

## Reasons for Getting a Website Re-designed

If you have an existing website but due to some reason it is not yielding the desired output and profits then you might consider it getting re-designed. There can be many reasons behind it depending upon the area where your website lacks or needs improvement.

If your website suffers from inadequate navigation facility then it might require re-designing in that part. Any visitor visiting your site should be able to access the information quickly and reach the intended web page in maximum of three clicks from the main page. Many sites work on old navigation menus that utilize the images that cannot be indexed by the search engines. As a result you have to convert the web pages into CSS cascading style sheets, because it loads speedily and is SEO friendly.

Content is considered king in terms of providing information about your company and its related products/services. After certain time period your site content might not generate interest or capture attention of the visitors. In such situation get it rewritten in a fancy and appealing manner. You can complement the changed web content by re-designing your website so give a completely different look to your site.

Sometimes a website is not designed keeping into consideration search engines. A site has to be search engine friendly in order to drive maximum net traffic to their web pages. But there are quite a few website designers that design very good looking site but do not have knowledge about marketing. In such situation you need to get your website re-designed, this time applying search engine marketing techniques.

Websites that have been designed many years ago stand the chance of not being appealing to the visitors, as a result even if they visit your site they might not make any purchase of products or services. In such cases give a facelift to your website, that is go for site re-designing that gives it modern and appealing look to your site.

If a site has slow loading web pages, it would lower down the ranking in search engines. Slower loading web pages affect ranking adversely. Some items that lower down a site's speed can include big size images, code errors, multimedia files, slow server error and Adobe flash objects.

When a website is not interactive in nature, it might need to get re-designed and imbibe features that make it so. Now-a-days visitors demand a site to have sections like blog, comment page, connectivity with social networking sites and so on.

### About the Author

SPINX - [Los Angeles Web Designers](#), offers custom website design services, Print Design Los Angeles, Film Web Design Los Angeles, flash Web design. Check [Graphic Design Portfolio](#) for more information.

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