Is It Time To Redesign Your Website?

The importance of redesignA web design should never be final. With the constant upgrading in online technology to make browsing more convenient and secure, customers get so accustomed to new websites that they have little tolerance for old designs and layouts. As such it is important to keep your web design updated as often as you can afford to keep your customers interested in your products and services, and attract new visitors.How often are websites redesigned?Frequency varies with companies. Typically large affluent companies in the fashion and technology sectors tend to have them done several times a year while small businesses tend to improve on their web design once in a few years. Apart from regular updating, redesigns happen when companies undergo a logo redesign or a change in their corporate image. Some companies redesign when new website features are added, e.g. faster checkout, more powerful encryption, or a wish list feature.How to save moneyJust like a business plan, prepare a web design plan and budget accordingly. Estimate how many times a year you would need changes, determine if they are website overhauls or just amendments to certain pages. Do consider additional features that may enhance your customer's visit or shopping experience and prioritize them in order of necessity. Even if you are happy with your service provider, do consider getting quotes from other providers, typically from SEO (search engine optimization) companies who also design websites. The real advantage of hiring an SEO company is that it is success-oriented. While web designers aim to make yours look appealing, SEO company specialists improve on your page content and links so that your website will have higher rankings in search engines. This will help generate new leads from potential customers searching for the type of products and services your company provides. The SEO company will usually provide you with measurable results like the ability to view which pages are accessed often and how long visitors spend on each page. How do you know when you need a new web design and SEO? Your website is too wordy Pages are loading slowly When you require an SEO professional touch When you think yours is far inferior to your competitors' Your competitors are turning to SEO companies When your customers suggest website changes When web traffic has slowed down significantly and require SEOSometimes when pages are loading slowly it could be due to buggy page coding. Other times there could be too many page elements loading simultaneously. An SEO company is the best party to investigate as they provide superior copywriting services than regular web designers. Often for an extra bit of funds, a long term SEO company service contract may save you more funds per year as the extra business from higher traffic will prove it to be a worthwhile investment.Find us on http://www.webmarketingexperts.com.au/web-design.php/ http://www.seoquote.com.au/ or http://www.localseopro.com.au/

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