

# Website Redesign vs. Refresh:

Sizing Up Your Digital Makeover  
with 12 Decision Factors



**Is your website generating the results you expect?** Is it profitably contributing to your business? A website is one of the most valuable marketing tools any company can have, and its potential should not be underestimated! But when your site is consistently letting you down, you might immediately jump to the conclusion that you need to redesign.

This scenario then begs the question – Does your website really require a full makeover? Or can you save yourself some serious time, money and energy with a much simpler refresh? It's a difficult decision so many business owners and marketers encounter. And given that your website is essentially the face of your company, it's a decision that's not to be taken lightly.

*But fear not!* This supplemental checklist is written to alleviate some of that pressure you're feeling. Is a website redesign or refresh in the cards for you? You're about to find out.



## Is a Complete Web Makeover *Really* Required?

As a general rule of thumb, marketers and designers do suggest that a website should be redesigned every 2-3 years, with a review of the overall quality of the site being conducted on an annual basis. This ensures that the website reflects changes in technology, design trends, competition and your own company's products, services and brand positioning. However, when there actually *is* a problem with your marketing ROI or lead generation strategy, this directly calls your website's impact into question, and changes must be made accordingly. **Compare your own site to the checklist below to size up your digital makeover!**

### Website Redesign vs. Refresh Checklist

Consider a **Redesign** if:

- Your website is not aligned with your current marketing strategy
- Your website does not accurately reflect your brand
- Your audience has evolved significantly
- Your website is difficult to navigate
- Your website does not incorporate responsive design
- Your website still uses Flash
- Your website isn't attracting enough traffic
- Your website isn't converting enough leads or customers
- You are disappointed by other data analytics
- Your website is not content management friendly
- Your entire website design looks and feels dated
- Your website does not stand out from the competition

You may only need a **Refresh** if your objective is to:

- Accommodate for new content
- Enhance user experience
- Modernize smaller elements
- Restructure information
- Improve keyword strategy
- Balance your budget

Elaborating on this checklist, the following pages provide a thorough outline of the 12 best ways to determine whether or not it's time to digitally remodel. To firm up your decision, read on for more detailed insights!

## 12 Reasons Why You Need To Redesign

**Executing a website redesign implies there is a need for a fundamental change** – whether it be a visual or technical overhaul, an evolution of your brand, major modifications to your marketing strategy, or even a combination of all these elements. Website redesign affects your business as a whole, and the process requires a strategic approach aligned with both short-term and long-term business objectives. If you wholeheartedly agree with any of the following statements, a website redesign is most likely the proper solution for you. *Time to check out the top 12 reasons you should be waving goodbye to your old design.*

- 1. Your website is not aligned with your current marketing strategy.** Your website has the potential to become your company's #1 marketing asset. If your site isn't structured or optimized to help accomplish your marketing goals, attract new business and show off your expertise, it's time to lay your old design to rest and engage in a full-scale makeover. Take some time to outline your present business objectives – Is your website actively contributing to their completion?
- 2. Your website does not accurately reflect your brand.** Your website creates a first impression on countless prospects. Be sure your business is putting its best foot forward with an aesthetically pleasing, clear and understandable website *aligned with your company's core values*. Keep in mind that if your organization is in the midst of a branding transformation, your website may also serve as a critical tool in facilitating that change. Your digital "identity" heavily influences consumer perception of your brand. Therefore, the experience visitors have on your website should be reflective of the experience they would have personally engaging with a company employee.
- 3. Your audience has evolved significantly.** No longer targeting the same customers you were five years ago? A drastic change in your audience demographics calls for a website redesign, as well. Whether you're creating fresh content or copy to relate to your new viewers, restructuring navigational pathways to cater to recently established buyer personas, or adapting to increased mobile access and social media traffic, your website needs to be revamped. Make sure the wants and needs of your primary audience are addressed front and center!

- 4. Your website is difficult to navigate.** Can visitors easily find what they're looking for when they reach your website? Ideally, they should be able to arrive at their target destination in 1-2 clicks. If feedback from a user experience test indicates your site is not in line with helping visitors take action, redesign your site to include better navigation, clearer Calls-to-Action, more internal links, and less clutter. Perusing your pages shouldn't feel like work, so always keep the user's experience top-of-mind!
- 5. Your website does not incorporate responsive design.** As users are increasingly accessing the Web on smartphones and tablets, companies are reformatting their websites accordingly. Responsive design entails a completely different way to approach the copy and visual elements of a site so they render well on a variety of devices. Using CSS rules and media queries, a responsive site adapts to a visitor's screen size and resolution, automatically rescaling page layouts to accommodate for these differences. However, this process does require a redesign, not a refresh.
- 6. Your website still uses Flash.** Once upon a time, many websites were constructed using Flash (or they at least included a predominant Flash intro or slideshow). But those days are over. Though Google can now crawl and index textual content within Flash files, Flash sites are unfortunately slower to load, not to mention *completely unsupported* by iPhones and iPads.
- 7. Your website isn't attracting enough traffic.** Lead generation is a top priority for every marketer, plain and simple. And as any inbound marketing pro will tell you, lead gen always begins with attracting traffic. Google's elusive search algorithms change frequently, so it's important your website is *designed to rank*. Keywords, code, content and everything in between can impact your SEO, so ensure your site is optimized for the engines, as well as for your audience. You can't attract traffic if you can't be found online!
- 8. Your website isn't converting enough leads or customers.** Many websites aren't built with lead generation best practices in mind. It's important to break your customer's buying cycle into stages and implement ways to address the needs of each stage. Not everyone is immediately ready to purchase a product or service upon arriving at your website – In fact, *most people aren't!* Therefore, a modern website requires valuable and informative content, downloadable offers, and dedicated landing pages on which to exchange these offers for a lead's contact information. A website should be a tool for generating trust and building loyalty; it's not simply a sales instrument.

