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determine which strategy you should undertake.

Becky Livingston • Aug. 05, 2022

The screenshot shows the CPA Practice Advisor website homepage. At the top, there is a navigation bar with categories: News, Payroll, Client Accounting, Tax, Technology, Advisory, Auditing, and Firm Management. Below this is a secondary navigation bar with: Latest, Events, Webinars, Podcasts, eBooks, and Magazine. A search bar is located in the top right corner. A large banner at the top center features the CPA Practice Advisor logo, the text "BE PART OF THE CPA COMMUNITY!", and a "FOLLOW US ON..." button with a Facebook icon. The main content area is divided into several sections. On the left, a "Latest...." sidebar lists articles such as "Crypto Fraudster Now Among the FBI's 10 Most Wanted", "The Evolution of Nexus and its Implication for Income Tax", "Tips to Help Your Small Business Clients Thrive During High Inflation", "BPM Expands Into Sacramento Through Upcoming Combination With Avaunt Ltd.", and "BDO Partners with Entigrity to Help Member Accounting Firms". Below this is a "Thought Leaders...." section with a profile for Randy Johnston. The main content area features two featured articles. The first, under the "ACCOUNTING & AUDIT" category, is "Crypto Fraudster Now Among the FBI's 10 Most Wanted" by Jason Bramwell, dated Jul. 01, 2022, with a "Read More" button and an image of the FBI seal. The second, under the "TAXES" category, is "The Evolution of Nexus and its Implication for Income Tax" dated Jun. 30, 2022, with a "Read More" button and an image of a 1040 tax form. A "SMALL BUSINESS" section is partially visible at the bottom.

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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