



# Article Side

Is My Website Outdated? by [William Hauselberg](#)

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With the changing landscape of the Internet, does it really come as a surprise that most websites have a shelf life of about 3 years? If your website has not been updated in a quite some time, you're probably in need of some revamping. When your website is outdated, your customers can feel like you're not in touch with the times. In order to gain authority in your field, you need a custom professional website. When most businesses first start online, they tend to use website builders. These are great for people who want to start a blog, but not for an e-commerce website. You need custom website design to show your customers that you are offering something that the competitors can't touch. Here are a few signs that your website is outdated.

## Re-think Splash Pages

When a customer is online, the last thing they want to do is wait for a splash page to load on their browser. If the splash page does not load quickly enough, they are going to click the "Back" button pretty fast. Get rid of your splash page and give your customers what they want: your product.

## Are Your Copyrights Current?

When you scroll down to the bottom of your webpage, check the copyright. If a customer scrolls down and sees that the copyright is not current, they're going to think that you have updated the website in over a year. You can easily change this through your website control panel and it will make a big difference in conversions and traffic.

## What Are Your Site Goals?

One of the biggest signs that your website is outdated is when the copy on your website reflects a business goal that you are not long pursuing. For instance, if your website used to sell a certain product exclusively and you have now moved on, the website is outdated. Keep up with your business goals and have your site reflect this.

## Do All Browsers Show Your Site?

If your website does not show up properly across updated browsers, it needs to be updated immediately. New browser versions come out monthly. If you are not updating your website per these changes, you are probably not going to make conversions. Update your website accordingly.

Your website is the first line toward gaining customers. If you find that your website is outdated, you need custom website design for your business. A custom professional website will help your business stand out from the competition and give you the sophisticated look needed to survive in the online market.

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The author has an immense knowledge on a [custom professional website](#). Know more about a [custom website design](#) related info in his website.

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