Why Redesign?

Is it Time for a Website Redesign?
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1. IS YOUR WEBSITE PROPERLY DESIGNED TO CAPTURE LEADS?

Your website’s main purpose is to support your business objectives - in other words, win more customers. Yet many sites are not properly designed to effectively convert visitors into leads. Downloadable offers, clear calls to action, and strategically designed forms can have a huge impact on the number of leads your site generates.

2. IS YOUR SITE ALIGNED TO YOUR SALES FUNNEL?

Smart content that is aligned with your prospect’s buying cycle can help you automate the early stages of the sales process and deliver a pre-qualified, eager buyer to your doorstep. This in turn frees up valuable time for your sales team to focus on the highest value leads.

3. IS YOUR WEBSITE OPTIMIZED FOR SEARCH ENGINES?

Search engine optimization should begin in the website planning stages with keyword research, allowing you to align page titles with the most valuable search terms for your industry. Starting with a clear content strategy, including blogging and social media initiatives, will influence the way you think about site design and naturally lead to a more search engine friendly site.

4. IS YOUR SITE OUTDATED?

This is probably the most common reason businesses look to redesign their website. A dated, amateur looking design can leave visitors with a poor first impression of your company and cost you sales.
5. DOES YOUR HOME PAGE CLEARLY DESCRIBE YOUR COMPANY’S VALUE PROPOSITION?

People should have a clear idea of what you do and what makes you unique within five seconds of arriving on your homepage. Unfortunately, however, many companies do a poor job of clearly describing and differentiating their product or service. When crafting your value proposition, try to focus it on benefits rather than features, and avoid industry jargon.

6. IS IT HARD TO FIND INFORMATION ON YOUR SITE?

A strong site begins with well-conceived information architecture. You want your users to be able to find the information they’re looking for – easily, and in as few clicks as possible. As such, we recommend no more than six or seven main navigational headings under which you organize all of your site’s content. If you have a number of different user profiles, use your main navigation as an opportunity to speak to each profile individually.

7. IS YOUR SITE INTEGRATED WITH SOCIAL MEDIA?

Social media is a huge force in marketing today, and your website should leverage its power by providing every opportunity to share content. In addition, links to your social media pages should be easy to find so that people can continue to follow your brand on the platform of their choice.

8. IS YOUR CONTENT FORMATTED FOR AN ONLINE AUDIENCE?

Website visitors tend to scan content rather than read pages. Today, a best practice is to provide a clear hierarchy with descriptive headings, subheadings and bullet points where appropriate, allowing users to easily drill down to the level of detail they require.

9. DOES YOUR SITE HAVE A CONTENT MANAGEMENT SYSTEM?

Many websites built today have a content management system in place, which allows non-technical administrators to make simple updates to the website. In addition to providing cost-savings, a user-friendly content management system lets you to keep your website current with timely news items and value-added information such as blog articles, polls or photos.
10. IS YOUR WEBSITE MOBILE FRIENDLY?

Mobile use is exploding, and chances are very good that visitors using portable devices are accessing your site. Adding a mobile version of your site makes good business sense if you want to reach the widest audience possible.

After answering these 10 questions, did you find that it’s time to redesign your site? It’s worth looking into today, even if your budget doesn’t allow for it right away. After all, a good site starts with planning and a clear understanding of your customers’ buying behaviour – steps you can begin to take in-house.

More Resources:

FREE GUIDE
Inbound Marketing: Top 5 Keys to Generating Leads on Your Website

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