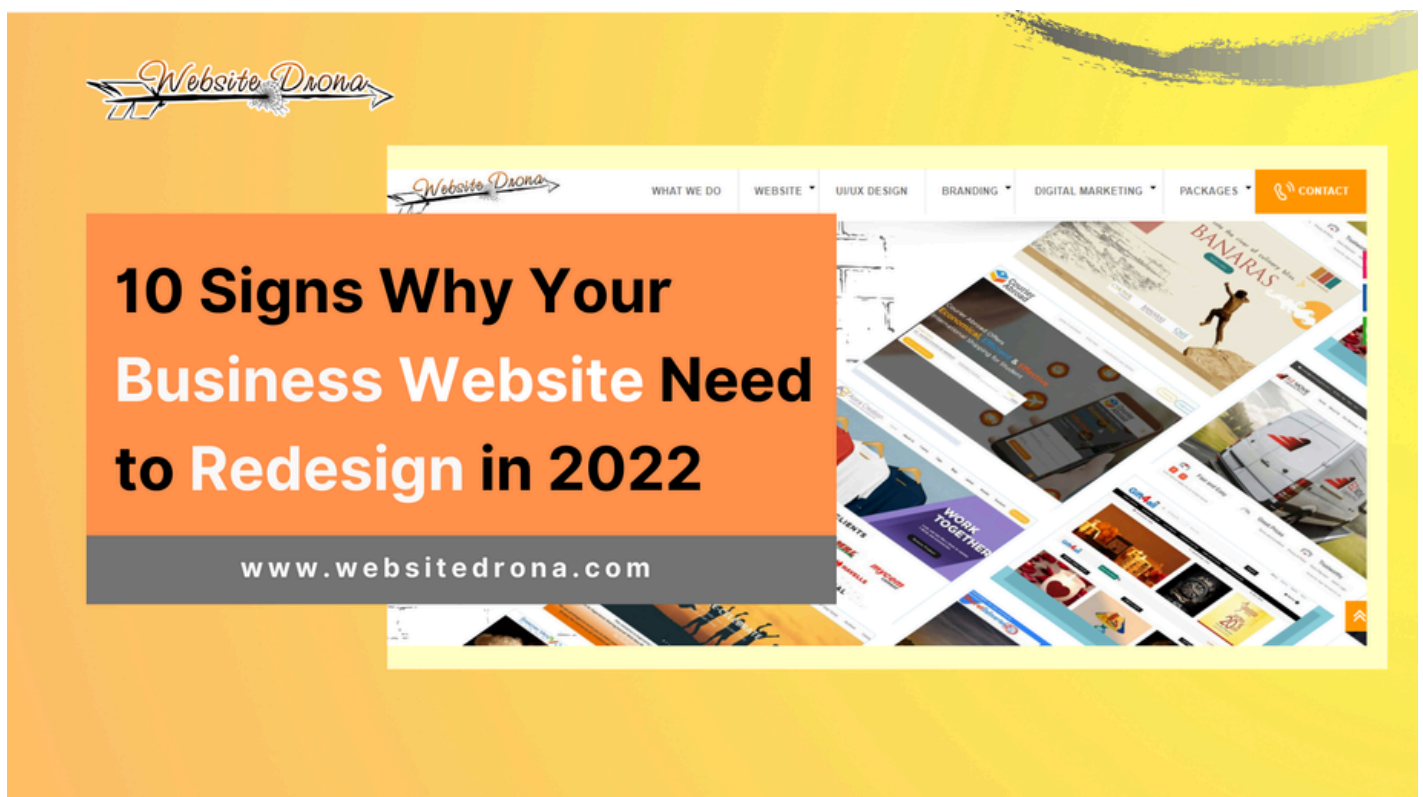




10 Signs Why Your Business Website Need to Redesign in 2022?

Is your website looking that much old? Are you afraid of losing your business?

Visitors have only a few seconds to give an opinion about your website and decide whether or not to stay. Furthermore, more than 75% of visitors make a judgment on your company's credibility based on the appearance of your website. As a result, it's easy to see why website redesign is critical to your company's success. Businesses are looking for a [website development company in Delhi](#) to redesign or build a new website nowadays.



Here are 10 signs your Business website needs to redesign!

1. Your Website is Not Mobile Responsive

If your website does not have a mobile/phone responsive interface, over 5 billion people using smartphones to access the internet, your website must be mobile-friendly. A mobile-friendly website is also given a higher ranking by Google. As a result, if you haven't yet optimised for many devices, your company's ranking and performance will suffer.

