SEVEN

# Indicators that your website is costing you sales

In today's digital age, your website is often the first impression potential customers have of your business.

Whether you're a small startup or multinational brand, having a user-friendly, modern website is crucial for attracting and retaining customers.

Here are seven recommendations to help you assess whether your website needs an update.

WELCOME
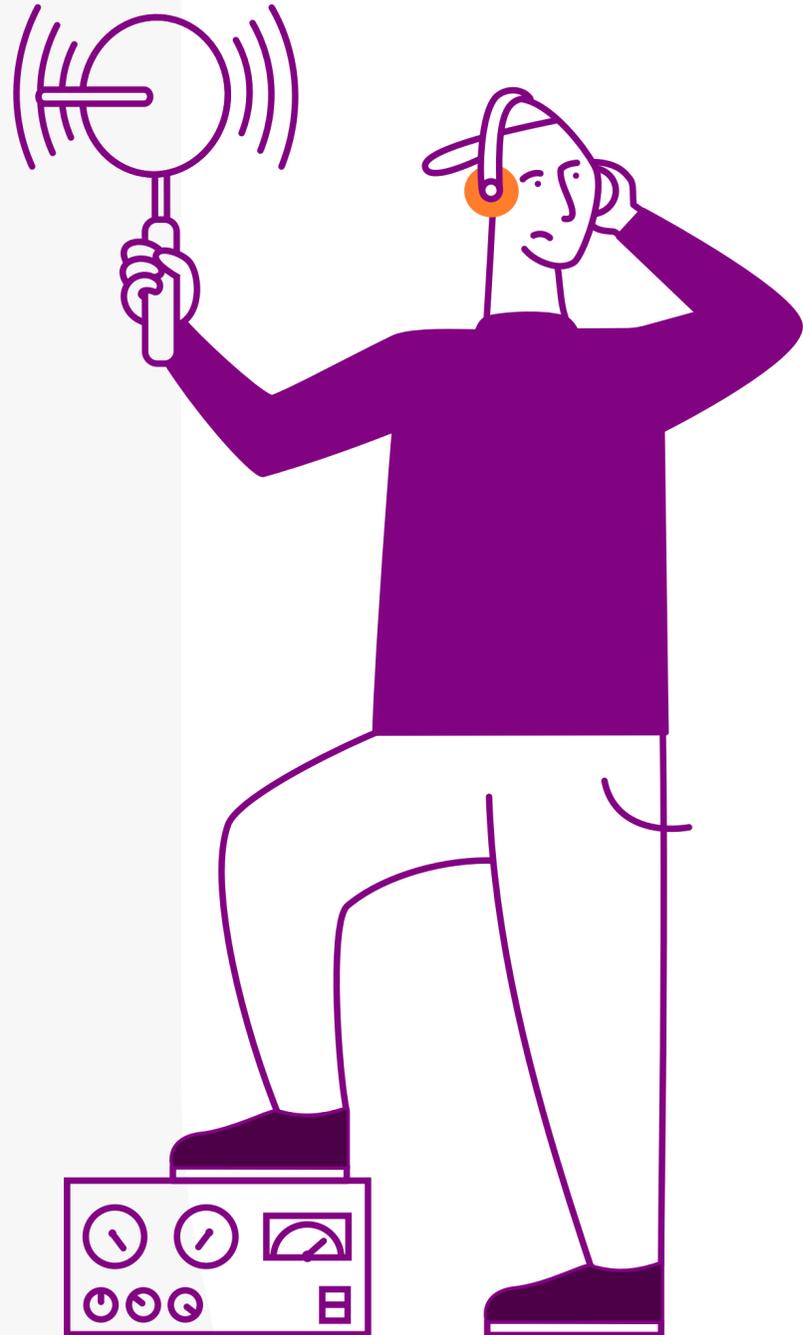
Outdated design

What to Look For

If your website looks like it was built a decade ago, it's time for a refresh. Modern design trends change rapidly, and an outdated look can make your business appear less credible and out of touch.

Why It Matters

A contemporary design instills confidence and keeps visitors engaged, increasing the likelihood of conversions and sales.

Poor Mobile Experience

What to Look For

Check your website on various mobile devices. If navigation is difficult, content is hard to read, or loading times are slow, your site is not mobile-friendly.

