

Strong signs your website needs a professional redesign

Think - when was the last time that your business website was updated? Better yet, when was the last time you looked at your website?

When the Internet was first starting in the 90's, just having a business website was all you needed. Nowadays, it's not enough anymore.

A good website is accessible on any device, easy to navigate and keeps the visitor's attention from the first moment they land on the home page. There's no doubt that designing a business website is a big project to undertake, but once it's finished, many business owners finish it and forget about it. What they don't realize is that their **website is the first line of digital marketing and constantly evolving, just like their business and market in general.**

The below checklist will help you to establish if it's the time for your website redesign, depending on how many "No" answers you have:

SIGN	Answer	
	YES (no need for redesign)	No (redesign needed)
<p>I. You don't get the business results you want If you aren't very happy with your current business results, it's time to redesign your website. After examining your site's conversion rates, you would have a clear understanding of what needs to be corrected on your website.</p>		
<p>1. Some of the questions you should ask yourself to guide your redesign process:</p> <ul style="list-style-type: none"> J Does your website convert visitors into leads and customers? J Do your landing pages inspire people to learn more by going deeper, or are they only pretty pages that give little value? J Does your site have enough text without corporate speak? J Do your site's look and feel match your company's strategy and "speak" to your target clients? 		
<p>2. Does your website generate enough traffic/leads or have enough visitors?</p> <ul style="list-style-type: none"> J Your website's primary function should be to provide information relevant to people and generate leads as a result of their interest. J If your site's only point of engagement is a generic "Contact Us" form, you seem to have a lot of work in front of you on increasing website traffic. 		

<p>3. Is conversion of visitors and lead into customers high?</p> <p>) If the conversion rate (the % of people that become customers after visiting your website) is less than 1 in 100 people that visit your website become a sales lead, then you need to fix your website.</p> <p>) Do you know how many new leads came from your website last month? How many new clients did you get via the website last month? If you consider it isn't enough or something similar, then it's probably time to redesign your website so that it becomes a bigger contributor to your business.</p>		
<p>4. Have your business goals stayed the same, as well as the purpose of your site?</p> <p>) Your business goals changed, and website needs to be as current as your latest business plan.</p> <p>) If your website's purpose has changed, update its layout to be more in line with your goals.</p>		
<p>II. Poor website's usability</p> <p>If your website visitors can't find easily what they're looking for, that means the website has been designed poor, without usability in mind. Visitors will leave your website very fast and they probably won't come back. This represents a lost opportunity for you. If that's the case, you'll need a new website design that's user-friendly and keeps your clients and prospects happy.</p> <p>A good design is easy to navigate, helping visitors to find what they need and taking you closer to having a sale or getting in contact with you.</p>		
<p>5. Answers to the following questions might help you head in right redesign direction:</p> <p>) Can visitors easily find the most basic things on your website (e.g. your contact information)?</p> <p>) Is your website navigation comprehensive?</p> <p>) Is your vital content visible to everybody?</p> <p>) Are your products and services offers up to date?</p> <p>) Do you need all the widgets on the website?</p> <p>) Does your website have sufficient functionality?</p>		
<p>6. Your website is easy to use?</p> <p>) Your website visitors want to be able to try to find what they are looking for on your website in as few clicks as possible.</p> <p>) Remember that effective navigation is not just about having an easy to use menu bar that is the same on all pages. You should also study how people use your website, which will help you simplify your website navigation and help</p>		

