Here are some steps you can take to improve your company website:

1. Add a logo and favicon. A logo is a great way to make your website more recognizable, and a favicon is a small icon that appears next to your website's name in bookmarks and browser tabs.
2. Choose a consistent design. Your website should have a consistent design throughout, from the color scheme to the font style. This will make it look more professional and polished.
3. Use high-quality images and videos. Images and videos can help to break up text and make your website more visually appealing. Be sure to use high-quality images and videos that are relevant to your content.
4. Write clear and concise content. Your website's content should be easy to read and understand. Use clear and concise language, and avoid using jargon or technical terms that your target audience may not understand.
5. Structure your content in a logical way. Your website's content should be organized in a logical way that makes sense to your target audience. Use headings and subheadings to break up your content, and make sure to include a navigation bar so that visitors can easily find what they are looking for.
6. Optimize your website for search engines. Search engine optimization (SEO) is the process of making your website more visible in search engine results pages (SERPs). There are a number of things you can do to improve your website's SEO, such as using relevant keywords and phrases throughout your content, and creating backlinks to your website from other websites.
7. Make sure your website is mobile-friendly. More and more people are using their smartphones and tablets to access the internet, so it's important to make sure your website is mobile-friendly. This means that your website should be designed to look good and be easy to use on a mobile device.
8. Keep your website up-to-date. Your website should be updated regularly with new content and information. This will help to keep your website fresh and interesting, and it will also help to improve your SEO.
9. Get feedback from others. Once you've created your website, it's important to get feedback from others to see what they think. Ask friends, family, and colleagues to take a look at your website and give you their honest feedback. This feedback can help you to improve your website and make it even better.
10. Promote your website. Once you've created a great website, it's important to promote it so that people can find it. There are a number of ways to promote your website, such as social media, email marketing, and paid advertising.

By following these steps, you can create a website that is professional, informative, and easy to use. This will help you to reach your target audience and achieve your business goals.