

# 7 Signs You Need a Website Redesign

With some websites, you can tell they need to be redesigned simply by looking at them. With many institution sites, the need to redesign is less obvious. They're functional, used daily and closely associated with the institution. That's where "7 Signs..." comes in. Each sign is based on our experience and observation working with higher education clients.

## 1 You're three or more clicks from the contact form.

Go to your institution website right now and count how many clicks it takes to get to a contact form. Less than three? Congrats. Three or more? Students are less likely to contact your school. In the redesign, consider putting quick contact forms on key pages of your site. This way, whenever they're ready to take action, the form is right there in front of them.

## 2 Your website's look and feel doesn't fit with your institution's identity.

Before students can take a campus tour, they first get a sense of your institution by visiting your website. Does it feel like your college or university? Does it capture the essence and aura?

## 3 For content updates to the site, you have to rely on a website designer.

Websites now come with sophisticated content management systems that allow anyone with word processing skills to update the site. You have the flexibility to assign admin privileges to multiple people, which is perfect for a team-based approach.

## 4 Your website features outdated content and images.

Sound familiar? When your website fails to keep up with the news and events of your institution, it can become outdated very quickly. New sites with content management systems solve this problem by making it easy to update on a daily or weekly basis.

## 5 Web analytics reveal a high bounce rate.

Bounce rate is an analytics term for those who visit your home page and quickly leave. If you have analytics software, check your bounce rate. If it's too high, it bears investigation to figure out why visitors are only visiting the home page. It's one thing to get them to the site. It's another to keep them engaged.

## 6 A designer hasn't touched your site in more than three years.

Websites that go months and years without any updates start to become stale and outdated. A redesigned site with a sophisticated content management system can be updated regularly and kept current beyond three years.

## 7 Your institution has a website but lacks a mobile-specific site.

Mobile phone usage is skyrocketing. For mobile users, it's not enough for sites to be viewable. They want sites created specifically for mobile devices that's easy to view on smaller screens and offers intuitive navigation.

### Do you have some or all of the 7 signs you need a website redesign?

It might be time to consider a new web presence. PlattForm Higher Education has more than 100 Internet marketing professionals who create and manage all aspects of websites and online marketing. Email us at [marketing@plattformhighered.com](mailto:marketing@plattformhighered.com) or call us at 1.877.851.4276 today to learn more.