Magnolias west

Seven tips: When should I update my website?

I know! It feels like it was just yesterday that you launched the current version of your site! Three years is a *l-o-o-o-o-n-g* time in the life of a website. Offers change. Technology changes. *You* change.

Here are a few helpful ways to discern when it's time for your website's next revision, and what changes you should plan to make. **Surprising fact: a few carefully planned (and low-cost!) changes can make a big difference!**

1. Has your content passed its sell-by date?

Is the first impression you're making current and relevant? Have you added a content-management system which allows you to update your site on the fly?

2. Site structure

You can improve search results and increase functionality simply by updating your site's structure and technology. Do you still have tables on your site? It's quick and effective to implement more up-do-date elements.

3. Your website is Flash-based

Search engines see all-Flash sites as a single file, which limits your keywords, titles and descriptions to just one set, simply shooting your search rankings in the foot.

4. Your website isn't optimized for mobile users

Some common issues are: font size too big, too much content, slow-loading images, hard-to-find contact info.

5. Navigation is confusing

Does it take more than two clicks to find something? Do your readers get to the end of a page with no invitation to click through to where you want them to go (a sales page, for example)?

6. It's been too long since your last update—3 clues

1. It's not browser-compatible with latest versions (have you checked?). 2. It's too narrow (1,000 pixels wide is the new standard). 3. Your social media links aren't integrated.

7. Your content no longer matches your business model and offers

Your business has grown and changed (as it should!) since you launched your website, and now your content is out of sync, which means it's not benefiting your business and your bottom line.

The **Magnolias West Website Refresher Review** can help you evaluate your website's specific needs and decide what to do and in what order. I'll ask you a series of simple questions, and we'll heartstorm through all aspects of your offering.

The deliverable? A detailed and snazzy report outlining and prioritizing the top five changes you can make now to **enhance your reader's experience, increase the likelihood that they'll want to stick around, tell their friends about you, and buy from you.**

The result? You get the information you need so that you can schedule the next right steps in the right and perfect order, as needed, instead of shooting in the dark. Please get in touch today to schedule your **Website Refresher**.

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