

Create & Collab Encourages Small Businesses to Strengthen Website Design and SEO Strategies Ahead of 2027

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Create & Collab, a digital marketing company founded by Abigail Hardin, is encouraging small business owners to assess their website performance and search engine optimization strategies as they prepare for the 2027 business year. The recommendation comes as businesses begin reviewing their marketing priorities, evaluating their digital presence, and identifying areas that may require attention in the coming year. A company's website often serves as an initial point of contact for prospective customers, making its design, functionality, accessibility, and visibility important considerations in broader business planning.

As part of this effort, Create & Collab highlights the relationship between website development and search engine optimization when businesses evaluate their digital infrastructure. The company's small business website design and SEO services from Create & Collab address two connected aspects of online visibility: how a website presents a business to visitors and how its content and structure support discovery through search engines. Rather than treating website design and SEO as separate considerations, the approach recognizes that both can influence how prospective customers find, navigate, and understand a company's online presence.

For many small businesses, website improvements are considered only when an existing site becomes outdated, difficult to manage, or inconsistent with current operations. However, the annual planning period provides an opportunity to evaluate website performance before problems begin affecting the customer experience. Business owners can review whether their websites communicate current services accurately, provide straightforward navigation, function properly across devices, and make important information accessible to visitors. These considerations can help identify practical improvements that align with operational priorities and customer expectations.

Abigail Hardin, founder of Create & Collab in Franklin, TN, said that website planning should be considered part of a company's broader business strategy rather than an isolated design project. "A business website should reflect what the company currently offers and make it easy for visitors to understand the information they need. Reviewing those details before a new business year gives owners an opportunity to identify gaps and determine which improvements are most relevant to their goals," Hardin said.

Website design involves more than selecting colors, images, fonts, and page layouts. A functional business website requires a clear information structure, consistent navigation, readable content, and an arrangement that helps visitors locate relevant information. When these elements are difficult to understand or use, visitors may have trouble identifying a company's services, determining whether those services meet their needs, or finding appropriate contact information. A website assessment can help businesses recognize these issues and establish priorities for future development.

Mobile usability is another consideration during a website review. Customers may access business websites through smartphones, tablets, laptops, and desktop computers. A website that displays inconsistently across screen sizes can create navigation difficulties and make important information harder to access. Reviewing responsive layouts, page functionality, image presentation, and contact options can help business owners determine whether their websites provide a consistent experience across commonly used devices.

Search engine optimization also plays a role in website planning because it addresses how search engines interpret and organize website information. SEO involves multiple elements, including relevant page content, descriptive title tags, heading structures, internal links, page organization, and technical accessibility. These elements help establish relationships between website content and the subjects that potential customers may search for when researching a product or service. A website can have an appealing visual presentation while still requiring improvements to its content organization and search engine accessibility.

Hardin noted that businesses should consider the connection between the information presented on a

website and the search terms that prospective customers may use. "Search engine optimization is not simply about including keywords throughout a page. The information needs to be organized around the actual services a business provides, with content that clearly explains those services and answers relevant questions. A website review can help identify where that information may need to be clarified or updated," she said.

For small businesses preparing their marketing plans for 2027, evaluating website content can also reveal inconsistencies between online information and current business operations. Service descriptions, business details, contact information, and other essential website elements may become outdated as companies change their offerings or internal processes. Regular content reviews can help maintain accuracy and reduce confusion for visitors researching a business. They can also help establish a more consistent foundation for future content development and search optimization.

Another area worth reviewing is the relationship between website structure and the company's primary services. Pages should communicate distinct subjects clearly, with navigation that helps visitors understand how different sections relate to one another. When information is scattered across multiple pages or presented without a logical structure, visitors may find it difficult to identify the most relevant content. Organizing website information around clearly defined topics can support both usability and search engine understanding.

Hardin said that website improvements should be guided by identifiable business needs rather than changes made solely for appearance. "Not every business needs a complete website redesign at the beginning of a new year. In some cases, updating existing content, improving navigation, addressing mobile usability, or reviewing technical elements may be more appropriate. The important step is understanding what the current website is doing well and where specific improvements are needed," Hardin said.

This evaluation can also help business owners make more informed decisions about marketing resources. Website redesigns, content updates, technical improvements, and ongoing SEO activities can require different levels of time and investment. Identifying priorities before committing to projects allows businesses to distinguish between essential corrections and optional enhancements. It also provides a clearer basis for determining which improvements should be addressed immediately and which can be included in longer-term marketing plans.

Create & Collab was founded by Hardin in 2019 following her entry into online marketing in 2016. Her professional experience includes website development, with more than 50 websites created throughout her work in the field. This background informs the company's focus on the relationship between website presentation, content organization, and search engine optimization. The company's work reflects the broader role that websites play in communicating business information and supporting digital marketing activities.

As businesses establish their priorities for 2027, website performance can be considered alongside other operational and marketing measurements. Business owners may review website traffic patterns, visitor engagement, frequently accessed pages, contact activity, and the performance of important landing pages. These measurements do not independently determine business success, but they can provide useful information about how visitors interact with a website and where further investigation may be warranted. Combining performance observations with a review of website content and functionality can help establish a more informed improvement plan.

The planning process also provides an opportunity to examine whether a website accurately represents the business's current identity and objectives. Changes in services, customer needs, business operations, and company priorities can make older website content less relevant over time. Updating these details can help ensure that visitors receive accurate information when researching a company. For businesses that have not reviewed their websites recently, an assessment before the start of a new planning cycle can help identify areas that deserve attention.

Create & Collab's announcement emphasizes the importance of approaching website design and SEO as connected components of a small business's digital presence. As companies prepare their strategies for the coming year, reviewing website usability, content accuracy, search engine accessibility, and overall performance can help clarify where improvements may be beneficial. Additional information about the company's website design and SEO services is available at https://www.createandcollab.com/

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Create & Collab

Create and Collab helps businesses grow through strategic web design and SEO (Search Engine Optimization). There are people out there looking for your business right now. Let?s get your online presence established, so more of them can find you!

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