What’s Changing in the World of Websites

The web is changing before our eyes. AI search, mobile browsing, website speed and online security are all shifting what makes a website work well. If you want your site to appear in AI searches, read on…

Every now and then, we are going to share a few things we're seeing across the world of websites, changes we're making behind the scenes and simple ways you can get more from your website.

We also want to briefly introduce Aimee. She has been part of Rainbow Creative and Firefly Websites for over a year and works closely with our web clients, helping with website projects, updates, content and all the little things that keep a website working well. Many of you will already have worked with her, but if you haven't, she's always happy to have a chat about your website and get things moving.

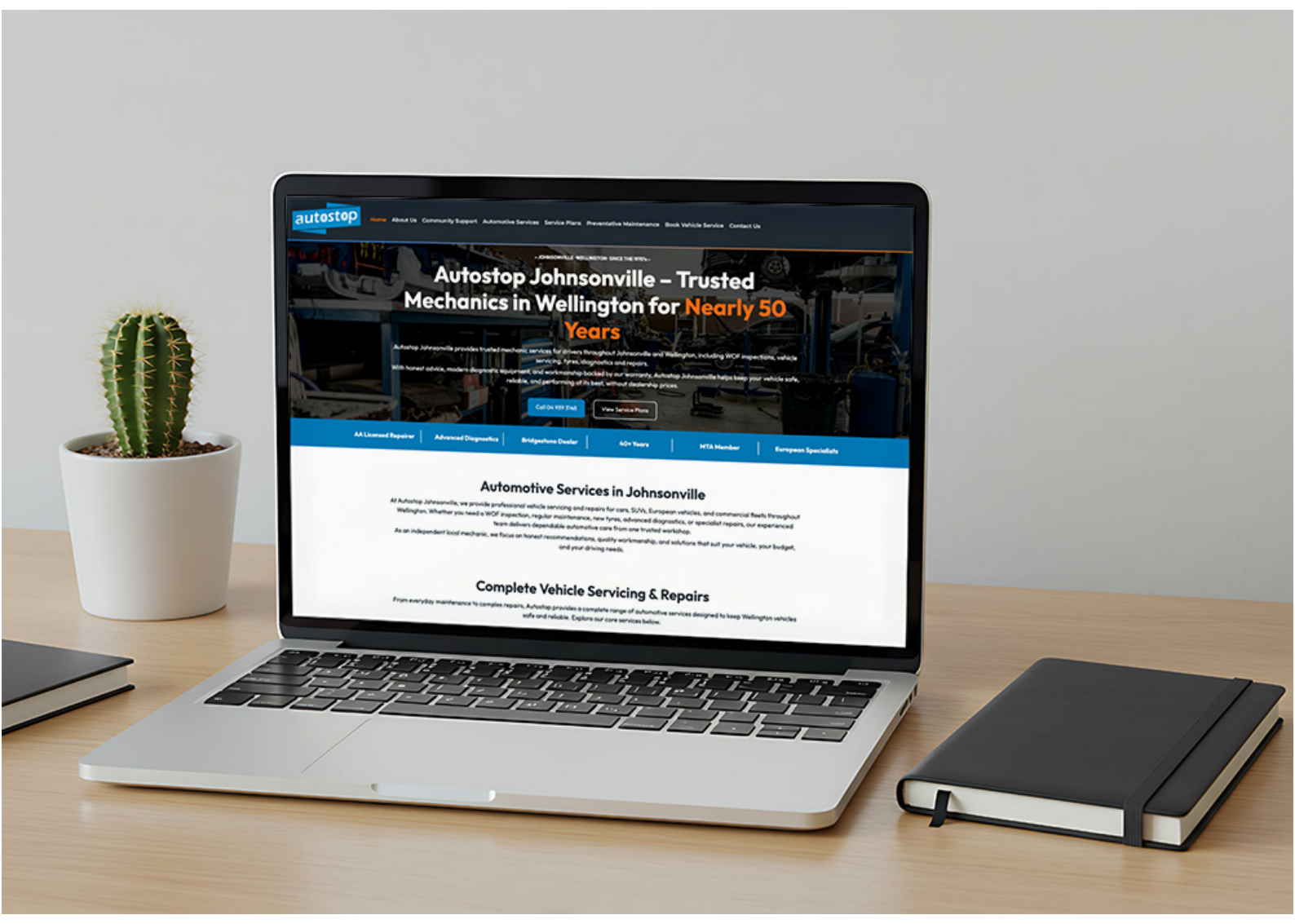
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Whatever your stance on AI, one thing is clear, the way people find and interact with businesses online is changing. People are increasingly asking AI tools questions rather than searching Google, all while search engines are introducing AI-generated answers of their own.

We're helping our clients prepare by getting their sites “AI ready”. We’re looking at website content, page structure, search optimisation as well as the information Google and AI tools use to understand your business. You don't need to jump on every new AI trend, but your website does need to be ready for the way people are searching today and where we’re seeing things go tomorrow.

AI isn't only changing how people search. The rise of AI bots and automated attacks also means we're paying closer attention behind the scenes to website security, performance and backups. As part of our hosting service, we've been tightening our threat monitoring and reviewing our backup processes across customer sites to help keep websites secure, fast and online.

Case Study: Autostop Johnsonville



A good example of what these changes can mean for a local business is our recent work with Autostop Johnsonville.

Their previous website had been in place for a number of years and wasn't performing the way they needed it to. We rebuilt the site from the ground up, taking the opportunity to rethink the structure, update and expand the content, improve the user experience and make sure the technical foundations were in place for the way people are searching today.

As part of the rebuild, we created fresh, search-focused content around their services, made it easier for customers to find the information they need and built the site with both traditional search and the growing role of AI-powered search in mind. We also made sure the site worked well across mobile and desktop, with clear pathways for customers to make bookings.

The results were encouraging. In the first month after the new website went live, Autostop received more interaction and longer time spent on more pages as well as an influx of booking requests which weren't previously an option.

Of course, one month’s results don't tell the whole story, and there are always multiple factors behind changes in website performance. But it's a great example of what can happen when a website is treated as an active part of a business rather than simply an online brochure.

For Autostop, the rebuild wasn't just about giving the website a new look. It was about making it easier for customers to find them, understand what they offer, make a booking and take the next step.

Need to Make a Change?

Your website doesn't always need a complete rebuild. Sometimes it just needs new photos, updated content, a new service added or a few things tidied up. If you've been meaning to make changes but haven't had the time, give Aimee a call. She can help with updates, content, ideas or anything else you're stuck on. If you're not sure what your website needs, that's fine too, we can take a look and suggest where there might be opportunities to improve it.

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