mobile accessibility, speed, trust, and an easy path for visitors to take the next step. When any of those elements is missing, businesses may lose potential customers even when other marketing efforts are performing well.

Run Local Marketing notes that an outdated, confusing, slow, or poorly structured website can create friction

throughout the customer journey. A business may successfully generate visibility through search, referrals, social media, or other marketing channels, only to see interested visitors leave because the website fails to communicate clearly or load quickly. In such cases, the website undermines the very marketing that brought visitors to it.

By contrast, a well-designed website can support multiple areas of a company's marketing at once. It can clearly communicate the value a business offers, provide useful information, create a strong user experience, support organic search visibility, and convert interested visitors into inquiries or customers. The agency emphasizes that these functions work together, with thoughtful design and development forming the foundation.

"A website is often the first and only place where a prospective customer forms an opinion about a business," said Valerie Robinson, spokesperson for Run Local Marketing. "When that website is clear, fast, and easy to navigate, it does far more than look attractive. It quietly guides visitors toward taking the next step, whether that means requesting a quote, placing an order, or picking up the phone."

The agency also stresses that websites should evolve alongside the businesses they represent. As a company grows, changes its services, targets different customers, or expands its marketing, its website should continue supporting those objectives rather than becoming an outdated representation of the business. A website that remains static while the company changes can eventually misrepresent what the business offers.

"Businesses change over time, and their websites should keep pace," Robinson said. "A site that accurately reflected a company three years ago may no longer match its current services or audience. Treating a website as a living asset, rather than a one-time project, helps a business maintain a strong digital foundation."

Run Local Marketing positions its Website Design Services as a resource for small businesses seeking to understand how thoughtful web design and development contribute to sustainable growth. The agency incorporates organic search optimization into its design process, an approach it says many web designers overlook.

Run Local Marketing has provided digital marketing services for fifteen years. The company offers website design and development, small business marketing, organic search optimization, professional website hosting, and a range of specialized website services. The agency serves clients throughout the United States, with a focus on communities across the Colorado Front Range.

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For more information about RunLocal Marketing, contact the company here:RunLocal MarketingValerie Robinson(720) 500-7564info@runlocalmarketing.com357 Main St, #8, Longmont, CO 80501

RunLocal Marketing

RunLocal Marketing helps local businesses grow through strategic SEO, web design, content, and digital marketing. Based in Longmont, CO, the agency delivers tailored solutions that boost visibility, generate leads, and support sustainable growth.

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