If you're unsure whether your website is responsive or "mobile-friendly," we can help. Google offers a simple, mobile-friendly testing tool that will quickly assess your website. Are you dissatisfied with the results? That could be an indication that you need to rethink your website's design and make it more responsive.

2. Your Website Need New Functionality

You may require extra features as your company grows and evolves in order to keep your business growing. Marketing campaigns, social media, and [search engine optimization](#) can all benefit from new integrations.

Adding new functionality allows you to improve the user and business experience on your website. When trying to think up your redesign objectives, keep your business goals in mind, and make sure to include any new functionality required to help you achieve those goals.

3. Security Issue in Website

Web security is one of the last things many businesses consider when deciding whether or not to redesign their website; however, it is arguably one of the most important factors to consider. Because many websites contain sensitive information about their customers and clients, it is critical to ensure that your website is as secure as possible.

Because they are not up to date with the latest coding standards and security patches, older websites may face increased security risks. If security is a concern, a website redesign may be your best option.

4. Not Ranking in Search Engine Result Pages (SERPs)

It's worthless to have a website that can't be found on search engines. SEO assists you in achieving a high ranking on Google and other search engines. As a result, businesses should not ignore SEO. A website that is SEO-friendly can make it easier to rank high on SERPs. By implementing proper SEO strategies, we at Website Drona, a leading [Web Development Company in Delhi](#), create an SEO compatible website that can rank higher on every search engines.

5. Websites of Your Competitors Are Better

It's a good idea to keep an eye on your industry's competition, especially since some of those competitors are likely to be looking at, and interacting with, your potential customers. Users frequently interact with a brand online before purchasing their products or services. In a head-to-head matchup, if their website is easier to navigate, cleaner, and better optimised for conversion, you may be at a disadvantage, which means losing potential customers. This is why your competition may hold the key to determining when a redesign is required.

6. You Have a Slow Website

The speed with which your website loads can have a big impact on your business. According to recent studies, approximately 40% of online searchers will leave a website that takes more than three seconds to load. This can have an impact on user experience and website

conversions. Slow load times will also increase your website bounce rate and have a negative impact on search engine rankings.

It is a good idea to test your web page load times at least once a year to ensure that there are no issues for mobile visitors. To test the speed of your website, we recommend using [Google's Lighthouse Tool](#).

7. The User Experience (UX) on Your Website is Poor

The importance of user experience (UX) in the development of a successful website cannot be overstated. In principle, pleasing users seems simple, yet many websites fall short in practise. You must provide easy navigation, meaningful and engaging content, and clear calls to action while maintaining clean, visually pleasing layouts and on-brand design elements to provide a good experience.

8. There is SEO Difficulty on Your Website

It's awful for business if your website doesn't rank well in search engines. This could indicate an issue with your website or a lack of SEO. Your website should be your most effective marketing tool, but if your search results aren't as good as you'd want; it's time to redesign it. We are as a Professional [SEO service Provider Company](#) can do a free SEO audit for your website with a smart technique to ensure that your SEO troubles related to your website. As digital marketing expert, can examine your website and advise you on what steps you should take to improve your search engine rankings.

9. Bad Conversion Rates of Your Website

It's great to have potential clients locate and connect with your website, but if they don't convert, there's a problem. Websites that struggle to generate leads and conversions usually lack essential features on-page that helps in the conversion process.

Social proof, clear calls-to-action (CTAs), material that speaks to your target audience and a range of other things could become one of the missing parts. They're probably with a competition if they're not converting. Low conversion rates are therefore a warning sign that something has to change.

10. You have a Slow Website

A slow website might put your company out of business. Remember that today's users are impatient and need immediate access to information. The majority of people expects a website to load in 2 seconds or less and will quit it if it takes longer. As a result, be careful and ensure that your website does not take an excessive amount of time to load.

The Upshot

You should keep many things in mind when deciding, if it is time to redesign your website. We are Website Drona a professional [Website Development Company in Delhi](http://www.websitedrona.com); we have team of highly qualified and experienced web designers and developers, who are professionals in designing websites with specific features. We create exceptional websites for our clients using cutting-edge technology that have been thoroughly tested and run on all devices.

We also help our clients with website maintenance and best practices to ensure that their sites rank effectively on search engine result pages (SERPs). We have a dedicated team of SEO specialists on staff that will guide you through the process and provide expert guidance.

Get in contact with us today to discuss a new website project and how we can help you build your business digitally. For more details kindly visit www.websitedrona.com