RECOGNIZING WHEN A NEW

WEBSITE

HIP Creative Inc.
PENSACOLA. FLORIDA

IS RIGHT FOR YOUR BUSINESS

THE IMPORTANCE OF A HIGH QUALITY WEBSITE

Even though your instinct may tell you to embrace the full arsenal of web design tools that are available to you, there are a few that you should be avoiding at all costs. At best, they make a website more difficult to use than it needs to be. At worst, they focus too much on what is hot "now" and will force even more drastic changes in the future.

One of those features is the sliding banner, which is not only detracting but is also not good for mobile devices. It will also cause your page to load much slower than it should. Remember that **according to KISSmetrics, almost half of all customers expect a site to load in less than two seconds.** A full 40% will abandon a site that takes longer than three seconds to load, so speed is essential. Instead, you should be using a single image or a Jumbotron with a well-placed call to action.

Tabbed sections should also be avoided, as they're cumbersome to use. According to Search Engine Watch.com, **72%** of all customers want a site that works flawlessly on their mobile device. Tabbed sections are contrary to that goal. Instead, feature key sections of the site on your landing page for easier scrolling on mobile devices.

News feeds are also not recommended, as they tend to overload the reader with too much irrelevant information. Instead, create an up-to-date blog that you add to on a regular basis with strong content that is relevant to your customer's interests.

WHEN YOU SHOULD REDESIGN YOUR WEBSITE

They say the **first step** to recovery is admitting that you have a problem in the first place. This idea definitely rings true in the world of website design. By paying attention to a few key qualities, you won't need to guess when you should be redesigning your website - your website (and your traffic patterns and your lead generation rates) will do the talking for you.

One of the first qualities that you need to pay attention to when redesigning your website is the way it looks. **Picture in your mind a website from the 1990s and compare it with some of the most popular websites today** - the contrast is startling. Websites of the 1990s were filled with frames, bright colors, multimedia elements, animated GIFs and more - they essentially took an "everything and the kitchen sink" approach to web design. Modern websites, however, are much more sleek and minimalist.

They aren't focused on screaming for the customer's attention - they already have the customer's attention based on the fact that they're viewing the website in the first place. As a result, your modern day site needs to embrace the minimalist nature that the web has become famous for.

Some of the most widely visited sites on the Internet today are ones like Google.com, Amazon.com, Facebook and more. The one thing that they all have in common is this minimalist design that puts functionality above all else.

Another sign that you should be redesigning your website occurs when it generally starts to offer a **poor user experience**. Does your site require six mouse clicks from customers to perform even the simplest of tasks?

Has the site become bogged down with huge amounts of information in different portals, making it difficult to find what a person might be after? These are all qualities that are detracting from the user experience. They must be fixed at all costs.

Another reason why you might consider redesigning your website is if your branding has recently changed. Remember that part of the keys to creating a high level of brand awareness is creating a unified experience across all platforms. If your website is stuck in the branding that your company used five years ago, you aren't doing everything that you can to create that unified experience.

One of the most important reasons to redesign your website, however, has to do with the advent of mobile technology. Studies from Smart Insights have revealed that a full 20% of all Google searches are performed on some type of mobile device like a smartphone or tablet. More impressively, **25% of all Internet users ONLY access the Web from a mobile device.**

That number is only expected to climb in the next few years as mobile devices decrease in price and increase in prominence as a result.

A desktop Web browser and a mobile browser do not operate in the same way - not even close. If you design a site with only the desktop experience in mind, it will be incredibly difficult (if not impossible) to properly use on a smaller mobile phone with a touch screen interface. If your site doesn't run flawlessly on an Apple iPhone, you need to rebuild it from the ground up. End of story.

Finally, one of the most important reasons to redesign your website occurs when your content just isn't drawing in your buyers anymore. Remember that consumer behavior patterns change over time. What customers found relevant in droves yesterday may be completely irrelevant tomorrow. As an organization, you always need to look towards the future to find out where those trends are going. Your website needs to reflect this idea for the best possible results.

HOW OFTEN SHOULD YOU REDESIGN YOUR WEBSITES?

