



DO YOU NEED A NEW WEBSITE?

Not sure if your business needs a new website? We've put together some key considerations that will help you make the right decision for your business.

ANALYSING YOUR NUMBERS

Use analytics software like Google Analytics to determine the current performance of your website.

- **Bounce Rates:** The percentage of visitors that close your site without interacting.
- **Sessions:** The number of users have visited your site.
- **Avg. Duration and No. of Pages:** The avg. duration determines how long users are staying on your website and the no. of pages shows how many different webpages have been explore per session.

DOES IT CONVERT?

The Conversion Rate of your website is the percentage of visitors that took the desired action. Commonly defined by a sale, these conversions can be a form submission, enquiry, any goal you want it to be. A low conversion rate suggests the user isn't satisfied.



WHAT DO YOUR USERS THINK?

One of the best ways to determine if your business is in need of a new site is to ask your existing customers or users. You could use a pop-up form or send a simple questionnaire to your contacts. You may uncover some valuable insights.



WHAT DOES IT SAY ABOUT YOUR BRAND?

Try browsing and navigating your website through the eyes of your customer. What does it say about your brand, products or services? Your website should be a reflection of your brand, values and expertise, portraying the unique value your business brings to customers.



IS IT EASY TO MAKE CHANGES?

Particularly important for eCommerce businesses, how easy is it to add, remove and update your product catalogue? Is the user interface friendly and easy to navigate? If not, it could be time to upgrade your website to one that accommodates your expansion in products.

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