Why It Matters

With more than half of all web traffic coming from mobile devices, a seamless mobile experience is critical for retaining visitors and driving sales.
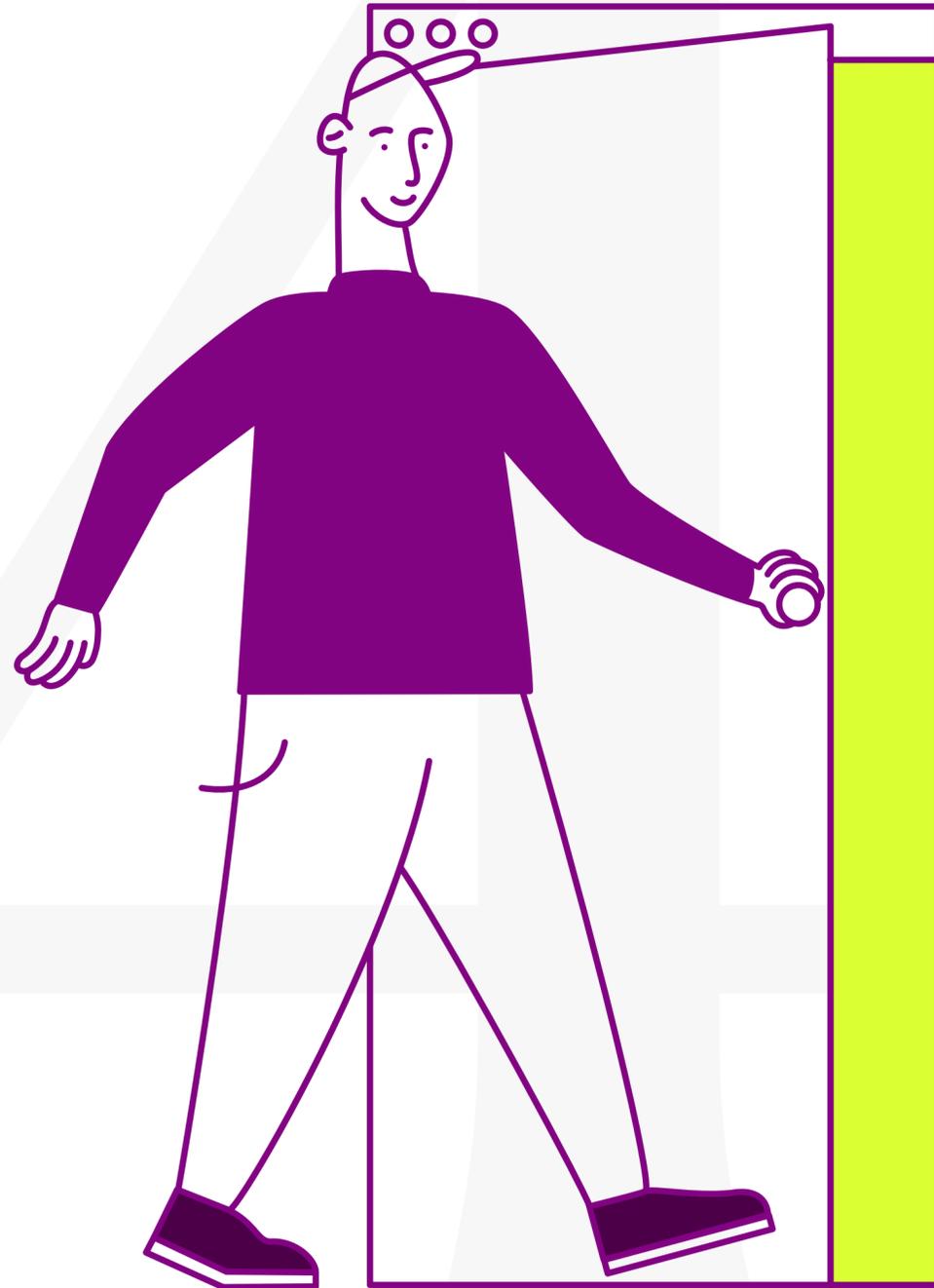
Slow Load Times

What to Look For

Use tools like Google PageSpeed Insights to evaluate your website's loading speed. If pages take more than a few seconds to load, visitors are likely to abandon your site.

Why It Matters

Faster websites improve user experience, reduce bounce rates, and positively impact your search engine rankings.

High Bounce Rates

What to Look For

Analyse your website's bounce rate in Google Analytics. A high bounce rate indicates that visitors are leaving your site quickly, often because they're not finding what they need or the site is difficult to navigate.

