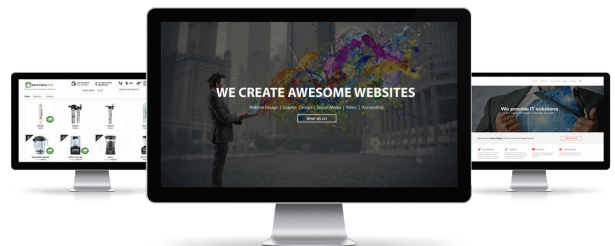**bos** media group.

Style MATTERS

It's time to consider re-designing your website if...

☐ **Your website looks out-dated, lacking style and design.** You don't have a second chance to make a first impression. Make sure you wow them at a first glance. It will make a difference.

☐ **Your website does not highlight and meet your brand image.** Your colors, fonts and images are not in sync, it's confusing the visitors on who you are and what you do.

☐ **Your website does not integrate your social media platforms.** Let the visitors know that your company is staying relevant and keeping up with the industry trends.

☐ **Your website does not look or fit well on your mobile phone.** Mobile visitors will exceed desktop visitors as well as not having a mobile friendly website is predicted to have a negative impact on your SEO.

☐ **The purpose of your site has changed.** Your marketing strategy should reflect the content and the design of your website. When the purpose changes, don't need to do a full site redesign each time to adjust to your marketing goals, but it's a good idea to check every so often to be sure your site is still aligned with your latest direction.

Of course, if you haven't altered your marketing strategy in a while, it might be time to focus on that as well.

☐ **Your website content is static.** Static content will get stagnant and does not encourage the visitor to revisit. Also, it does not have user-friendly interface to do simple updates and revisions on your own.

☐ **Your website does not have a company blog.** A well written, insightful content will help build your credibility as well as bring more people to your site through SEO. It will help strengthen your relationships with your future clients and build trust in your industry.

☐ **You are just tired of looking at it.** Being proud and confident of your website will lead you to referring more people to it.