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determine which strategy you should undertake.

Becky Livingston • Aug. 05, 2022

The screenshot shows the CPA Practice Advisor website. At the top is the logo and a search bar. Below is a navigation menu with categories like News, Payroll, Client Accounting, Tax, Technology, Advisory, Auditing, and Firm Management. A secondary menu lists Latest, Events, Webinars, Podcasts, eBooks, and Magazine. A large banner promotes being part of the CPA community. The main content area features a 'Latest....' sidebar with articles on crypto fraudsters, Nexus, and small business tips. The main body has two featured articles: 'Crypto Fraudster Now Among the FBI's 10 Most Wanted' and 'The Evolution of Nexus and its Implication for Income Tax'. A 'Thought Leaders....' section is partially visible at the bottom left.

CPA Practice Advisor

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Latest....

- Crypto Fraudster Now Among the FBI's 10 Most Wanted**
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- BDO Partners with Entegrity to Help Member Accounting Firms**

Thought Leaders....

ACCOUNTING & AUDIT

Crypto Fraudster Now Among the FBI's 10 Most Wanted

"Cryptoqueen" Ruja Ignatova is the only woman on the FBI's top 10 most-wanted fugitives list.

Jason Bramwell • Jul. 01, 2022

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TAXES

The Evolution of Nexus and its Implication for Income Tax

Although Wayfair was strictly a sales tax case, states have also begun to assert economic nexus for income tax purposes. Unlike sales tax, currently only a handful of states...

Jun. 30, 2022

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SMALL BUSINESS

You've been looking at your firm's website for years. You're tired of it. But do you simply redesign it to a more current look and feel, or do you rebuild it? Here are the pros and cons of each. Plus, a series of questions you can use to determine which strategy you should undertake.

Website Redesign Pros and Cons

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- Uses current design trends, demonstrating attention to target-market requirements
- Increases usability for visitors
- Showcases new products, services, and industries in a new way
- Upgrades tech to increase site ranking
- Improves site reach to new visitors
- Costs less than and requires a shorter timeframe than a rebuild

Cons:

- Poor content structure and organization will still exist
- SEO performance may not increase
- Another redesign needed again in a year or two
- Doesn't improve functionality, but may enhance the user experience
- Limited project scope

Website Rebuild Pros and Cons

When rebuilding a site, you're not confined to look and feel. It often requires a review of existing technology, databases, code, and user experience. If you were to redraw your website's marketing strategy, would it look different than the one you have today? If so, a redesign is in your near future.

Paul Cookson's quote summarizes it, "Great web design without functionality is like a sports car with no engine."

Pros:

- Remedies poor site structure
- Boosts SEO performance and overall site ranking
- Improves user experience

- Applies current technology integration

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How to choose?

Consider these items to help you determine if you need a website redesign or a rebuild. You can [download the chart](#) for future reference.

Considerations	Redesign	Rebuild
Content conversion rates are dropping.	√	
Reduces sales and leads.	√	
Mobile visitors leave the site quickly.	√	
Google ranking has gone down, consistently.	√	
Adding new site content is cumbersome.	√	
In the past, the site was attracting visitors, but not as much today.	√	
The last website design update was over two years ago.	√	
We have a limited budget.	√	
You haven’t updated the site in more than a year.	√	
Search engine optimization (SEO) needs have changed.	√	
Undergoing a branding change.	√	√
Competitors’ sites are more attractive, drawing in more	√	√

clients.

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You consistently get negative reviews about the site.		√
The marketing channels you're using are incompatible.		√
Web server overload causes crashes, turning visitors away.		√
The site no longer supports the marketing and sales strategy.		√
The site doesn't support current CMS and HTML5 integration.		√
Your site host is no longer able to support the site.		√
The current site no longer supports technology you want to integrate, i.e., Zapier, CMS, Salesforce, Portals, etc.		√

Looking for inspiration?

If you're looking for website inspiration, Colorlib provides a list of [“20 Exceptional Accountants Website Design for Inspiration in 2022.”](#) SiteBuilderReport also offers a list of [“17 Examples Of Excellent Accountant Websites.”](#)

Remember to work with an experienced accounting website designer before making a move in either direction. Not all designers understand the nuances of accounting websites, nor their unique SEO and user needs. The [Association for Accounting Marketing](#) has several consultant members that specialize in this area.

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