

5 SIGNS IT'S TIME TO UPDATE YOUR BUSINESS WEBSITE

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Your website is often the first impression people get of your business. But technology and design trends change quickly — and what looked “modern” a few years ago may now be holding your business back. If your site isn’t helping you grow, it might be time for a digital refresh.

Here are five clear signs that your website needs an update:

1. YOUR SITE LOOKS DATED OR UNPROFESSIONAL

First impressions matter. If your design still reflects early 2010s trends — stock photos, cluttered layouts, or outdated fonts — visitors will notice. A dated website can subconsciously signal that your business is behind the times or inattentive to detail.

Modern websites use clean layouts, easy navigation, and consistent branding. A simple update to typography, imagery, and color palette can immediately boost credibility and trust.

Quick test: Compare your homepage to a competitor’s. If yours looks noticeably older, it’s time to modernize.

2. IT DOESN’T WORK WELL ON MOBILE DEVICES

More than 60% of website traffic now comes from mobile users. If your site isn’t mobile-friendly, you’re losing potential customers. A site that forces people to pinch, zoom, or scroll horizontally can frustrate visitors and send them elsewhere.

Mobile-responsive design automatically adjusts to any screen size — from smartphones to tablets to desktops — ensuring every visitor has a smooth experience.

Ask yourself: Does your site load quickly and look great on your phone? If not, you’re leaving conversions on the table.



3. YOU STRUGGLE TO MAKE UPDATES OR ADD CONTENT

If every small change requires calling your developer or editing raw HTML, your website isn't working for you — it's working *against* you.

A modern site should be built on a **content management system (CMS)** that lets you easily update text, images, and blog posts yourself. This flexibility helps you keep your content fresh, which is key for both SEO and engagement.

Hint: If updating your site feels like “coding a spaceship,” it's time for a smarter solution.

4. IT'S NOT BRINGING IN LEADS OR SALES

Your website should be a *digital employee* — working 24/7 to attract, inform, and convert visitors. If it's not generating inquiries, sign-ups, or sales, the design or strategy may be outdated. An updated site can include:

- Clear calls to action (CTAs)
- Conversion-optimized landing pages
- Integrated chat or contact forms
- SEO-friendly structure

Remember: A beautiful website is nice — but a functional one that drives results is better.

5. YOUR BRAND OR MISSION HAS EVOLVED

Businesses grow and change — and your website should reflect that journey. Maybe you've refined your focus, added new services, or redefined your mission. If your current site doesn't clearly communicate who you are and what you stand for, it's time to realign.

Your website is a reflection of your **vision and values**. Keeping it current ensures you're telling the right story to the right audience.

IT'S MORE THAN A WEBSITE — IT'S YOUR DIGITAL TESTIMONY

At *InFaithByDesign*, we believe your online presence should do more than look good — it should serve your purpose and reflect your values. Whether you need a full redesign or a performance tune-up, we help businesses build websites that inspire trust, engage visitors, and support growth.

READY TO REFRESH YOUR ONLINE PRESENCE?

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