



6 REASONS YOU MIGHT NEED A NEW WEBSITE - **PART 1.**

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YOUR COMPANY'S WEBSITE IS MORE OFTEN THAN NOT THE FIRST EXPERIENCE A PROSPECT HAS WITH YOUR BRAND.

IT'S PRACTICALLY A 24-7 SALES PERSON.

IT IS A REFLECTION OF YOUR BRAND IN EVERY WAY AND CAN BE ONE OF THE MOST POWERFUL MARKETING TOOLS YOUR COMPANY CAN HAVE.



SO NEEDLESS TO SAY, IT IS IMPORTANT THAT YOUR WEBSITE IS DOING THE BEST JOB IT CAN, REPRESENTING YOUR COMPANY AND BRAND.

WE'VE COMPILED A LIST OF SOME CRITICAL REASONS TO CONSIDER BUILDING A NEW WEBSITE.



1. POOR CMS FUNCTIONALITY.

**THE DAYS OF STATIC WEBSITES
ARE LONG GONE.**

**FRESH AND COMPELLING CONTENT
IS NOW THE RULER OF ALL IN THE
DIGITAL ERA, AND BECAUSE OF THIS
MOST WEBSITES ARE NOW BUILT
WITH A CONTENT MANAGEMENT
SYSTEM (CMS).**

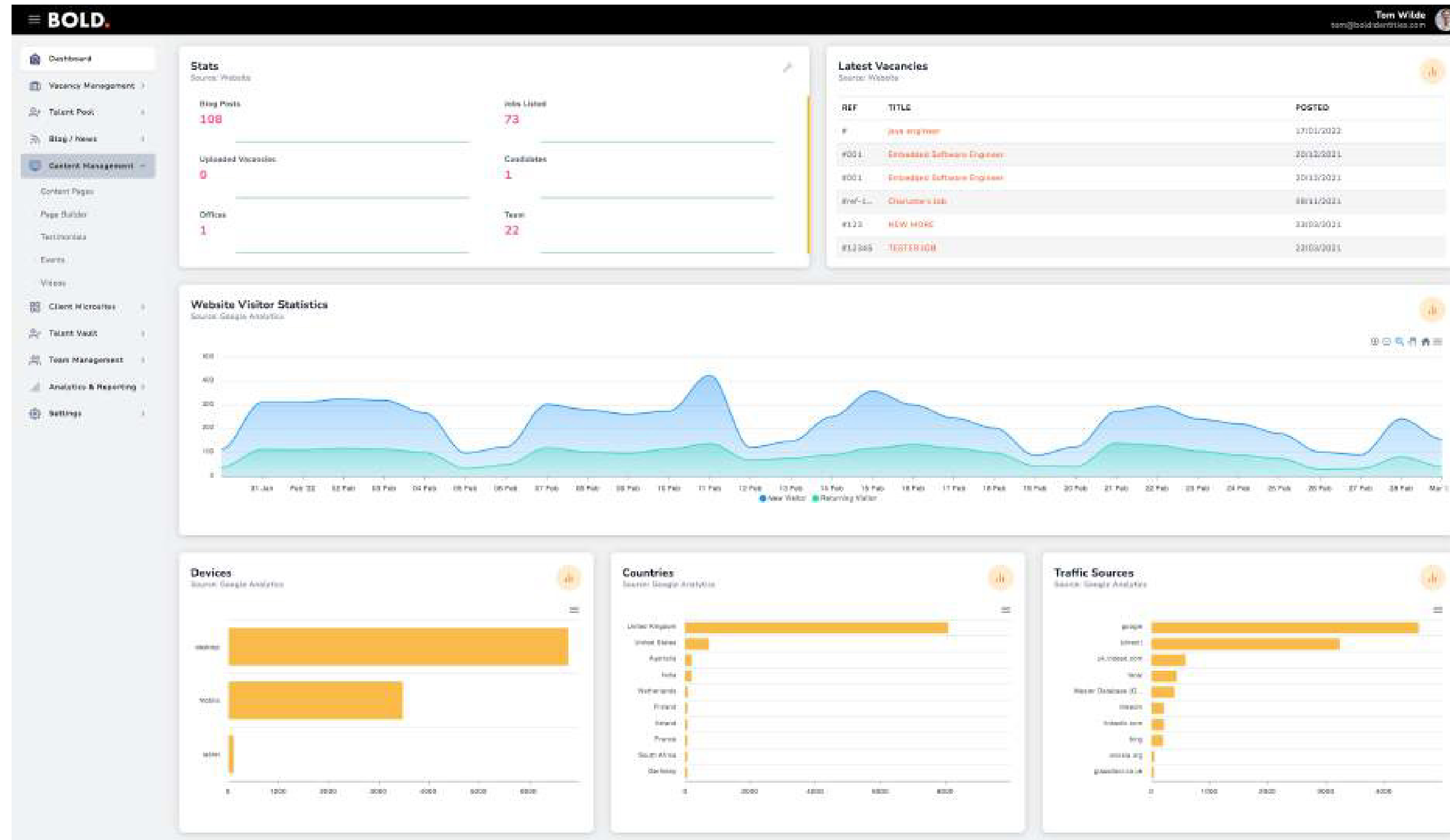
A CMS IS SOFTWARE THAT IS BUILT INTO A WEBSITE THAT SUPPORTS THE CREATION AND MODIFICATION OF DIGITAL CONTENT USING A SIMPLE USER-FRIENDLY INTERFACE.



