

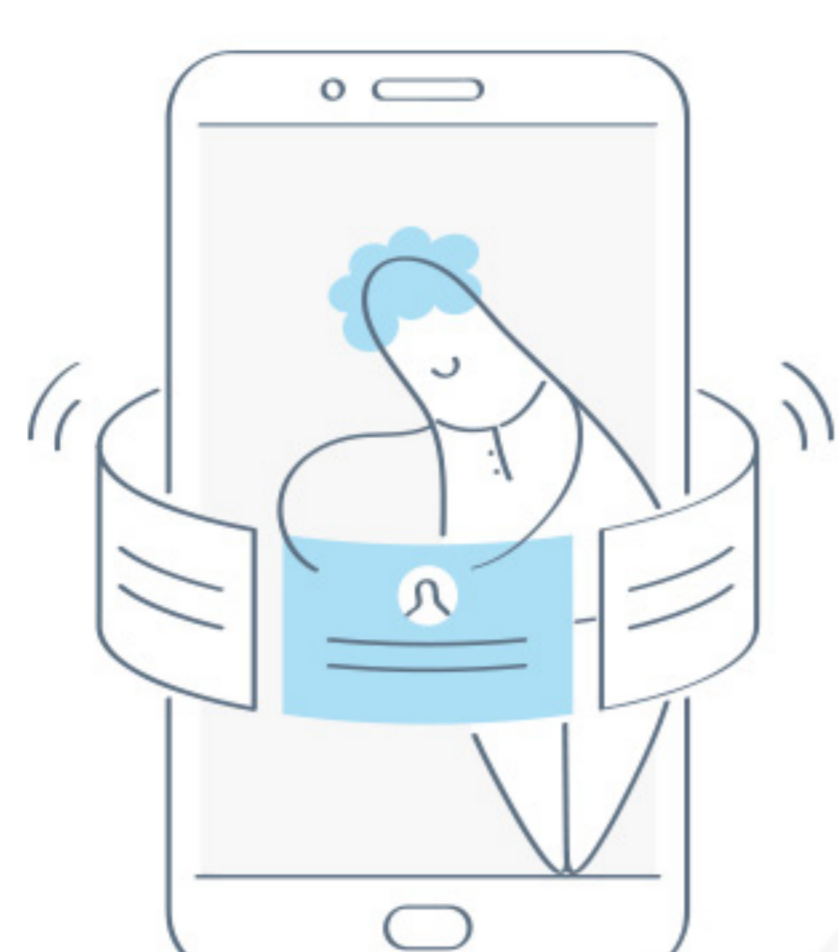
# Does Your Website Need a Redesign?

Website redesigns are critical for staying relevant in an increasing competitive digital marketplace. Fresh content and engaging features attract new customers and keep returning customers engaged. This boosts brand awareness, traffic and conversions.

**But how do you know if your brand is due for a website redesign?** The best way is to determine if your website is helping you reach your business goals—or hindering them.



## Is your website mobile-friendly?



YES

NO

Mobile-optimized websites increase engagement among Internet users—**especially those in global mobile-first markets**. Google's algorithm also favors sites that are optimized for mobile users.

Consider updating to a responsive, mobile-friendly redesign.

## Do your users experience sluggish load times?

Longer load times **frustrate visitors and increase bounce rates**. Google accounts for these factors when ranking websites in its search results.

