



## Is Your Website Out of Date?

Take the following short test to find out if your website is doing all it can to help your business, or if it is outdated and due for a rebuild.

Not sure what something means? Check the following pages for more information on each item.

Description		Yes	Not Sure	No
1	Are you proud to direct potential customer your website?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Is your site responsive?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Is your site consistent with your current branding?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Does your site look modern, not outdated?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Is your site free of dated or fad components, like Flash, blinking text or autoplay sound?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Are you unhappy with where you rank in search engine results?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Is your loading time fast?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Is your bounce rate low?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>SubTotal</b>				
		x 4	x 2	x 1
<b>Total Score</b>				

### Scoring:

4 points for every Yes; 2 points for each Not Sure; 1 point for each No



## Results

26 and up = Your site is current, and likely isn't doing anything to turn away potential customers.

16 to 25 = Your site isn't bad, but could use a few tweaks to make the user experience better.

8 to 15 = Your site is outdated, and could significantly be impacting the way your business is viewed by potential customers.

## How to Answer the Checklist Questions

### 1. Are you proud to direct potential customer your website?

You should be proud to give out your URL, and have potential customers visit your website.

If you aren't – if instead you are embarrassed to send people to your website – then chances are good that you know the site doesn't reflect positively on your company, your services or the value of your brand. And if that is the case, isn't it time to fix that problem?

### 2. Is your site responsive?

A responsive site will change how it displays depending on the size of screen. This helps mobile or tablet users get a version of your site that is easier to navigate and use on devices like these that have smaller screens.

If your site isn't responsive you are likely damaging your user's on-site experience if they're visiting on a mobile device. In addition, you could be losing potential customers who try to visit your site, but give up in frustration when they find it difficult to navigate on their mobile device.

In addition, search engines like Google, Yahoo and Bing do factor in responsiveness into their ranking algorithms. If your site is NOT responsive, the search engine will score you as a poor content provider and will penalize your site with a reduction in search authority – which means a lower ranking.

Not sure if your site is responsive? Click here to use [Google's Mobile-Friendly Test tool](#).



### 3. Is your site consistent with your current branding?

Your website, branding and marketing materials (ads, business cards, stationary, etc.) should all be consistent. This includes colors, fonts, images and logos. Why? Because people tend to be suspicious of something that they think *should* look one way, but actually looks another.

For example, let's assume that a potential customer has seen your current signage or business card somewhere. Curious for more information, they Google your business and visit your website ... only to discover that the logo and colors on the website are completely different from what they saw in person. Their first instinct would be to think that they have the wrong website, which might make them give up and look elsewhere for the information, products or services they were seeking.

### 4. Does your site look modern, not outdated?

You likely visit a lot of websites each week. So just be honest with yourself and decide whether your site looks on par with current websites, because if your site looks like something from the 90s, no one will read your content because they will assume it is also from the 90s!

### 5. Is your site free of dated or fad components, like Flash, blinking text or sound that autoplays?

These types of things can very much date your website, and some can't even be viewed on popular devices like Apple iPhones, tablets and computers. In addition, some can significantly impact your page load speeds and put users off exploring further.

### 6. Are you unhappy with where you rank in search engine results?

As I mentioned before, search engines like Google, Yahoo and Bing do factor in responsiveness into their ranking algorithms, and their ranking metrics change regularly. So if your site is NOT responsive, and your meta data is NOT being presented the way that is currently preferred by search engines, it could help explain why your site is ranking poorly.

### 7. Is your loading time fast?

People like it when sites load quickly, so if yours takes forever to load, maybe it is time to update your site and improve your load times.

Not sure if your site loads quickly? [Click here to try Google's PageSpeed Tool.](#)



## 8. Is your bounce rate low?

What is a bounce rate? Basically it means that someone has visited your site, then left without exploring deeper into the site.

What could cause a high bounce rate? Confusing navigation, a design that is not pleasing, lackluster or dated content, or perhaps upfront requests for too much personal information.

According to some Google Analytics gurus, it is really hard to get a bounce rate under 20%, while anything over 35% is cause for concern and 50% and above is concerning.

You'll need access to either Google Analytics statistics, or stats from your web host to answer this question. If you don't have access to either of those, just check the 'not sure' box.

## Summary

If you have any questions, would like some assistance with further evaluation, or have decided it is time to update your website, please don't hesitate to contact me.

Sincerely,

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