A CMS ALLOWS YOU TO EASILY ADD, EDIT, UPDATE OR DELETE WEB CONTENT FOR THE MAJORITY OR ALL OF YOUR WEB PAGES ON THE FLY.

VIEW STATISTICS OF YOUR WEB TRAFFIC AND EVEN SCHEDULE UPDATES IN ADVANCE SO YOU CAN KEEP YOUR SITE ORGANISED, UP TO DATE AND LOOKING TIP TOP WITH MINIMAL TIME AND EFFORT REQUIRED!





CMS Panel

**A FEW
EXAMPLES OF
THESE PAGES
COULD BE YOUR:**

- **HOME**

- **JOB BOARD/LISTINGS**

- **CASE STUDIES**

- **TESTIMONIALS**

- **BLOG**

- **MEET THE TEAM**

- **MEDIA HUB/RESOURCES**

**STATIC WEBSITES LEAVE MANY
COMPANIES WITH THEIR HANDS
TIED IF THEY DON'T HAVE SOMEONE
IN-HOUSE WHO KNOWS CODE.**

IT ALSO BECOMES £££.

A CMS IS **USEFUL** AS YOU:

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- **DON'T HAVE TO BE TECH SAVVY**

- **CAN HAVE MULTIPLE PEOPLE ACCESS IT FROM ANYWHERE**

- **HAVE EASY ONGOING SITE MAINTENANCE**

- **FULL CONTROL OVER YOUR CONTENT**

- **UPDATE AS OFTEN AS YOU WANT**

- **MASSIVELY BENEFITS SEO (GOOGLE RANKING)**

IF YOU ARE FRUSTRATED WITH HAVING TO WAIT FOR UPDATES OR THE ONGOING DEVELOPMENT COSTS THAT COME WITH IT, THEN YOU DEFINITELY NEED A NEW WEBSITE WITH CMS FUNCTIONALITY.

IT'S AN INVESTMENT IN ITSELF FOR THOSE REASONS ALONE, BUT UPDATES CAN BE ALSO COMMUNICATED MUCH MORE EFFECTIVELY IN PERSON WITH YOUR IN-HOUSE MARKETERS.

2. DIFFICULT TO NAVIGATE?

**THERE ARE NO GOOGLE
MAPS FOR NAVIGATING
WEBSITE DESIGN ELEMENTS.**

THINK OF IT THIS WAY...

HAVE YOU EVER VISITED A NEW CITY AND FOUND YOURSELF HAVING TO TURN AROUND MULTIPLE TIMES, STRUGGLING TO DRIVE UNFAMILIAR STREETS OR UNABLE TO FIND ANYWHERE YOUR GOING?

YOU FINALLY ARRIVE AT YOUR DESTINATION AND IT HARDLY SEEMED WORTH THE EFFORT TO GET THERE, OR IT STICKS IN YOUR MIND WHEN YOU THINK ABOUT RETURNING TO SAID PLACE.

