# **Responsive Websites**

### Keep your data safe and meet compliance standards

A responsive site from Wellington IT has a secure, encrypted connection, meaning your members can be confident their data is safe.

We also provide preventative security measures that can lock down your site, protecting you against threats. An out of office \*away mode\* restriction also protects your Credit Union website from unapproved administration login attempts.

### Let members access your Credit Union from anywhere

With a responsive website, your users get an experience optimised to whatever they're using to browse - from mobile all the way to desktop. Our content management system provides your Credit Union with complete control, and enables you to edit and maintain your own website.

Websites also come with integration for online banking and your social media accounts.

You can also customise your site to fit with your Credit Union's brand, including colour, imagery, font, and logo.

### Easier than ever for members to apply for loans

Interactive loan calculators are available across all of our responsive sites. Visitors can quickly view loan repayment estimates, and enquiries are sent directly to your Credit Union providing you with an instant lead.

Only basic information is collected, and it is transmitted securely to your database.

This gives you a quick and easy way to manage your loan terms and interest rates, and to let members and prospective members know about these updates easily.



## SEO (Search Engine Optimisation

When upgrading your existing website or creating a new website, our web team will make sure your site is optimised for search engines, ensuring that when your members search for your Credit Union, you're the first results they get. We'll also provide you with the tools to fine tune your search listings, allowing you to choose which search terms allow your Credit Union to appear in the results.

### **Customer Success**

"We analysed our old website to uncover which pages our members visited frequently and where they dropped off. This allowed us to improve the structure of our website to deliver a better member experience. Our new website is incredibly easy to navigate, with lots of imagery and colour. Our members have commented on how much they love our new brand and website".

Yvonne McHugh, Development Officer, North Midlands Credit Union.