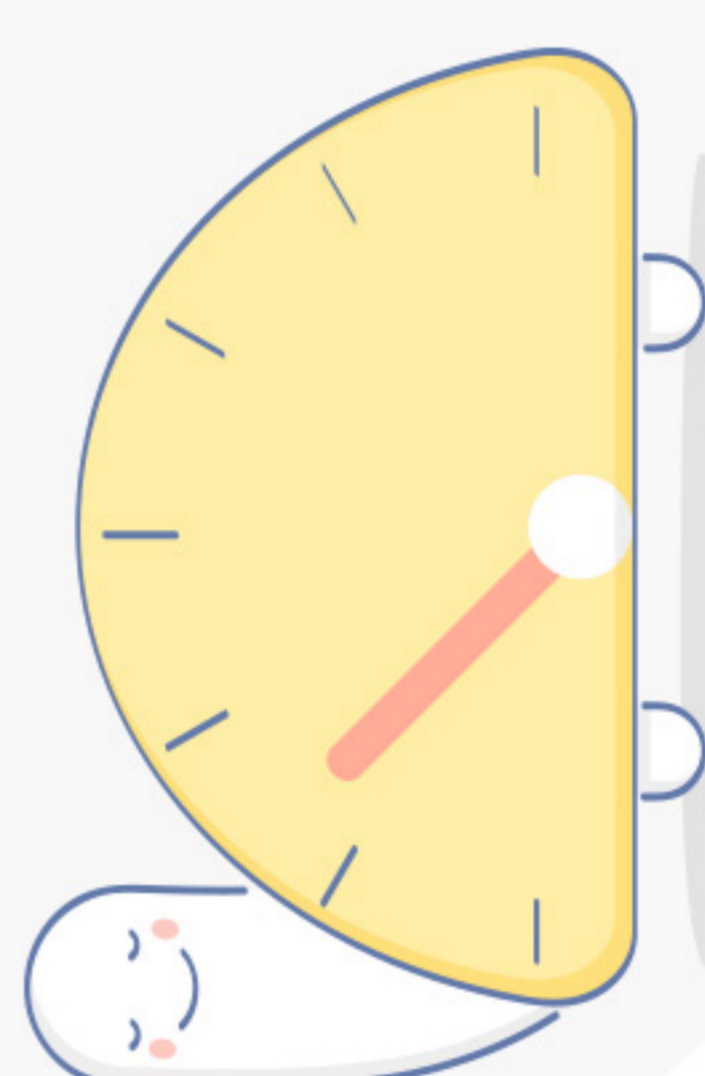
Loading speeds **longer than 4 seconds are unacceptable** and are likely hurting your SEO, CX and conversions.

A redesign can streamline image and script use. Consider migrating to a more efficient content management system, too.



YES

NO



## Was your last redesign 3 years ago or more?

Your company may be losing traffic, brand awareness and revenue.

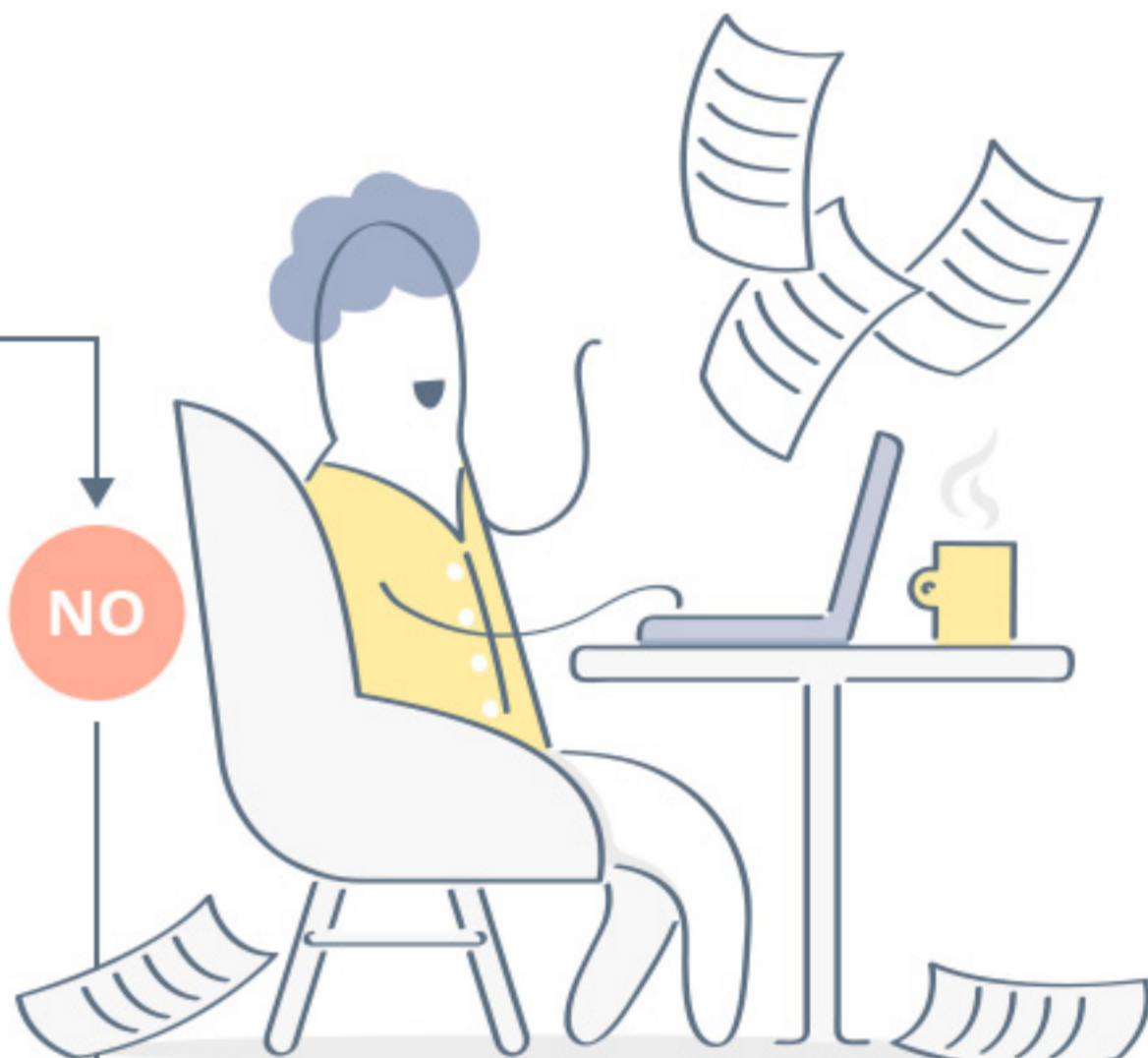
**A stale UX often dampens customers' interest** in your brand. This impacts your ranking in search. And in comparison to your site, **your competitors' sites may appear more relevant**.

