

## WHAT IS NEED FOR WEBSITE RE-DESIGN?



Change can be difficult.

In any case, as a rule, it's vital.

Particularly when it comes to your website.

Web Design and Online marketing patterns are always showing signs of change, which isn't a bad thing – it just implies that you, as a business owner, need to keep up.

One way you can do this?

### Website Re-Design.

Maybe you had a website made for your business a couple of years ago and in those days it looked awesome, but now maybe not so much.

Your website is really the substance of your business online – and it's often the primary thing that people see.

Also, you need to make a great first impression, right?

The Revamping is also the main part of the Website Re-Design

**Revamping** your website is a great way to boost your conversions, improve the visitor experience, and attract more customers. However, this is something you shouldn't approach lightly. If you're not careful, creating a new website will cost you all the successes you generated with the original. Keep these crucial considerations in mind as you're revamping your site.

So, with all that in mind, you might need a website redesign if you're current website:

## 1. Isn't MOBILE RESPONSIVE:

Essentially everybody owns a smartphone nowadays – in fact, more than 80% of internet users possess and regularly use a smartphone.

Also, furthermore, according to Google 61% of users are profoundly far-fetched to come back to a website that doesn't work admirably on mobile, with 40% going to a competitor's website rather – all because of the original website they planned to visit wasn't mobile friendly.

Having a [mobile responsive website](#) is more essential now than any time in recent memory – and you may really be losing business by not adjusting to the present standard.

## 2. Isn't RANKING WELL IN THE SEARCH ENGINES

Does your website experience difficulty positioning in search engines like Google?

It might be on the grounds that the SEO built into your website isn't in the know up to date with your current patterns.

SEO is continually changing in light of the fact that Google is always refreshing its algorithm. What worked even a few years prior won't really work today.

In this way, on the off chance that you haven't taken a look at the SEO on your website for a long while, it might really be hurting you instead of helping you – something that can be fixed through a fundamental website redesign.

## 3. WAS ORIGINALLY BUILT WITH FLASH

It used to be exceptionally well known inside many website design circles but alas, it's currently thought to be highly obsolete.

Not only is Flash not supported on gadgets, for example, iPads and iPhones, but at the same time it's rendered unreadable by the big search engines, for example, Google, Yahoo, and Bing.

Implying that it's really bad for your SEO – in light of the fact that keeping in mind the end goal to rank in the search engines, the content on your website should be readable.

So if your website is built in Flash, there's not something to be embarrassed about – but it's definitely time for a redesign.

## **4. PRESENTS A POOR USER EXPERIENCE**

As mentioned before, your website is frequently the first thing that individuals find with respect to your business – so you need to make sure that you're giving people a decent overall experience.

That includes incorporating elements, for examples,

A good, easy to follow layout

Solid navigation and page structure

Information presented in a way that is easy to read

Great images and media

Consistent brand messaging

It's all in the subtle elements – and those details of interest extremely matter a lot when you include them all together.

The points of interest could mean the difference between somebody remaining on your site and observing around or leaving straight away to visit a competitor's site.

## **5. SHOWCASES AN UNCLEAR BRAND MESSAGE**

Along the same lines as user experience, it's important to present a unified, clear and consistent brand message.

This implies your slogans, tag lines, offer, value proposition, and mission statement – even things that may appear to be superficial like your logo, fonts, and colors.

Everything needs to reflect your image and your business.

Sometimes brand messaging changes – and that's okay. In any case, if your website still reflects your old messaging or no messaging at all, it may be a smart thought to observe that through a website Re-design.

## **6. LOOKS UNTRUSTWORTHY OR OUTDATED**

As beforehand mentioned, around 75% of individuals will judge the believability of your business construct exclusively in light of the Design of your website.

Furthermore, you certainly need to look credible.

Since on the off chance that you don't, those potential readers and customers will click far from your website and in the end arrive on the better-designed website of one of your competitors.

It's sad, but obvious.

Along these lines, in case you're website just looks somewhat outdated – or hasn't been refreshed in two or three years – it may be the ideal time for a website redesign.

## 7. LOADS SLOWLY

Did you realize that 47% of consumers expect that a website will load in under 2 seconds?

What's more, in addition, around 40% will abandon a website totally on the off chance that it takes longer than 3 seconds to load.

If your website isn't loading very quickly, you may lose potential readers and customers by the second – and your SEO could suffer over this very same reason. In this way, on the off chance that you figure your website could stack speedier, it may be an ideal opportunity to consider a website redesign.

## 8. IS NOT MEETING YOUR NEEDS ANYMORE

At last, if your website just basically isn't meeting your necessities as a business any longer, it may be the ideal opportunity for a Re-Design.

Possibly you're marking has changed, or maybe your offer and your present website never again reflect your identity or what you do.

Or, then again perhaps you've extended and you'd like your website to reflect that.

Whatever the case, if your present website isn't working for you, at that point you truly consider a Website Re-Design.

Since if your website isn't a decent impression of your business, at that point, it wouldn't help you over the long run.



# Merak Infoway Our Story

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Merak Infoway is fastest growing IT services provider company established in 2010. Merak Infoway is ISO (9001:2008) certified company having 25+ professionals. Merak Infoway is targeting client Worldwide to serve best services to their clients with 100% satisfaction. Merak Infoway provides services like Mobile Application Development, Web Development, Web Designing, Logo Designing.

We are focusing on various CMS like Wordpress, Magento, Joomla. We are also working with a framework like Cake PHP, Code Ignitor. We are providing best mobile solutions for IOS, and Android Application development. We serve our services in various sectors like E-commerce, Human Resource, Real Estate, Medical, Education, Entertainment and much more. Our objective is to deliver robust, scalable, viable and quality solutions while satisfy clients from different sectors with 100% satisfaction.

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