

When to Get Your Small Business Website Redesigned

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Your Small Business Website Redesign Specialists

Not every business website needs an overhaul. Some (maybe even yours) are up-to-date, getting good traffic and bringing in a steady flow of business. How can you tell? Here are some factors to consider. You may need to redesign your website if:

- **You're not ranked on page one of the search engines.** It's important to maintain a high standing in the search engines. You can achieve this by taking advantage of search engine optimization (SEO) techniques.
- **You're not getting enough business through your website.** Find out how simple fixes can generate new leads and produce more sales online.
- **You've changed something about your business, but it is not reflected on your website.** Companies alter and update business plans, or introduce new products and/or services, but sometimes forget to put these changes on their website. Your site is a direct reflection of your business. Make sure it is in sync with everything else you do.
- **Your site isn't easy to navigate.** Visitors to your website must be able to find information easily. This means concise wording that incorporates your key word phrases and other elements to make the pages more search-engine friendly.
- **Your site looks dated.** Design standards, trends and best practices change and evolve over time. In addition, it important to update your content, search engine accessibility, overall layout, etc. on a consistent basis.
- **You can't easily update the content on your site.** If you still have a website that only your web designer has access to, you may want to consider content management system that allows you to go into your site and fix errors, update information and trumpet the new products/services you're offering.
- **Your site isn't appearing on the new web browsers.** It seems that new browsers appear out of nowhere daily and in a short time gain traction. Are you on all of them? If you're not, customers find you.
- **Your business website suffers from a lack of enthusiasm and creativity, resulting in low results.** A website redesign can be the first step in generating excitement within the company. A redesign can show your employees, your customers and your competition that you are a force to be reckoned with in the market, and you will not go quietly.

A redesign can breathe new life into your website, transforming your web presence from being good enough to being extraordinary.

For more information on how to find the right web developer contact Warren Schultz at warren@tapsolutions.net or call him at 818-281-7628.