

Radiant Website Design, Ltd.

It's a new day for your business

How to tell when a new site design is needed

Your website is part of your business' marketing and sales force and as such its performance should be evaluated periodically. Here are some indications that a change would be helpful.

1) Your business has changed.

Has your website kept up with changes in your business? New products or services offered, others discontinued? Has your logo or colors changed? Perhaps you've made these changes to your printed materials and not to your website. Consistency is important for branding.

2) It's not bringing in business.

Perhaps it has not been "optimized" to be found in the search engines (Google, Yahoo, etc). Over the last few years, Google and others have changed how they rank websites so a change may be needed for your site.

3) It doesn't cater to the customer's needs.

- Does the site appear on the screen quickly?
- Can information or products be found with a minimum of searching?
- Do you give a reason to return? (coupons, blog enteries, etc)



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4) It's not easy to make changes yourself.

If you're always waiting on someone else's schedule in order to make updates, you may be interested in a Content Management System that would allow you to make changes yourself.

I hope you have found this information useful. Even if you can't use my services at this time, maybe you know someone who can.

Next month: How to measure who is visiting your website.

Until we *Geek* again,

Cathy Gazzolo, the "Artistic *Geek*"

Creating websites that are easy to use and easy to find.