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## Powerful Indicators That Your Site Needs a Redesign





Your website should be providing an exceptional overall user experience for your site visitors, outperforming your competitors on organic search, generating leads for your sales team and increasing conversions.

If your site isn't doing all of these things for your business then it's working *against you*, not *for you*. There are no hard and fast rules that dictate how often your site needs to be redesigned and a redesign is an expensive undertaking. So how do you know when it's time to invest the resources for a full website redesign? Here are seven powerful indicators that it's time.





## 1. The design doesn't represent your brand.

Brand consistency on every channel of online communication with your customers can help your brand cut through all of the noise to build awareness and trust.

**Build brand awareness and trust.**



## 2. Your site isn't easily expandable.

If you can't integrate a new feature (like an online store) into your site seamlessly and the process of buying from you is difficult, your customers will bounce and find a better experience with one of your competitors.





### 3. **Your site looks outdated.**

An outdated site can make your business look unprofessional and not trustworthy.

**38%**

of visitors will leave a site if it's unattractive

### 4. **You're embarrassed to share your site.**

If you cringe when you send your URL to someone, that's a sure sign that it's time to redesign. If you think it looks like crap, there's a very good chance other people do too.

### 5. **You can't make simple content updates easily.**

In order for your site to perform well on organic search, you need to keep the content fresh. If you can't make content updates without assistance from your developer, you should consider a redesign that uses a content management system like WordPress which would allow you to make changes yourself.



## 6. **Your site doesn't work properly on mobile.**

According to Google, 94% of people in the US that have smartphones search for local information on their phones. If you haven't already figured it out, people are impatient and want your site to load the second they click on the link. So making sure your site is optimized for mobile performance is a must.

## 7. **Your site isn't bringing you leads.**

Is your landing page delivering the info that was promised? Does your site take a long time to load? Are visitors landing on your site and bouncing before exploring what you have to offer? Are the forms on your site being delivered properly? Any one of these issues could be causing you to lose leads.





# THINK YOU DON'T NEED A WEBSITE IF YOU HAVE SOCIAL MEDIA IN 2022? THINK AGAIN...

If you think your website doesn't matter as much as it once did because you're on social media, think again. Your website is still the only place online where you have true control over your message and how it's shared with your audience. ***Let me say that again... Your website is the ONLY place where you have true control over your message and how it's shared with your audience.***

If you're ready to take the plunge and redesign your site, read on for a few tips to make sure it's a success:





- ✓ Plan for the future. Think about any features you may want to integrate in the next five years. Planning for those features now will ensure they can be seamlessly integrated when necessary at a later date.
- ✓ Streamline your navigation. Your site should be as easy to navigate as possible. The easier it is for your site visitors to find the info or products they're looking for, the more likely they are to return (and keep returning).
- ✓ Have a solid content strategy. Message consistency that answers the problems your audience needs to solve builds trust and brand awareness which will turn your visitors into valuable, qualified leads and return customers.
- ✓ Do your research. Check out the websites of local competitors and industry leaders. See what's working for them and improve on it.
- ✓ Find a web design partner that understands your business. There are a lot of companies and freelancers that offer web design services. Your budget shouldn't be the only factor that determines who you choose to work with for your redesign. Ask to see a portfolio of similar projects. Find out what their process is from the beginning stages of the redesign until the site is live. Make sure you fully understand their responsibilities as well as yours throughout the entire project.



# Hello!

I'm Stacie, owner of SSMCommunications. We're a full-service boutique marketing agency offering a variety of services that help small businesses tell their story. Designed to help you grow efficiently, our collection of services includes logo design, brand development, web design, social media management, search engine optimization, email marketing and marketing strategy.



For over 20 years, we've evolved as our clients' needs have changed. We're designers and programmers, dreamers and problem solvers. We're a small team by design which allows us to be quite efficient, move quickly, pivot as necessary and be available when you need us.

You've spent countless hours and sleepless nights developing your business, building your brand and choosing the right team. You need someone with that same level of dedication to help you share your story with the right people to drive sales, increase engagement, generate awareness and grow your brand.

Because of our size, we limit the number of projects our team takes on to make sure each and every one of our clients gets the individual attention they deserve from our entire team.

## Want to see if we'd be a good fit?

## Let's chat today!

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