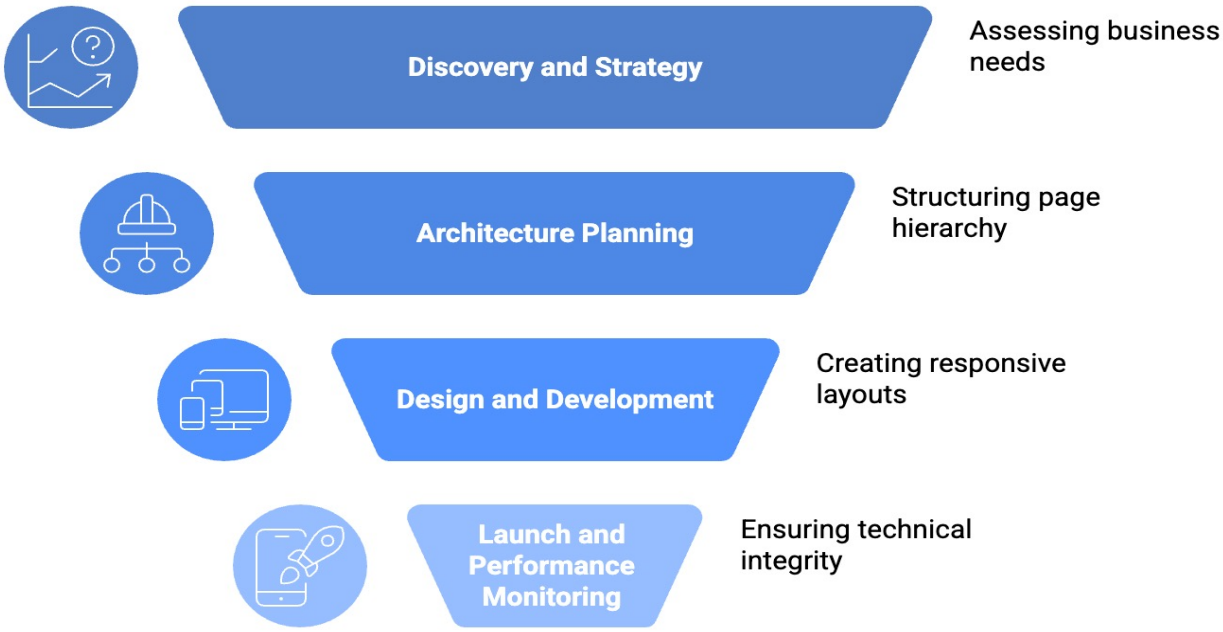


Portside Marketing Urges North Texas Businesses to Assess Website Readiness Ahead of 2027 Planning Season

November 03, 2026

November 03, 2026 -

Portside Marketing is encouraging North Texas businesses to make website performance and digital readiness a priority as they prepare their marketing budgets and business strategies for 2027. With local customers using multiple online channels to research service providers, the Flower Mound-based digital marketing company is emphasizing the importance of clear website organization, mobile usability, and effective lead-generation pathways.

The company's recommendation comes as local search continues to evolve, creating additional considerations for businesses that depend on online visibility to attract customers. Rather than focusing exclusively on search rankings or advertising placements, Portside Marketing encourages business owners to evaluate whether their websites provide the information and functionality prospective customers need to make informed decisions.

Google's Local Services Ads have become an important advertising option for eligible service businesses seeking prominent placement in search results. According to Google's official documentation, these advertisements can connect businesses with potential customers through phone calls, messages, and booking requests. Their placement can provide additional visibility for participating businesses while creating greater competition for attention across search results.

These developments make it increasingly important for businesses to consider what happens after a potential customer discovers their company online. Advertising visibility and organic rankings may generate website visits, but effective website design plays an important role in how a business communicates its services, establishes credibility, and provides accessible ways for prospective customers to make contact.

Research also demonstrates how customer discovery habits are evolving. BrightLocal's 2026 consumer search research found that 73% of surveyed consumers began their most recent local-business search on a mobile device. The research also found that three-quarters used multiple channels when researching a local business, reinforcing the importance of maintaining consistent and accessible business information across digital platforms.

For North Texas companies preparing their 2027 marketing budgets, these findings highlight the need to evaluate website performance alongside advertising, local search visibility, and customer engagement.

Portside Marketing recommends that businesses evaluate several interconnected aspects of website performance before establishing their priorities for the coming year. Website organization and navigation should make it easy for visitors to understand available services through logical page structures, descriptive navigation labels, and clearly defined sections. Each page should have a clear purpose, particularly for businesses offering multiple services, so visitors can identify relevant solutions without navigating through unrelated information.

Mobile usability and content clarity are equally important. Websites should provide a consistent browsing experience across smartphones, tablets, and desktop computers through readable text, responsive layouts, accessible contact information, and straightforward navigation. Service pages should clearly explain what a company offers, who may benefit from its services, and what prospective customers should understand before making an inquiry. Avoiding repetitive information and maintaining distinct page purposes can also make website content easier to navigate and understand.

Businesses should also review technical performance and lead-generation pathways to identify potential obstacles. Page loading speed, functional links, website accessibility, and responsive design can influence how visitors interact with a website. Contact forms, telephone links, and calls to action should be easy to locate and use. Reviewing inquiry tracking and visitor interactions can further help determine whether the

website effectively supports the company's customer acquisition objectives.

These considerations can help businesses determine whether their existing websites require targeted improvements or more substantial changes before the next planning cycle.

Lisa Parziale, Co-founder of Portside Marketing in Flower Mound, TX, said businesses should evaluate their websites based on how effectively they support customer decisions rather than relying exclusively on traffic and search visibility.

"A website should do more than give a business an online presence. It should help prospective customers understand exactly what the company offers, find the information they need, and know what steps to take next. Before investing in another year of marketing, business owners should make sure their website is prepared to support those decisions."

Parziale's recommendation reflects the relationship between online discovery and website performance. A company may attract visitors through Google Search, Google Business Profile listings, advertising campaigns, or other digital channels, but unclear service information and difficult navigation can make it harder for those visitors to become qualified inquiries.

Businesses should therefore evaluate more than website traffic when reviewing marketing performance. Calls, form submissions, engagement activity, and the quality of incoming inquiries can provide additional insight into whether a website is contributing to business objectives.

A website evaluation does not automatically require a complete redesign. Depending on the findings, businesses may benefit from improving existing navigation, updating outdated content, reorganizing service pages, addressing mobile usability problems, or correcting technical issues.

Portside Marketing provides website design services that address website organization, functionality, and user experience. Businesses interested in reviewing their current website and identifying potential improvements can learn more at: https://www.portsidemarketing.com/services/website-design/

###

For more information about Portside Marketing - Flower Mound, contact the company here:Portside Marketing - Flower MoundLisa Parziale972-979-9316lisa@portsidemarketing.com1011 Surrey Ln, Bldg 200Flower Mound, Texas 75022

Portside Marketing - Flower Mound

Flower Mound website design company and SEO experts Portside Marketing, LLC specializes in website design, online marketing, search engine Optimization (SEO), logo design, brand management and commercial printing.

Website: https://www.portsidemarketing.com

Email: lisa@portsidemarketing.com

Phone: 972-979-9316