

# Aloha Air Conditioning

The things I noticed, and how to fix each one.

Built on: **WordPress** · a very old version (about 8 years behind)

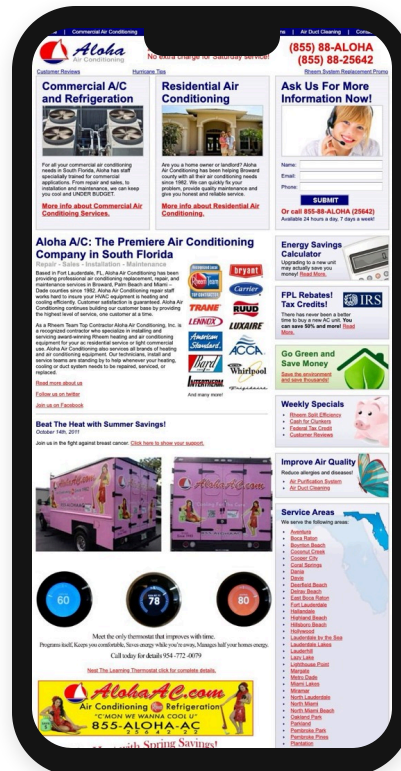
**Site:** alohaac.net · **Location:** Fort Lauderdale / Dania Beach, FL · **From:** Addison Kelley, Rebel Design Co. · (954) 908-0478 · July 3, 2026

Hey, thanks for getting back to me. Like I mentioned, I took a little time on your site and noticed a few things worth a look. First off, cooling South Florida since 1982 is a serious track record, that's exactly what people want in an AC company. The trouble is the site makes it look like you might have closed, which you obviously haven't. I marked each thing on a screenshot below and added simple steps to fix it. Hope it's helpful either way.

## THE MAIN ONE

### 1. It doesn't work on a phone

This matters most for an AC company: when someone's air goes out, they grab their phone and search for help right now. So you don't have to pull out your own phone, here's what your site looks like on one today.



Your site on a phone

### What's not working:

- 1 Everything is shrunk down to desktop size, so the text is too small to read without zooming in.
- 2 The buttons and links are too tiny to tap accurately with a finger.
- 3 Your phone number is just text, not a tap-to-call button, so someone with a dead AC can't call you in one tap.
- 4 The page is long and cluttered on a small screen, so people give up before they find what they need.

**The fix:** a design that reshapes itself to fit a phone, with a big “Call” button at the top. On a modern setup this is standard, more on that at the end.

### WORTH DOING

## 2. Your site isn't secure

Your site can load securely, but it doesn't make visitors use the secure version, so most people (and old links) still land on the unsecured page. Here's what their browser shows them:



⚠ **Not Secure** | alohaac.net

### Why that hurts you:

- 1 Browsers literally label your site “Not Secure,” which makes people nervous before they've read a word.
- 2 Nobody wants to type their name, address, or phone into a site flagged as unsafe.
- 3 Google ranks secure sites higher, so this quietly costs you in search too.

**The fix:** force every visitor onto the secure version (the padlock). You already have the certificate, it just isn't switched on for everyone. Exact steps at the end.

### WORTH DOING

## 3. It looks like you closed years ago

A first-time visitor scrolls to the bottom, sees an old date, and quietly wonders if you're still in business.



We appreciate you as our customer! Secure [Bill pay](#) access, [Privacy policy](#), [Links](#).

1 © Copyright 1982 - 2012 Aloha Air Conditioning, Inc. All Rights Reserved.

- 1 Your copyright still says “1982 - 2012.” A date frozen 14 years ago reads as “this business may be gone.” There's also a featured post dated 2011, and the whole design is from that era.

**The fix:** update the year (and set it to update itself), refresh the old dated content, and modernize the look so 44 years in business reads as a strength, not a question mark.

**The root of it all:** your site runs a version of WordPress that's about 8 years out of date. That's why it isn't mobile-friendly, and it's also a real security risk (years of missing safety updates). Sorting that out is the real first step, and everything else gets easier after it.

## How to fix it yourself

Because the site is so far behind, a couple of these are worth handing to your host or a developer, but none of it is a mystery. In order:

- 1 Back up, then update WordPress (most important).** You're on WordPress 4.9; the current version is 7.0. Ask your host to back up and update it, or have a developer do it. Honestly, given the age gap, a fresh rebuild is often faster and safer, worth pricing out.
- 2 Switch to a phone-friendly theme.** Once updated, in your dashboard go to **Appearance > Themes > Add New**, use the **Feature Filter** for "Responsive," and Install + Activate one (Astra, GeneratePress, and OceanWP are solid free ones). That makes it fit phones.
- 3 Turn on HTTPS (the padlock).** Good news: you already have a security certificate (you're on Cloudflare), it just isn't being enforced. The fix is to force every visitor onto the secure version. Two quick parts:

**a. Confirm it's there.** Type <https://alohaac.net> into a browser. If it loads with a padlock (it should), your certificate is working. If it somehow doesn't, ask your host to "turn on the free SSL certificate."

**b. Force everyone onto it.** Right now the site doesn't redirect people to the secure version. Install the free plugin **Really Simple Security** (Plugins > Add New, search for it, Install, Activate), then click **Activate SSL**. It forces every visitor onto https and fixes the old links for you.

**c. Check it.** Type [alohaac.net](https://alohaac.net) without the https. It should now jump straight to the secure version with a padlock. (Because your WordPress is so old, it's safest to make sure step 1, the update, is done first, or let your host handle this one.)

- 4 Freshen the dates.** Update the "1982 - 2012" copyright to this year (a developer can make it update itself), and update or delete the old 2011 post so nothing looks abandoned.

*Steps 1 and 3 are the ones worth a hand from your host or a developer, but even just turning on HTTPS and fixing the dates would help right away. If you'd ever like help with any of it, I'm glad to, no pressure.*