NEGATIVE EXPERIENCE.



THAT EXACT SAME FORMULA APPLIES WHEN SOMEONE VISITS YOUR WEBSITE IF THE NAVIGATIONAL ASPECTS OF THE SITE ARE TOO CONFUSING TO EFFECTIVELY NAVIGATE.

YOU'VE PROBABLY EXPERIENCED THIS YOURSELF.

THINK OF THE LAST TIME YOU WENT TO A CLUNKY OR OVERLY BUSY SITE FULL OF CONFUSING CONTENT.

HOW LONG DID YOU STAY ON THE PAGE BEFORE YOU CLICKED THE BACK BUTTON?

**AS THE WEB HAS EVOLVED, SO HAVE
PEOPLES EXPECTATIONS FOR USER
EXPERIENCE AND FUNCTIONALITY.**

**WEB-USERS TODAY DEMAND A
PLEASANT, EFFICIENT
EXPERIENCE.**



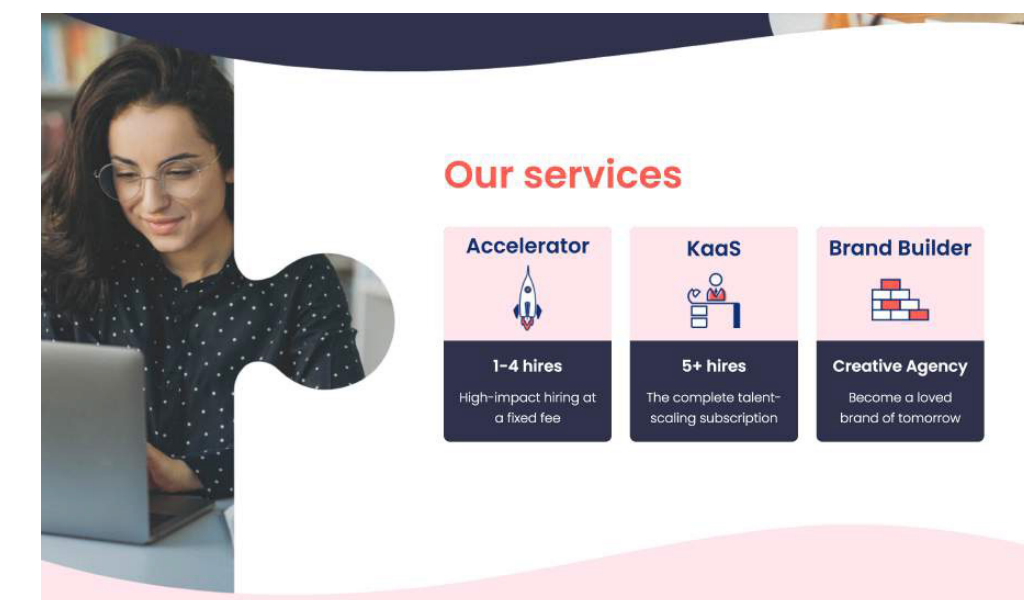
AN EFFECTIVE NAVIGABLE SITE MIGHT LOOK LIKE:

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- **AN EASY TO FIND NAVIGATION BAR ON EVERY PAGE**
- **AVOIDING USE OF MULTIPLE SUBPAGES (LESS PAGES = EASIER TO FIND THINGS!)**
- **LOTS OF NEGATIVE SPACE MAKING SECTIONS CLEAR AND PUNCHY**
- **A CONTACT OR CALL-TO-ACTION NEVER MORE THAN A CLICK AWAY**



www.findyourkeepers.com

**A NAVIGABLE SITE CAN GUIDE A
WEBSITE VISITOR WITHOUT THEM
EVEN KNOWING IT.**

**YOU'RE SIMPLY DROPPING
CRUMBS FOR THEM TO FOLLOW.**



IF YOUR MENU AND NAVIGATION ARE BASED ON PRACTICES FROM FIVE YEARS AGO, CHANCES ARE THEY DON'T FOLLOW ANY OF THESE POINTS, MEANING CHANCES ARE YOU'RE LOSING WEB TRAFFIC.