Why It Matters

Lowering your bounce rate means more visitors are staying on your site longer, increasing the chances of converting them into customers.
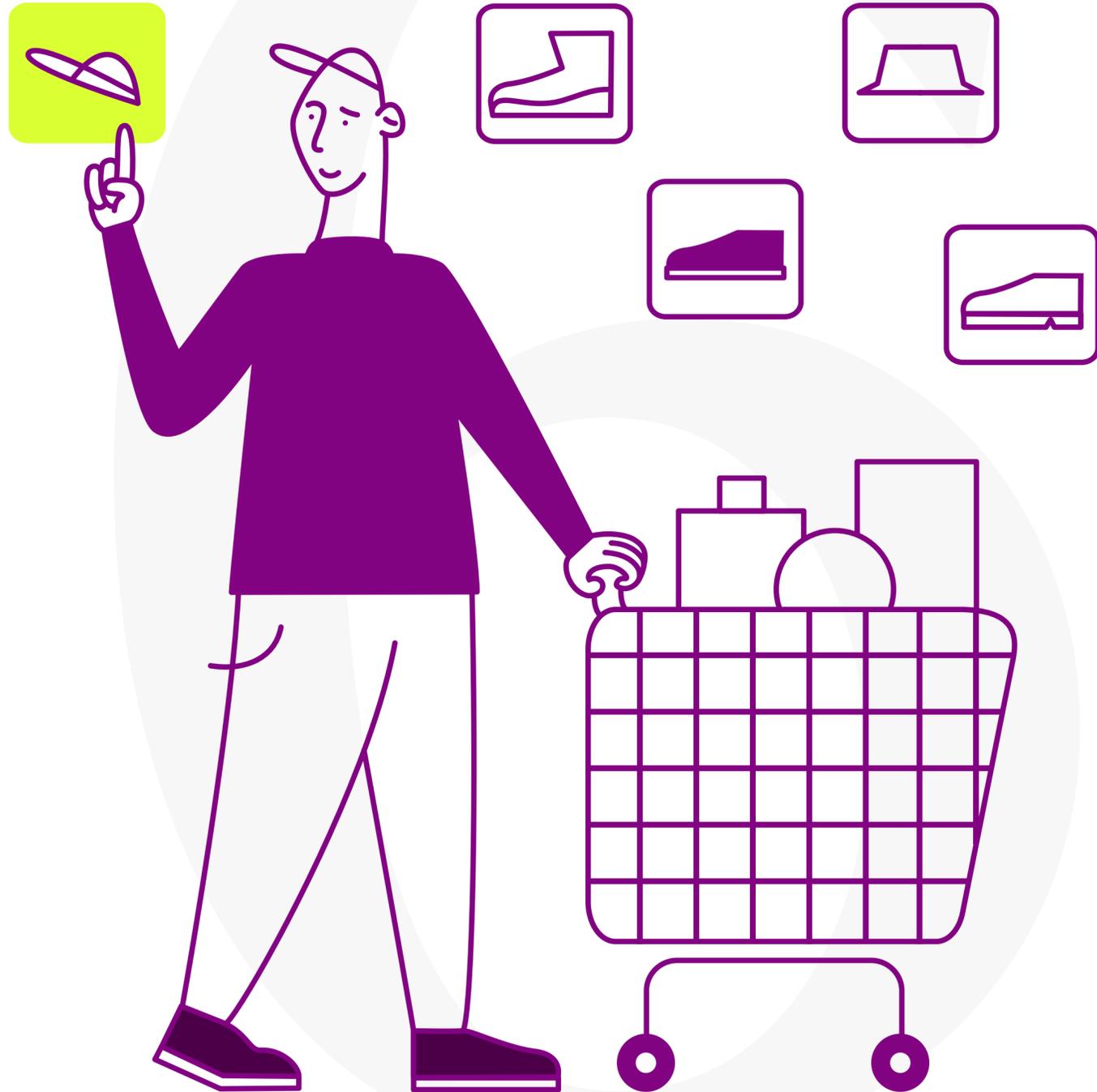
Difficult Navigation

What to Look For

Ask a few people who are not familiar with your website to find specific information or products. If they struggle, your navigation needs improvement.

Why It Matters

Easy navigation helps users find what they're looking for quickly, reducing frustration and increasing the likelihood of making a purchase or inquiry.

Lack of Clear Calls to Action (CTAs)

What to Look For

Review your site to ensure there are clear, compelling CTAs on every page. CTAs should guide visitors toward the actions you want them to take, such as signing up for a newsletter, requesting a quote, or making a purchase.

