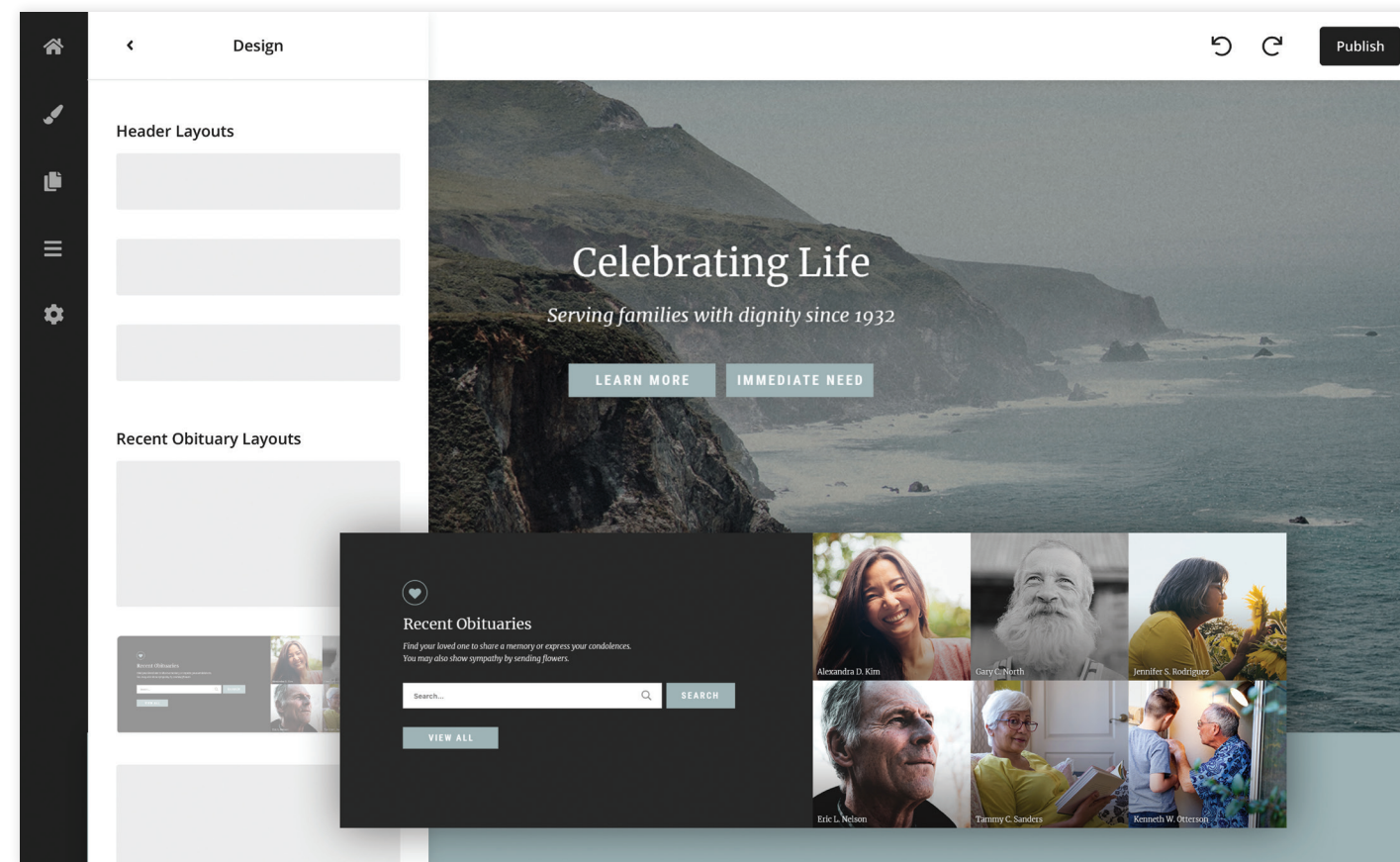Our new drag-and-drop website builder makes custom sites easier than ever.

Frazer-Powered Websites Are More Customizable Than Ever

Are you looking for a website that makes your funeral home stand out from the rest? A website that's uniquely your firm's, and not one you've seen a dozen times? If so, a Frazer-powered website is exactly what you need.

We're excited to announce that we've developed a drag-and-drop website builder our designers can utilize to make your website as unique as possible. Gone are the days where you choose a template. Now, a designer can take individual elements that you like — such as different obituary, header, or menu styles — and drop them into a unique website just for your firm.

This drag-and-drop way of designing your site gives your funeral home more control over the look and feel of your site, and lets you show off your brand in a unique way.

Responsive Design to Cater to Families

According to Statista, in 2018, 52.2% of all website traffic was generated through mobile phones. If you don't have a mobile-friendly website, you're going to be left behind. That's why along with more customizable website designs, we are continuing to design responsive websites.

If a website isn't responsive, users need to pinch and drag to navigate it on their mobile device. This may cause them to become frustrated and leave your website. However, with a Frazer-powered website, they'll never have this issue — all our websites adjust to fit any device.

Designed with SEO and Security in Mind

Every Frazer-powered website is designed with search engine optimization (SEO) in mind. For instance, when your website is responsive, this improves your SEO. We also include an SSL — Secure Sockets Layer — certificate, which also helps your website rank higher on search engine results pages.

Along with improving your SEO, an SSL certificate also improves your website's security. It encrypts the data sent between your web server and browser, ensuring both your funeral home's and client families' information is safe and secure.

So, whether families enter their credit card information in Tribute Store or use Tribute Pay, they can rest assured their personal information is safe. As hackers continue to think of new ways to steal information, an SSL certificate is a necessity for your website.

In addition to these SEO-improving features, we also offer additional SEO services. No matter which package you choose, our specialists implement the best practices that will help your funeral home's website be found by more families online.

Additional Website Features

All of our websites come with Tribute Pay, an all-in-one payment platform. Families can choose the payment option that works best for them, whether that be: Tribute Insurance Assignments, Tribute Loans, Tribute Crowdfunding, credit card processing, or eChecks. These payment options give families the flexibility they need and ensure your funeral home gets paid.

In addition, our websites come with our 365 Days of Healing grief email subscription. Families can sign up to receive daily emails during the first year of their loved one's passing. It's just another way to show your families you care.

Along with helping families, our websites help funeral directors too! By integrating with innovative software, your funeral home will run more smoothly. Double data entry is a thing of the past, since the information you enter carries over to other software you use. This decreases the chances of errors and saves you time. With this extra time, you can focus on improving other aspects of your business.

At Frazer, we are continuously developing technologies that help you better serve your client families. To learn about even more features that come with your Frazer-powered website, give us a call at **866-372-9372** or email **info@frazerconsultants.com**.