<p>your sales.</p> <p>) Be aware that “unpleasant user experience” has an effect on your site’s reputation like food poisoning for a restaurant’s. That is why your website’s content structure needs to be served by an easy to use and intuitive navigation.</p>		
<p>7. Your website is easily accessible to mobile users or better said your website is “happy” on every device?</p> <p>) If you cannot view your business website properly on your mobile devices, neither can your clients.</p> <p>) If that’s the case, they are about to go elsewhere. There’s no time to “wait and see” on this one. For this reason alone, you may need a website redesign.</p>		
<p>8. You can edit your current site as it is not too complicated to update it?</p> <p>) When was the last time you updated your site? Why? If the answer is because it is hard to update, then determine what the reason was for that. Is it because you simply don’t have the time or you just don’t have the knowledge? If you don’t have the time, then you should try to get time to help keep your site updated (because an updated site keeps visitors coming back). If you find that you just don’t know how then this could be an indication that your site needs a redesign.</p> <p>) You must have control over your site’s content. If you don’t, you need to have a plan to make it.</p>		
<p>III. Poor website’s search engine optimization (SEO) SEO represents everything you do to “convince” search engines that your site should appear in the leading positions of their search results, to have more visitors to your website. SEO is the process of improving traffic to your website by increasing the site’s visibility in search engine results (e.g. Google). You can improve your website search engine optimization by improving content, making sure that the pages can be indexed correctly, and ensuring that the content is unique and relevant to the prospective customer.</p>		
<p>9. Your website is easy to find through Google searches?</p> <p>) Can you find your desired search term on the first page of Google search results? If not, your website needs search engine optimization (SEO) which is very important for your business – clients must be able to find you on the Internet.</p>		

<p>10. Websites of your competitors are below your website in the search engine results?</p> <ul style="list-style-type: none">) If the competition is outranking you, it most likely means that they have implemented search engine optimization (SEO) best practices in contrary to your website.) You probably need more or better content and a more efficient internal linking structure. 		
<p>11. Your website has a blog?</p> <ul style="list-style-type: none">) One of the best ways to increase your SEO signals is to write blog posts.) Creating quality content on your site gives visitors an incentive to come back more frequently to your website, and it stimulates Google and other search engines to index/find your website content. 		
<p>12. Social-media is integrated with your website?</p> <ul style="list-style-type: none">) Your website promotion is necessary in order to increase its popularity.) You need to promote your website by various means/channels. Nowadays, using the power of social-media (e.g. Facebook, Twitter, Google+, Instagram, etc.) is a must. If your website doesn't support social-media promotion, e.g. doesn't have social sharing tools (e.g. social-media sharing icons) that make it easy for visitors to share, tweet, or pin your content, it's a high time you get a redesign. 		
<p>IV. Website's design issues If you hesitate to share your website address with your friends, family or customers, then you already know you got a problem. Why suffer? Start a plan of action to get your site revamped. Also, if it isn't clear from a quick look at your website what your business is about, it's time for a redesign, too. Design trends are constantly changing, so it is vital to keep up to date with latest trends.</p>		
<p>13. Your current website looks modern?</p> <ul style="list-style-type: none">) Visitors know in a short period if your website is up to date or not, simply by the way that it looks.) Websites with broken parts, amateurish look, etc. are often skipped as visitors automatically assume that the website is old and will have only outdated content or nothing valuable at all to offer. 		

<p>14. You have a high-quality typography on the site?</p> <ul style="list-style-type: none">) Reading content on the PC is much harder than reading it on paper.) Therefore, the eyes of a visitor should be in a position to easily distinguish each word to provide a non-stressful reading. If the fonts used on your website's content are too small (or even too big) or if the spacing of the text is not proper and optimal the content will look very crowded, and the visitors will avoid reading them.		
<p>15. All images are properly chosen and placed?</p> <ul style="list-style-type: none">) Shiny or blinking or big images can give a good look to your website, but they also distract visitor's attention from the content.) Avoid using bombastic graphics to help visitor's concentrate on your website's content.		
<p>16. Your site content is dynamic and often changing?</p> <ul style="list-style-type: none">) Fresh content improves your site from a search engine optimization perspective and makes site visitors see you as agile.) If you think your content is stagnant and dated, or your website visitors don't get your message, you may need to find a better way of saying the same thing – consider a redesign of your website. For best results, get an outside opinion.		
<p>17. Your audience is the same as before?</p> <ul style="list-style-type: none">) If your current website no longer serves the appropriate audience, then website content and its design deserve a review.) Before you jump into a redesign though make sure that you define the persona(s) of your audience, their motivation to buy from you, and their perception that you are the right business to serve them. Your web marketing agency should be able to develop your buyer's persona(s) before building the website.		

