



Tech Talk

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Spring is in the Air. Time for new growth. For those looking to refresh their site, here are some sure fire signs it's time to redesign your website

Your Business Has Changed or Grown

If your business is no longer the same as it was when you designed your site, chances are that you should redesign your website to reflect that. If you've only had a few small changes, you might be able to just update your current website. But, if you've changed your business direction, decided to provide new products or services, or if your company has grown significantly, it will pay off to redesign your site.

Your Site Looks Like It Was Designed in 1995

Some signs of an outdated web site may include: slow-loading graphics, framed sites, animated cartoon clip-art throughout the site, and text created as images. Having any of these on your site could reflect poorly on your business, making you look 'behind the times'. It can also make you look like you don't care enough about your business or about technological advances to keep abreast of them. Keeping your company's website looking modern will improve its credibility.

The Information on Your Site Isn't User-Friendly

If you've been adding to your site over time and the navigation has become confusing, restructuring your navigation could be another pressing reason to redesign your site. You want visitors to be able to easily find their way around your site and to access all the information you have within a few clicks.

You Apologize for the Site When Referencing It or Handing Out Your Business Cards

Your site should be a source of pride. It should provide your clients and prospects an easy way to get a lot of information about your business. If you have to apologize for out-of-date information, broken images, or difficult navigation, it makes you look unprepared and unprofessional. Make sure your site is in top shape and looks impressive, so your clients believe your business is in good shape too.

You're Not Getting Good Results in the Search Engines

Poor rankings in the Search Engines can be a result of not optimizing your site well. Poor search engine ranking can also be a result of bad design choices or coding on your site. Make sure that your site isn't designed using frames and that the text is coded in HTML.

It's Not Bringing in inquiries and Helping You to Make Sales

Recently businesses have realized that a website can do a lot more than just impersonate your brochure - it can help you close sales, bring in new prospects and make your business easier to run. To bring in more inquiries and make more sales include some of the following when you redesign your site: Tips, newsletter sign ups, blogs, forms, downloadable PDF instructions, and auto-responders.

Your Site is Costing You a Fortune to Update

If you're racking up huge bills because of changes and still have a lot to go, it might be time to consider a whole site redesign. Make a list of everything that you want to do on your site and consult a web designer about redesigning your site with those changes in mind. If your site is designed in such a way that you can't maintain it yourself, redesigning and re-coding your site

could allow you to do so. Having the ability to make changes and update your own text will let you make revisions quickly, at no expense.

Questions about a tech topic? Send an email to andrea@wagnerwebdesigns.com and Ill do my best to respond directly or add to my next installment of Tech Talk!