Why It Matters

Effective CTAs drive user engagement and conversions, turning visitors into leads and customers.
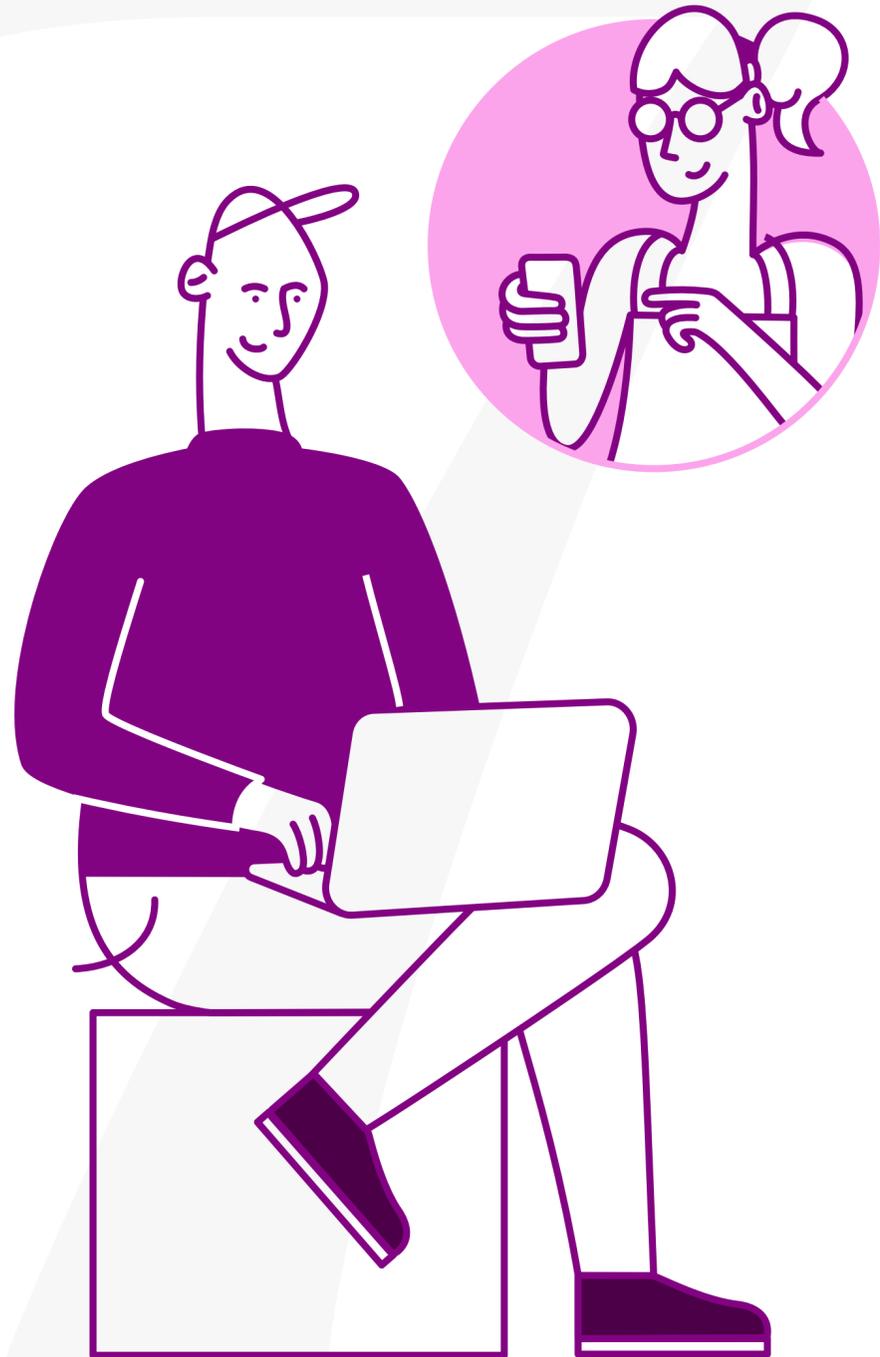
Inadequate Content

What to Look For

Evaluate the quality and relevance of your content. Ensure it's up-to-date, informative, and valuable to your target audience.

Why It Matters

High-quality content establishes your authority, improves SEO, and keeps visitors engaged with your brand.

If your website shows any of these signs, it's time to consider an update. A user-friendly, modern website not only enhances the user experience but also drives more conversations and sales.

Investing in a website redesign can significantly impact your business's growth and success in today's competitive market.

Is your website ready for an update?

Contact us today to find out how we can help transform your online presence and boost your business.

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