<p>18. Enough Calls to action on the site?</p> <p>) If you don't have calls to action or your calls to action are weak, it's time to redesign and make them strong.</p> <p>) Providing a lead with excellent content is not enough to make them a customer. You just have to invite them in and take part. Calls to action are the way you do invitation, without piling on sales pressure.</p>		
<p>19. Your Landing Page is communicating your message?</p> <p>) Is your landing page communicating your message in an effective way?</p> <p>) You have only up to 10 sec to grab your reader's attention. Make sure that they understand your message correctly and what you're trying to communicate to them.</p>		
<p>20. There are many interactions on your site?</p> <p>) Your website needs not only to "speak" to your visitors but also to encourage actions.</p> <p>) Capturing visitors' email addresses is a very important step if you want to build a client base and allow people to "tell" you their interest in particular products/services that you offer.</p>		
<p>V. Poor website's technology used</p>		
<p>21. Your site is fast enough?</p> <p>) If your site is taking longer than 5 seconds to load, the redesign is recommended to reduce loading of certain elements (like background images, textures, custom fonts, etc.) along with the website speed up optimization.</p>		
<p>22. Your whole website is working correctly?</p> <p>) Does your website have parts that are broken or giving you errors like "404 not found" message?</p> <p>) If you have broken links, various error messages, missing images, etc., then you should consider a complete website redesign. Online users don't have the patience for sites that don't work correctly.</p>		

<p>23. Your customers are satisfied with your websites' functionalities?</p> <p>) Perhaps the best reason of all to redesign your site is if your customers are demanding it, or, at least, requesting a new functionality or feature that asks for a redesign.</p> <p>) If you need to add a blog, forums, e-commerce, or other major features or tools to your website, a redesign is a very probable option. Client input is invaluable when it comes to deciding whether it's time for a redesign.</p>		
<p>24. Your website is still "slime and light" as before?</p> <p>) Often, if you've had a website for a long time, you could notice a lot of additional stuff causing issues on your website, like multiple plugins, tons of blog posts, busy design including a lot of things on the homepage, etc.</p> <p>) Sometimes our websites start out simple and then evolve into "Frankenstein" – in those cases redesign can help streamline your site.</p>		
<p>25. You don't use automatic effects on your website?</p> <p>) Automatic effects on your website (e.g. auto-play videos, audios and similar) can give an interesting look to your website, but usually visitors find it annoying.</p> <p>) Therefore, generous use of these and similar effects can considerably reduce your visitors experience on your website. That is why we recommend you to reckon a website redesign.</p>		
<p>26. Your third-party tools on website are up-to-date?</p> <p>) Nothing drives visitors away like third-party tools that are outdated regarding function or design.</p> <p>) Therefore, you should move to more modern ones that'll not only appeal to your visitors but also turn them into leads.</p>		

Just because your website meets some of the signs mentioned above doesn't necessarily mean that your website needs an overhaul. For instance, just because your website takes a long time to load doesn't mean that it is time to start from scratch and create a new website.

Strong signs your website needs a professional redesign by [FreelancersTools.com](https://www.freelancersTools.com)

Also, if your website is losing visitors, it may not be because of the website design, but rather the content on the site.

Website redesign is a complex undertaking, but the benefits of high-quality redesign can transform a good business into a great business. In today's business world, companies are required to adapt to changing demands to boost productivity. A website redesign benefits could be:

-) promoting greater awareness of your company, products, and services
-) increasing traffic to your site
-) increasing lead generation
-) delivering added value to your customers
-) aid in growing your business

How to “convince” yourself that it's time your website needs a redesign? Visit your website to see if any of mentioned signs apply. If you find some of the above signs, it could be that you need either to review the content and functionality of your website, or perhaps consider a complete review and redesign. The focus of a redesign should be the performance of the site, although a fresh look can have a positive effect on your visitors and a positive effect on your company's bottom line.

In the end, only you can make the final decision on whether your website needs a redesign or not!