- ABOUT US
- MEET THE TEAM
- JOIN US
- NUCLEAR COMMUNITY
- CANDIDATES
- EMPLOYERS
- JOB SEARCH
- OUR PRODUCTS
- WHAT WE DO
- CV UPLOAD

CONTACT US

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3. OUTDATED?

IF YOU DON'T FIND YOUR WEBSITE NICE TO LOOK AT, THEN THE LIKELIHOOD IS THAT NEITHER DOES ANYONE ELSE.

**YOU NEED A WEBSITE THAT IS ENGAGING,
PLEASING TO THE EYE AND PUTS YOUR BRAND'S
BEST FOOT FORWARD.**

**REMEMBER, YOUR WEBSITE IS YOUR POTENTIAL
CLIENT OR CANDIDATES FIRST IMPRESSION OF
YOU, AND HOLDS HUGE SIGNIFICANCE ON
WHETHER THEY PURSUE FURTHER INTEREST.**



**AND JUST LIKE CLOTHES AND KITCHEN
APPLIANCE STYLES CHANGE OVER TIME,
SO DO WEBSITES.**

**IS YOUR COMPANY'S WEBSITE
LOOKING OUT OF STYLE?**

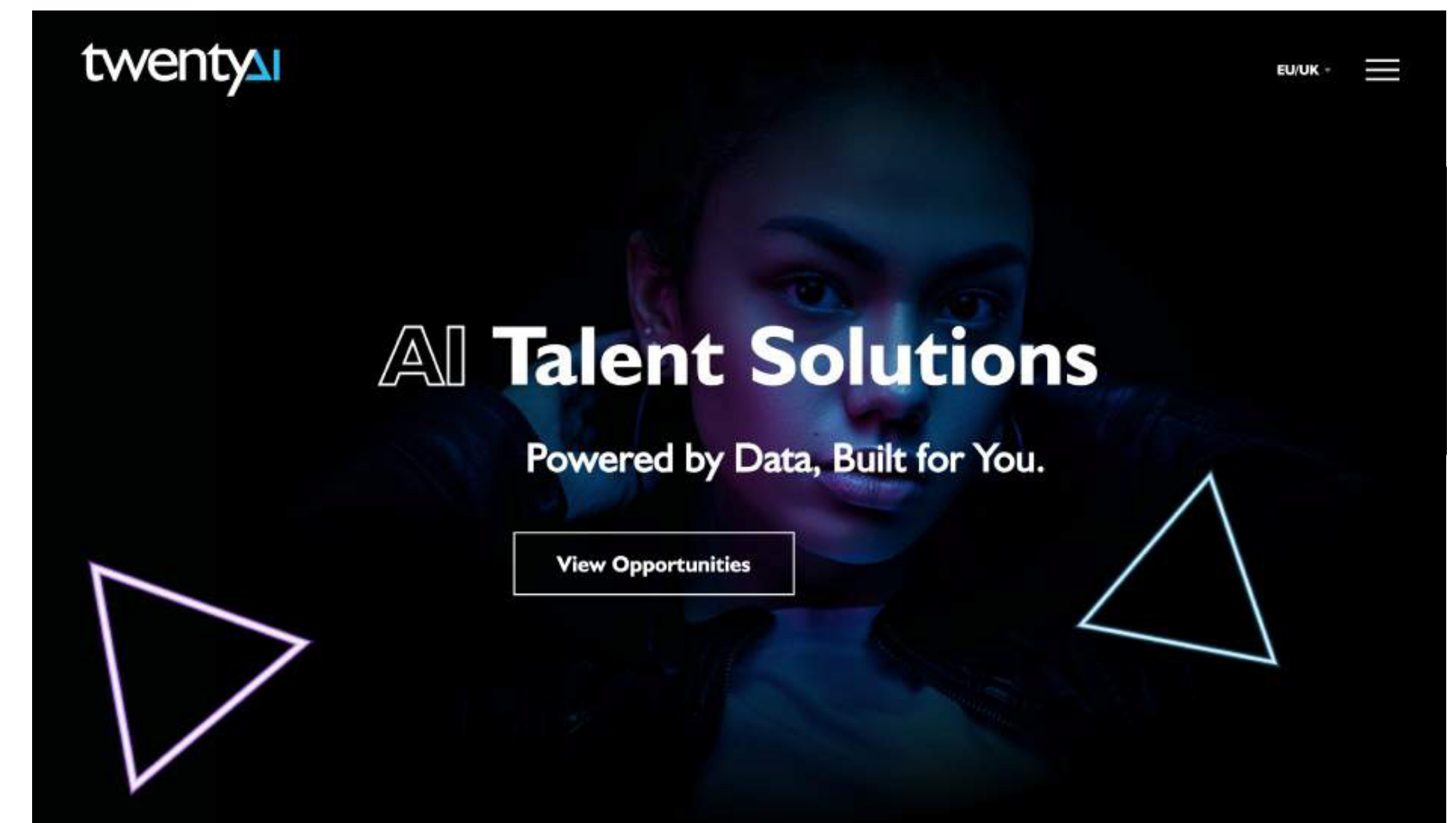
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**MODERN WEBSITE DESIGN
FAVOURS CLEAN AND SIMPLE
OVER CLUTTERED AND BUSY.**