Consider a redesign that refreshes the look, feel and functionality of your website.

## Has your company recently updated its branding?

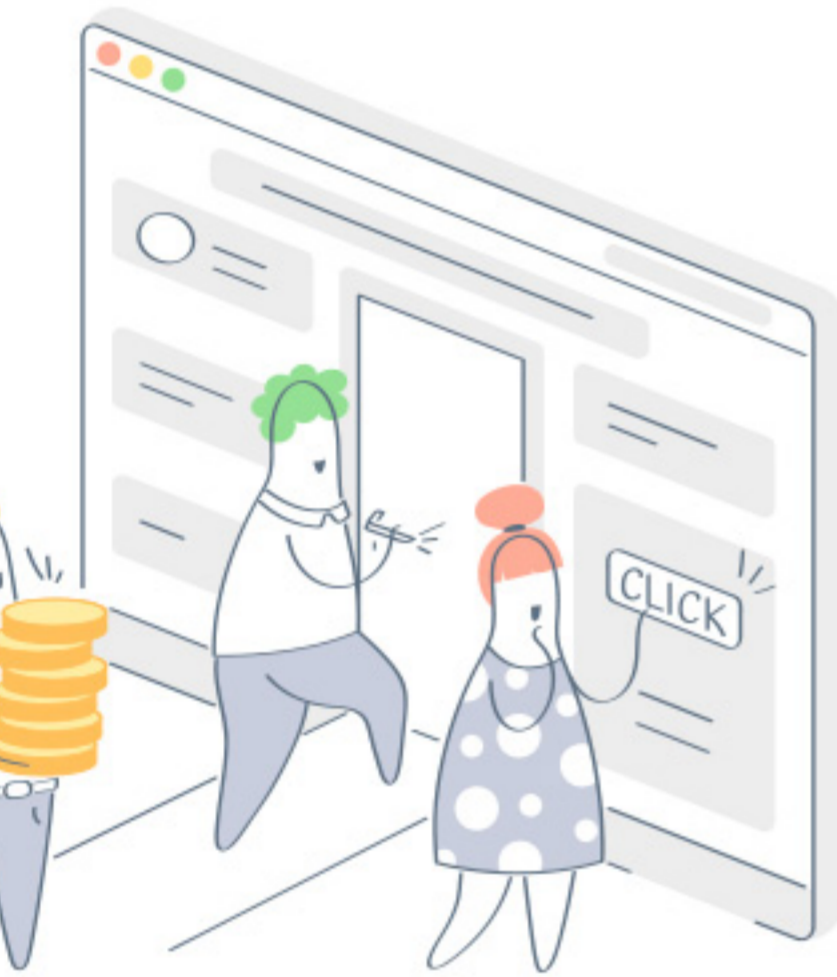
Rebranding efforts, coupled with a redesign, **can attract new and returning customers**. They also build consistency across channels, **which maintains trust and engagement**.

A redesign can align your full digital experience with your company's updated brand.



YES

NO



## Do you deliver an online customer experience on par with your competitors?

If you don't deliver a relevant, resonant CX, your customers will find competitors that do.

**A world-class CX provides value throughout the entire buyer's and customer journey**.

A redesign can elevate your brand's full customer experience far above your industry's standards.

