

6 Signs It's Time for a Website Makeover

Your company's website represents the face of your brand and may even be the first touchpoint for potential new customers. In fact, **the majority of consumers—88%—conduct some online research before ever making a purchase.**¹

You want to put your best foot forward here, but certain things could be holding your brand's website back. The following are signs it's time for a revamp:

It's outdated

According to a recent survey, **81% of consumers think less of a company if its website is outdated.**² If your site is more than five years old, or simply looks dated compared to your competitors, it's time to bring it up-to-date.

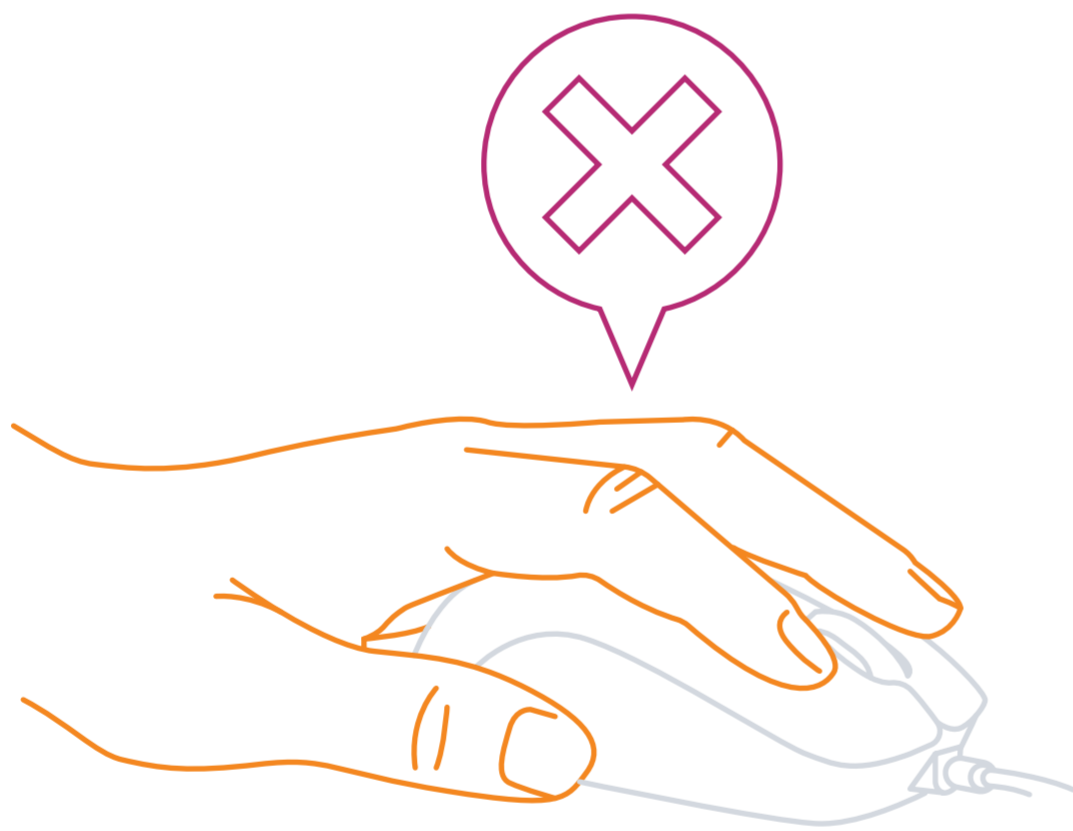
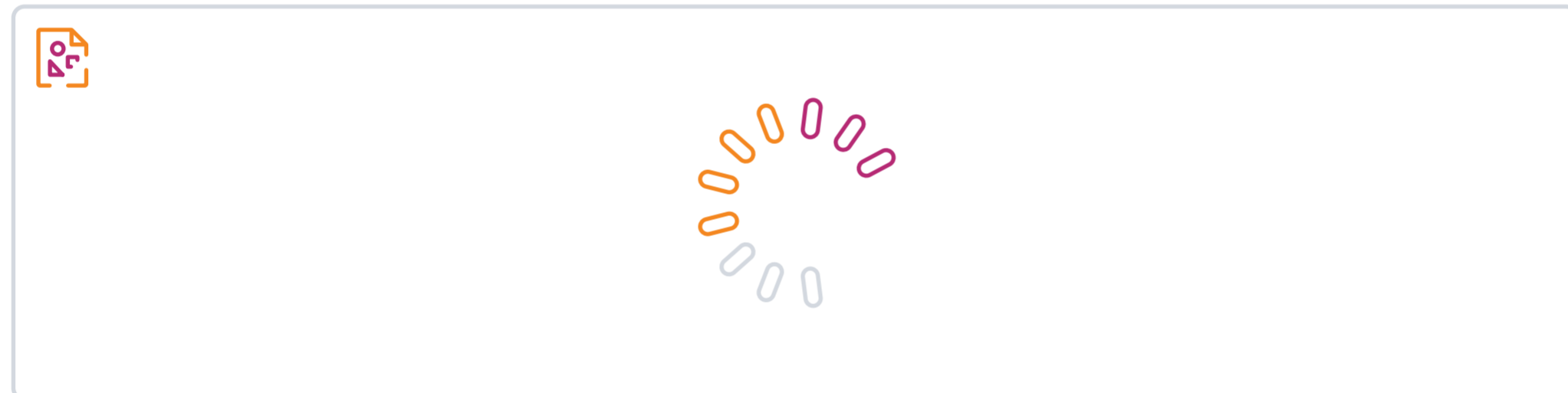


It's not mobile-friendly

Mobile internet usage is projected to rise nearly sevenfold before 2021, which makes the mobile experience critical.³ A responsive web design—*a.k.a.* a site that can be viewed on a variety of devices—is key to a good user experience.

It can't support your media content

Your website must be able to support different forms of media while still delivering top-notch performance. **If your site is slow to load embedded videos or other content, you risk a high bounce rate**—*i.e.* the percentage of users who leave your site after viewing only one page—and missed opportunities to connect with visitors.



It doesn't enable a good experience for website visitors

User experience is key. **40% of users noted that a search box is the most important capability on a website**, and **43% said overall ease-of-use is a top factor in their user experience.**² A website that isn't easy to navigate and can't encourage engagement is one that is desperately in need of a makeover.



It's missing key functionality

Your site must support all the key features visitors are looking for, as well as ones that benefit your business. For example, the ability to book a class or session online could boost sales.



It's not aligned with your brand

Your site should match up with your company's story and brand image. If you've shifted gears or refocused on a new audience segment, for instance, it's worth making sure that your website is still an accurate representation of your business.

Your website is a cornerstone of your business, and investing in updates that support the user experience and your company strategy is smart.

Connect with us at MINDBODY today to learn more.

1. December 2017, United States B2C Ecommerce Country Report 2017, eCommerce Foundation, <https://www.ecommercewiki.org/reports/541/united-states-b2c-ecommerce-country-report-2017-free>

2. 2018, Blue Fountain Media UX Trends Survey Finds 81% Think Less of a Brand if Website is Not Up to Date, Pactera Digital, <https://www.bluefountainmedia.com/blog/blue-fountain-media-ux-trends-survey-finds-81-think-less-brand-if-website-not-date>

3. 2018, Mobile Internet Usage Worldwide, Statista, www.statista.com/topics/779/mobile-internet/