**IN ONE GLANCE, YOUR WEBSITE
EITHER CONVEYS THAT YOU ARE
WITH THE TIMES, OR YOU'VE
BEEN LEFT BEHIND.**



www.twentyai.com

SOME EXAMPLES THAT MAY TRIGGER THE NEED FOR A REDESIGN:

CLUTTERED LOOK AND FEEL.

TOUCHED ON IN SECTION 2 WITH NEGATIVE SPACE, THE MODERN TREND WITH WEBSITE DESIGN IS TO ALLOW CONTENT SPACE TO BREATHE - THE DAYS OF TRYING TO INCLUDE TOO MUCH ON A SINGLE PAGE OF A WEBSITE ARE LONG GONE.

'ABOVE THE FOLD'

'ABOVE THE FOLD' REFERS TO ANYTHING THAT IS IMMEDIATELY VISIBLE ON A WEBSITE AND THEREFORE DOESN'T REQUIRE SCROLLING.

WHILST YOU THINK THIS MIGHT BE CURRENT AND GREAT FOR GRABBING YOUR VISITORS, THE SIGNIFICANT INCREASE IN BROWSING ON MOBILES AND TABLETS MEANS LESS SPACE, MORE SCROLLING.

TEXT HEAVY.

MODERN DESIGN TRENDS HAVE DICTATED THAT VISUAL WEBSITES WITH LARGE IMAGES ARE THE WAY FORWARD.

TRADITIONALLY MANY WEBSITES INCORPORATED LOTS OF TEXT FOR SEO PURPOSES.

HOWEVER, SEARCH ENGINES ARE NOW MORE SOPHISTICATED ENABLING DESIGNERS TO CREATE A MORE MINIMALISTIC LOOK.

THERE ARE ALSO MUCH MORE CLEVER WAYS TO INCORPORATE ADDITIONAL TEXT NOW SUCH AS OVERLAYS AND EXPENDABLE BOXES.

LONG LOAD TIMES.

IF YOUR CONTENT AND IMAGES TAKE TOO LONG TO LOAD, THEN MANY PEOPLE HAVE COME AND GONE FROM YOUR SITE.

WEB USERS DO NOT HAVE PATIENCE FOR SLOW-LOADING WEBSITES AND NEITHER DO SEARCH ENGINES.

GOOGLE NOW INCLUDES LOAD TIMES IN ITS SEARCH ENGINE RANKINGS (SEO).

THIS MEANS NOT ONLY ARE PEOPLE FRUSTRATED WITH YOUR WEBSITE, BUT IT IS ALSO NOT RANKING HIGH ON THE SEARCH ENGINES.

ACCORDING TO GOOGLE, FASTER SITES CREATE HAPPY USERS AND THEY'VE SEEN IN THEIR RESEARCH THAT WHEN A SITE RESPONDS SLOWLY, VISITORS SPEND LESS TIME THERE - WHO'D HAVE THOUGHT?



**KEEP AN EYE OUT FOR MORE VALUE
PDF'S OVER THE COMING MONTHS.**

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