



Article Side

Essential considerations to make for redesigning websites by [Avinash Pathak](#)

Article published on April 20th 2012 | [Web Design](#)

Redesigning an existing website is a serious consideration in terms of money and time. If yours is a business website, an analytical approach to redesigning it should be taken. The business goal analysis with a focus on your vision and mission will help evaluate if the website redesign is an informed decision. Checking how the website is communicating to the target groups and how the visitors are interacting with the website is essential to decide on an improvement in the present look and feel of the website. Here is a list of essential considerations to make for redesigning the website:

Is the website a complete one with requisite applications? Optimum functionality can be achieved by integrating necessary plug-ins to the website framework. It does not mean that the website should be heavy with unnecessary applications. Visitors will engage with the website only when the website functionality is smooth and interests them.

What and how does the website communicate to the visitors? Your purpose or message or vision or mission is communicated to the target audience through the content and design of the website. If there is some issue with these two chief communicative elements or the visitors are being misled and therefore, the bounce rate is high, redesigning the website is a logical move.

Where does your website stand in comparison to the competitors? If the website stands low, your traffic loss is the gain for competitors. Is their website better than yours in design and content? What are the different functionalities of their websites? Which plug-ins are they using? How is the interface of their websites? An analysis of these questions helps decide on redesigning the low-impact aspects of your website?

Is the interface of your website dynamic? Does it navigate smoothly? The interface of a website is the very first thing that engages visitors. It should be dynamic, appealing, inviting, and user-friendly. The interface should have some areas which can be updated from time to time. No one loves the monotony of visiting the same thing over time. That is why Facebook the social networking giant keeps making impactful changes in the design and functionality. Make a list of things to do to better the interface from various perspectives – design, look, functionality etc. redesigning the website interface demands for quality web design services.

Diversity is good but not in case of a website. The look of webpages with diverse font styles, diverse color schemes and diverse page structures is irritating. Aestheticism in the design of the website radiates from the unified look and feel. More, a website with inconsistencies is not search engine friendly. Redesigning the website to unify the look and feel of the pages is a practical decision.

What is the unique about your website? Many websites that belong to the same niche look similar. Check out the competitors'™ websites, if they bear any resemblance or similarity to yours? If such is the case, give no second thought to redesigning the website. Hire professional web design services to make your website look unique and different.

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Article Keywords:

Web Design Services

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