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FIRM MANAGEMENT

Does Your Website Need a Redesign or a Rebuild?

Here are the pros and cons of each. Plus, a series of questions you can use to determine which strategy you should undertake.

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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

A website redesign keeps the site's fundamental elements in place and simply changes the look and feel. You may choose to do this when you've undergone a brand change. Or it may require a more current look and feel to avoid looking dated when compared to competitors.

Pros:

- Communicates your firm's brand, values, and mission clearly
- 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
- Reduces the need for a redesign for a few years
- Enhances technology to meet client and industry needs
- Limitless project scope

Cons:

- Takes longer than a redesign
- Costs more than a redesign
- Increases the chance for [scope creep](#) and a delayed launch

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.	√	√
There are technical issues such as 404, 500, or 300 errors.	√	√
Information architecture (organization of navigation and pages) is outdated.	√	√
The business has outgrown the site's current capabilities.		√
Website bounce rate and analytics are subpar.		√
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.

Firm Management • Technology • Article

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