- 9. You are disappointed by other data analytics.** Is your website's bounce rate getting you down? Are visitors hardly spending any time on your web pages? On occasion, the issue could just be a matter of fixing a broken link or updating a page's content. However, these droopy metrics, among many others, could also be indicative of a necessary redesign. Retrieve and analyze the website data most important to you, and use this information to set goals for what you hope to achieve from a redesign – and for what to change, include or remove in order to meet these goals.
- 10. Your website is not content management friendly.** Does your website lack a blog integrated with your analytics? Is your site fluidly connected to your social media accounts? These days, most dynamic websites are built on a CMS (Content Management System) platform that allows users to add, edit and update online content with ease. Unless you or a colleague are familiar with code, static websites render your business reliant on a Web developer, so it's a better idea to invest in a website platform that provides you the freedom to operate and optimize your Internet marketing on your own time. Using a system geared towards managing content also makes measuring the results of your marketing efforts a much simpler task.
- 11. Your entire website design looks and feels dated.** While technology has improved by leaps in bounds in the last few years and it's crucial to keep up with the changes, maintaining a modern aesthetic is just about as important. If your website looks like it emerged from a time capsule, you are likely turning off site visitors. People do judge a book by its cover, so creating a more current "look" makes your site appear more credible from an outsider's perspective. This could mean adjusting your color scheme, reinventing your logo, updating photos and graphics, changing fonts, etc. and the list goes on! Redesign to modernize so you keep that traffic flowing.
- 12. Your website does not stand out from the competition.** If your website does not demonstrate any unique qualities, you should probably be considering a redesign, particularly if your set-up mimics your competitors' sites. And if your competitors are *flat-out stealing* your viewers and customers, you KNOW you're overdue for a redesign. Assess your site's strengths and weaknesses in comparison to your industry rivals', and then pinpoint opportunities to improve and stand out. Capitalize on an attribute your online competition lacks!

## 6 Reasons Why You Only Need To Refresh!

**A website refresh involves making minor changes to your site without changing its framework.** Typically, refresh candidates actively maintain their websites, produce fresh content, and consistently generate traffic. Perhaps the owner is concerned that the look is dated or some basic layouts need to be changed. On the whole, the site is acceptable and functional, but not exceptional. *The key to avoiding a website redesign every few years is maintenance.* By working with a partner that can provide ongoing content, minor graphic changes and other smaller needs, it is more likely that a refresh will suffice. *Check out 6 reasons a refresh may be the right choice for you.*

- 1. Accommodating for New Content** – If the foundation and design of your website are already strong, you might just need to make room for new types of content, such as video, product descriptions or social media feeds.
- 2. Enhancing User Experience** – If your user experience test does, in fact, show that visitors are able to efficiently take action, but you'd like to enhance and improve that experience, a refresh could do the trick. Adding navigation tabs, creating new pages, or ramping up the copy could potentially have a more cost-effective impact.
- 3. Modernizing Smaller Elements** – Let's say you already have some serious brand recognition, and there aren't any plans for changing that identity online. However, there are elements of your website that look seriously dated. Perhaps replacing a few graphics or remodeling your Call-to-Action buttons will refresh your site.
- 4. Restructuring Information** – When introducing new services or products to your website, assessing the information architecture becomes a priority. How are your materials presented? A full website redesign should not be required, but alterations to the flow of information can still take some time.
- 5. Improving Keyword Strategy** – Your ranking in keyword search engine queries is dropping (or maybe it was never great to begin with). What do you do? You may need a consultant to help you pinpoint your SEO problem areas and keyword opportunities, but the process to get on track doesn't require an entire website redesign.
- 6. Balancing Your Budget** – If you're not in the financial position to pursue having a new website designed and developed, first try to see if a refresh of some kind improves your metrics. If not, balance your budget for the coming months and seriously consider the investment.

## Concluding Remarks

Deciding whether or not you need to *redesign* or *refresh* your website can be a complicated process – particularly when operating on a strict budget (and aren't we all?). Referencing this checklist can point you in the right direction and provide you with additional motivation to make those website changes you've been thinking about for a while.

What other best practice reminders can you take away from the reading?

- *Update your website's content regularly* – Search engines seek out sites that continually produce fresh content. This helps them push old, irrelevant websites out of the search results. Moreover, with current content, you'll also appear credible and experienced to your audience.
- *Test and review your analytics* – Always review your data in the following months after making changes to your website. When you see improvements in your key metrics, this helps make sure you have targeted the right areas and you've made progress towards your goals.
- *Streamline your design* – Remember, a redesign also involves updating all of your marketing materials, social media channels, and any other related templates and designs you use for your business. The new designs should match across the board to avoid creating confusion among leads and customers.

Now go ahead and choose your destiny. After weighing your website against this checklist, you're now better equipped to trust your own decision to either redesign or refresh. Thank you again for downloading – We wish you luck and success with your next web project!



## About Us

**Could your company benefit from some great marketing?** Precision Marketing Group, LLC offers topnotch outsourced marketing services to B2B organizations, with a focus on inbound marketing that drives qualified leads. As a HubSpot Certified Platinum Partner, PMG has the capabilities to serve its clients with the absolute best in integrated marketing strategies and services that deliver real business results.

Of course, our team of experts enjoys providing B2B marketing strategy and execution to companies of many different sizes and types. Mixing it up keeps life interesting! However, we've found our sweet spot to be teaming up with privately held businesses with a complex sale – most often, companies in the manufacturing, technology and professional services industries.

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