

WEBSITE: To Rebuild or To Renovate?

Is a full website rebuild/redesign really what you need? Or would a refresh get the job done? Use this as a guide to help you decide what kind of website project you need to hit your business goals.



REBUILD



THINK OF BUILDING A NEW HOUSE



COMPLETE NEW STRUCTURE, LOOK AND USER EXPERIENCE



MAY TAKE WEEKS OR MONTHS TO FULLY COMPLETE



LONGER-TERM FIX



MAY BE MORE EXPENSIVE UPFRONT BUT GAIN MORE VALUE IN THE LONG RUN.

BEST FOR SITES THAT:

- Are getting complaints about ease-of-use from customers, sales and other staff
- Look like they are from the dark ages
- Don't match company look, feel and branding
- Have an out of date CMS that's difficult to use
- Do not meet mobile-first indexing requirements (not mobile-friendly)
- Have high bounce rates
- Includes outdated or incorrect content that needs to be rewritten and SEO optimized
- Lack visitor and customer conversion points or that convert poorly
- Cause users (including you!) to easily get lost in the site



RENOVATE



RENOVATING ROOMS



SITE STRUCTURE STAYS THE SAME, WITH WEB PAGE CHANGES HERE AND THERE



CAN BE DONE IN PIECES WITH QUICK TURN TIMES



MAY ONLY BE A SHORT-TERM FIX



MAY COST LESS UPFRONT, BUT BE CAREFUL OF GETTING NICKELED AND DIMED WITH CONTINUAL UPDATES.

BEST FOR SITES THAT:

- Receive no complaints about core functionality
- Require minor graphic and image updates, not a whole new look and feel
- Already match existing company branding
- Have an up-to-date CMS that gets the job done
- Already meet mobile-first indexing requirements
- Have low bounce rates
- Only need minor content and SEO updates
- Have good visitor and customer conversion rates, but may need some A/B testing
- Provide overall positive user experience

Ready to request a website quote?

Start by getting the Complete Checklist on How to Compare Quotes from Website Agencies. You'll get 30+ questions to ask and things to look for on a website quote. Have it in hand before you sign!