Something that many businesses struggle with when choosing to redesign their website is the answer to the question "how often should I be redesigning my site in the first place?" The answer, unfortunately, is that there is no real magic number. Additionally, the answer will change depending on the organization.

Creative Director Luke Infinger says that **"Today, everything evolves faster. There aren't just design trends but also tech trends."** For proof of this, take a look at one of the next big tech trends that is on the horizon: wearable technology. Smart watches and similar types of devices are already popular, but they're expected to downright explode when Apple releases its own Apple Watch in 2015. When a huge number of people are accessing your site from a small device that they can wear on their wrist, it will prove to be one technology trend that you'll definitely want to pay attention to.

Another sign to pay attention to with regards to how often you should be designing your website has to do with the relationship that you form with your design agency. Marketing Director Justin Hual says that **"The agency will know when it is time to revamp your site. Minimal changes can be made every month to refine lead generation. Big changes should be made between one and two years."**

HOW SHOULD MY WEBSITE LOOK?

Once you've made the decision that it is truly time to revamp your business' website, you then need to shift your focus towards the changes that you will actually implement. Above all else, your website should offer a simple, sleek and appealing experience to the user.

There should be an emphasis on the idea of "less clicking, more scrolling." Remember that most users are going to be viewing your site on a device with a touch screen, meaning that clicking in general often involves resizing, which can be cumbersome. Scrolling, however, is easily done with a quick swipe of the finger.

Above all else, you need to make sure that your website is focused on the buyer. Did the customer visit your website with the intention of learning more information about a product? That information had better be front and center. Are they there to buy that product? The ability to purchase had better be shockingly simple for the best possible results.

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WHAT WEBSITE FEATURES SHOULD I BE AVOIDING, AND WHY?

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HOW DO I CHOOSE THE RIGHT COMPANY TO REDESIGN MY SITE?

When choosing a company to redesign your site, there are a few key qualities to watch out for. Chief among those will be a company who will **develop a detailed timeline** with action terms. It isn't enough for a company to just say that they will do X, Y and Z. A high quality company will explain what X, Y and Z are, what results they will bring you and will also have a date that they can point to for when those changes will be implemented.

Other qualities involve a company willing to **develop a sitemap**, which itself is created with the user experience in mind. The company that you're after will also have a strong portfolio.

Choosing an **inbound agency** is a great idea to redesign your site for a few key reasons. These companies are uniquely situated at building lead generation into the website flow. They're also **buyer persona** experts, enabling them to reach your target audience in the most efficient way possible. An inbound agency is also someone that you can develop a long-term relationship with - once the site is done, an inbound agency can easily take you to the next level with various **marketing strategies** focused on long-term **sustainable growth.**

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WHY DESIGN MY WEBSITE ON A CMS PLATFORM?

CMS is an acronym that stands for **"content management system."** Its a type of application that not only allows you to publish content to the Internet, but also edit, modify, organize and even delete that content all from a centralized interface. Designing your website on a CMS platform is a great idea for a few key reasons, like the fact that it is both easy to control the content that's already published and update it whenever the need arises.

Content management platforms are also inherently secure, allowing you to protect the information that you're storing in the digital realm. CMS platforms are also inherently budget-friendly, allowing you to get a lot more bang for your proverbial buck than you can with alternative options.

If you'd like to find out more information about designing the perfect website for your business, please don't hesitate to contact us today. Your website is **truly the heart** of your company's Internet marketing efforts, which is why it needs to be as strong as it possibly can be at all times. It needs to be able to speak to potential buyers and help usher them along the sales funnel in the right way. These are the types of services that we're here to help you with.

74.6 million sites depend on Wordpress

When creating or updating a website, it is essential to ask several things: Who is this website for? What will the website be used for? Who are the competitors? What are the goals of the website? In asking these questions, we are able to put together a strategy that will help us to build the most effective website for you. Another important aspect is limiting the number of goals. It is best to have two or three clear, specific and measurable goals for the website. We work with you to formulate these goals. In doing so, we are able to build a website that is tailored to your specific needs and the needs of your clients.

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CREATIVE INC.

If you'd like a free marketing assessment to find out exactly how inbound marketing and marketing automation can be used to propel your business forward into the next decade and beyond, – contact HIP Creative today.

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