

# 6 REASONS WHY YOU MAY NEED A NEW WEBSITE

In today's world, your website doesn't just need to exist or look nice, it needs to perform well, engage users and generate leads and revenue.

To help answer the question, "do you need a new website?" ask yourself the following questions.



## 1. DOES YOUR WEBSITE CONVERT VISITORS?

Data shows that first impressions are design-related. This correlates directly to the moment users decide whether or not they would make a purchase, complete a form, or any other actions that you want them to take.

### Considerations:

- ✓ Call-to-Action
- ✓ User Flow
- ✓ Conversions and Inbound Marketing
- ✓ Sales Process Integrations



## 2. DOES YOUR WEBSITE REPRESENT YOUR MESSAGING, INDUSTRY, AND BRAND?

If you're like many business owners, you're constantly improving your branding, messaging, and products, but does your website reflect these changes?

An inconsistency in branding, messaging, or products on your site are significant factors in staying competitive and maximizing crucial business outcomes.

### Considerations:

- ✓ Clear Messaging
- ✓ Industry Competition
- ✓ Content and Brand Alignment



## 3. IS YOUR WEBSITE MOBILE FRIENDLY?

According to Statcounter, as of March 2020, mobile accounted for 52 percent of searches globally, compared with 45 percent on desktop. This reflects the growing trend of people using their phones as their primary and preferred browsing device.

### Considerations:

- ✓ User Experience
- ✓ Mobile Responsive Design
- ✓ Site Speed
- ✓ Search Engine Optimization



**52%**

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## 4. DOES YOUR WEBSITE HAVE THE FUNCTIONALITY YOU NEED TO GROW YOUR BUSINESS?

In today's inundated digital landscape, websites need to include more than just great content to demonstrate legitimacy online. With the drastic increase of living life online, your site needs to be optimized for functionality and to increase business efficiency.

### Considerations:

- ✓ Technical Functionality
- ✓ Automation
- ✓ Customized Elements
- ✓ Integrations



## 5. WAS YOUR SITE DESIGNED FOR SEO?

According to Junto, 93 percent of online experiences—including getting to your website—begin with a search engine. Hubspot recently reported, since 75 percent of people don't scroll farther than the first page of search engine results, your site will need to be on that first page in order to be found. SEO success starts structurally on your website.

### Considerations:

- ✓ Optimized Sitemap/User Experience
- ✓ Keyword and Content Optimization
- ✓ Headings, Alt Tags and Metadata
- ✓ Traffic Monitoring
- ✓ Ever-changing SEO Trends

**75%**  
Of people don't scroll farther than the first page of search engine results



## 6. IS YOUR WEBSITE EASY TO UPDATE AND MAINTAIN?

Have you or your staff had difficulty updating or maintaining your website internally? Website updates should not be an expensive ongoing project, it's inefficient, will cost your business valuable resources and money over time, and is preventable!

### Considerations:

- ✓ Open Source Content Management System (CMS)
- ✓ Easy Internal Content Updates Without Template Limitations
- ✓ Website Maintenance
- ✓ Plugin & Theme Updates
- ✓ Security Monitoring and Site File Backups



## HAVE YOU DECIDED THAT IT'S TIME FOR A NEW WEBSITE?

We build our websites with a foundation and stay on top of the latest best practices in web design, development, and SEO. We help you get it right the first time, so you don't run into issues and have to deal with another redesign in the near future. Our in-depth discovery process will ensure that your site is fully aligned with your business goals, objectives, and brand.

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