## Is your company serving—or planning to serve—customers in global markets?

International customers **expect to engage and transact with brands in their preferred languages**.

Localized online experiences generate increased engagement, brand awareness and long-term gains in global markets.

Leverage a website and omnichannel localization solution during your redesign.

YES

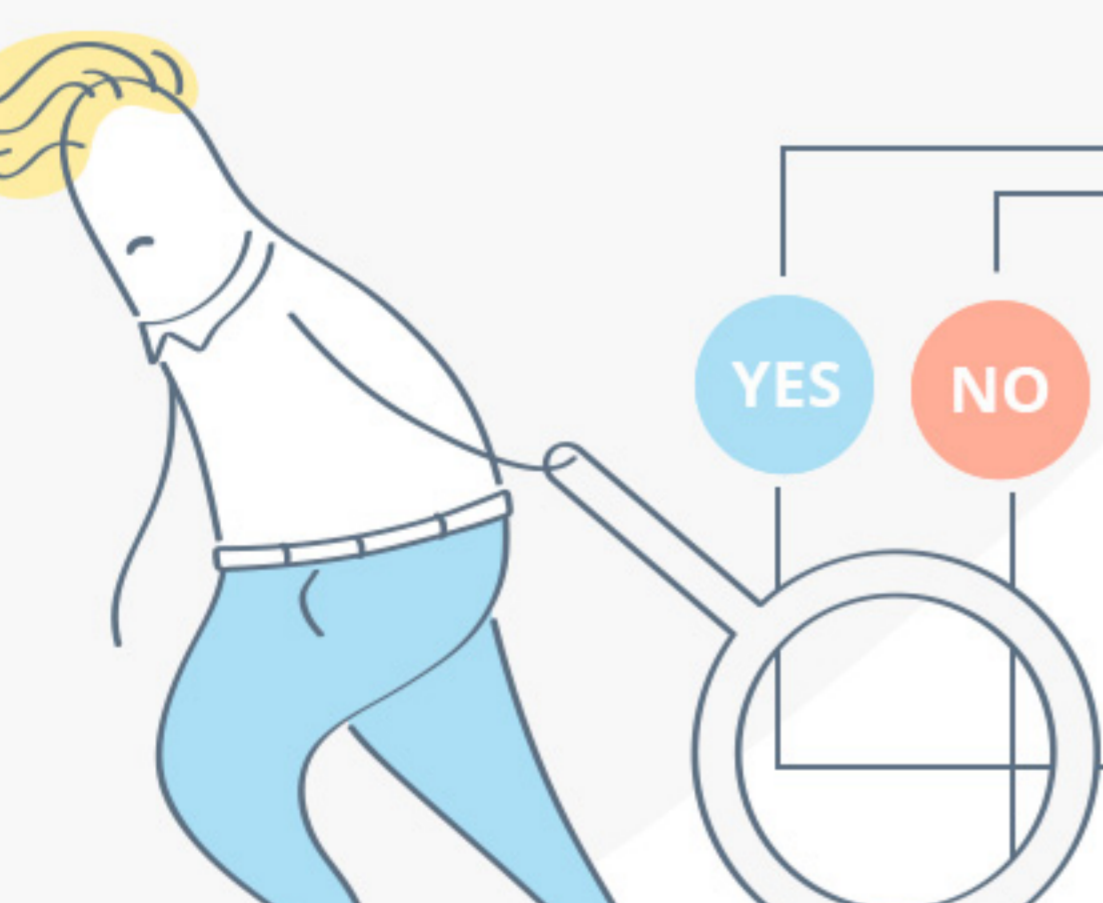
NO



## Is the bounce rate on your website increasing?

High bounce rates can indicate that a **site's UX or UI is no longer engaging customers**, or customers aren't finding informative content right away.

A redesign can refresh your site's UX and UI, and generate more value by efficiently directing users to impactful, informative content.



YES

NO

## Are you satisfied with your website's conversion rates?

Many factors can lead to stagnating or declining conversion rates, and **most can be alleviated with a redesign**.

For instance: a website's UX could be outdated, content may require refreshing, or there may be friction within a conversion funnel.

A redesign can eliminate all of these issues.

YES

NO



**It looks like your current website design is serving your company's needs—for now.**

**Remember:** Websites need regular redesigns to stay fresh, relevant and engaging. They also provide opportunities to **incorporate new solutions that support key business goals**, such as implementing website localization for international customers.

If your company has global expansion plans, consider combining website localization with your next website redesign.