



5 Signs That It's Time to Update Or Redesign Your Website For Your Business

Trends change very rapidly in the modern world and even faster online. From search algorithms to memes to design, the shift in trends is extremely fast, which makes it all that much easier to fall behind.

You're probably aware that your website is a crucial part of your brand's online presence. It makes the first impression of your business on your customers. But few realize exactly how huge the role of a website really is.

Just like in real life, first impressions made on the internet are very hard to change. In fact, it takes only a few seconds for a visitor to decide whether they're going to stay on your page or leave. That's why your website needs to be in top shape. From the layout to the design and the content, everything about your website needs to be up to date with the latest trends to ensure you don't fall behind.

But how do you know when your business's website needs a redesign or an update? Here are five signs you should keep an eye out for.

Lack of Mobile Optimization

As of 2020, about 90% of the global population used the internet through mobile devices. If your website makes your users have to zoom in to the site itself, you can say goodbye to those visitors. Nowadays,

websites should be optimized for mobile screens, while also taking into account the differences between various kinds of mobile screens.

Whether it's Android phones, iPhones, or tablets, the display should automatically adjust (also known as "being responsive"). Your website should be responsive and laid out in a way that is easy to navigate through, easy to read, and makes your user want to stick around. If your website is not optimized for mobile, it's definitely time for an update.

Outdated Design

Just like fashion, design trends are constantly changing. There are very few website designs that stay relevant through all the rapidly shifting trends. If your user feels that your website is outdated, they may get the impression that it is unsafe or that you don't know what you're doing, giving your brand or business a bad image.

On top of that, the outdated design may simply look unappealing. From bad color choices to poor layouts, your users may not want to use your website if it isn't aesthetically pleasing. If you're looking for user engagement and interaction, you want to make those users *stay*. If your design is outdated - even by a year or two - you may want to look into refreshing it with an update. Sometimes, even small adjustments can go a long way.

Slow Speed

With declining user patience, it's no surprise that slow speed is one of the major deciding factors on whether a user will stick around or not. Even a delay of one second is enough to reduce your views and your customer satisfaction. If your site or images do not load fast enough, your users will leave. Site speed can, sometimes, depend on the internet connection, but it also has to do with the servers your site is hosted on, as well as how much content there is on your page.

This is why minimalism is key when it comes to website design - you don't want to have too much on your web pages because too many images or text or widgets will result in a much slower loading time and make your users go elsewhere. If your website is running slowly, you may want to look into Google's insights tool for information on how fast or slow your website is running. If you're below the average, it may be time for an upgrade!

Search Engine Optimization Tactics

If your website is outdated, you may not be meeting the current SEO requirements. Though SEO is commonly used for website content, it also has a technical aspect that involves the relationship of your site with other pages on the internet, which can bring its ranking up in search results. If your website is too old, your SEO techniques may not be relevant and your website will fall in the rankings. To fix this issue, you'll need to work with an SEO specialist who can revamp your website to make it more SEO-friendly.

Bad Customer Experience

Customers aren't just there to look at your website, they also want to engage or have a conversation with you. Sometimes the questions they want to ask are already answered on your page. But what if they have a question they can't find the answer to?

If you don't provide a solution for them to immediately ask their questions, you may be forgoing potential customers.

On top of that, you also have to ask yourself: what do your users need? If your site doesn't have a customer support function - like a chatbot - you may want to consider incorporating one. Since chatbots give instant responses, they are considered much more useful than contact pages that simply list an email address or have a form to fill out in which the visitor has to wait for a response. If you don't have a chatbot built into your website already, consider revamping your website to give your customers a space where they can ask questions and/or voice their opinions and concerns.

Your website is under constant scrutiny by new visitors visiting your site every day. If your website is out of date and you're not sure if you should or how to update it, there are plenty of services out there that can look over your website for you.

All of this might seem difficult to take in. There is a lot for a business owner who doesn't have the time to take into account. That is why having a third party who knows websites and SEO do a FREE analysis on your website is important.

[Ad Pages Solutions](#) offers free website audits and provides several key services - from SEO to website design - that can improve your website and online presence. If you feel you're falling behind, reach out now and give your website that much-needed makeover!