



5 Reasons Your **WEBSITE** May Need to be

**REPLACED**

Though a website may not gather dust like an unread book or fade like a photo that's been left in the sun, it's easy to recognize an old, outdated website when you see one.

Sure, when your site was first made, it was (hopefully) a sensational standard bearer of your brand and your company. But technology moves quickly. What was state-of-the-art just two years ago is now yesterday's news. Websites are no different. Over time, they get rough around the edges and don't work as well as they should.

This eGuide explains why—and covers **five core reasons your website may need to be replaced** with a newer model.



# Why do sites need to be replaced?

Because while your site stands still, all these important things continue to move forward:

1. Website technology
2. Search engine algorithms
3. Digital security
4. Design trends
5. Your business



# 1. WEBSITE TECHNOLOGY

The basic framework that websites run on—HTML and CSS—are constantly evolving. Let's look at a couple examples of big advances in the past several years:

## Increased use of videos

Recent developments in CSS have made it easier to more deeply integrate video into your website. Instead of being relegated to an island and not really interacting with anything else on the page, videos can now be used in pretty much any place you could use images, allowing you to take advantage of video functionality in more interesting and engaging ways.

## Responsive website development

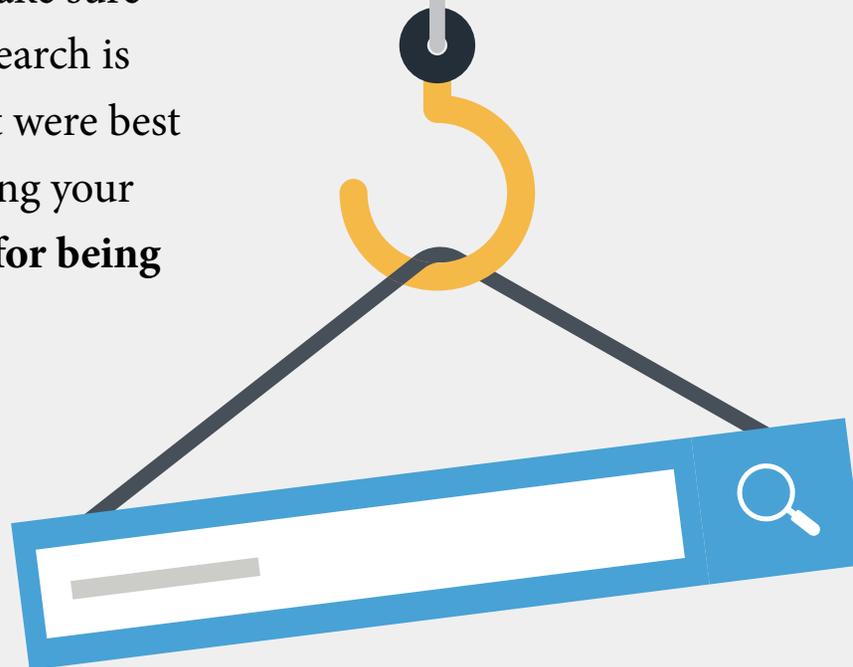
With so much website traffic coming from mobile devices, responsive website development is becoming more the standard than the exception. If your site was built more than a few years ago, however, responsive website design wasn't even an option because the technology behind it had not yet been widely adopted. Making your site responsive ensures it will be optimally presented on mobile devices—and...



**GOOGLE IS NOW  
PENALIZING SITES THAT  
ARE NOT RESPONSIVE.**

## 2. SEARCH ENGINE ALGORITHMS

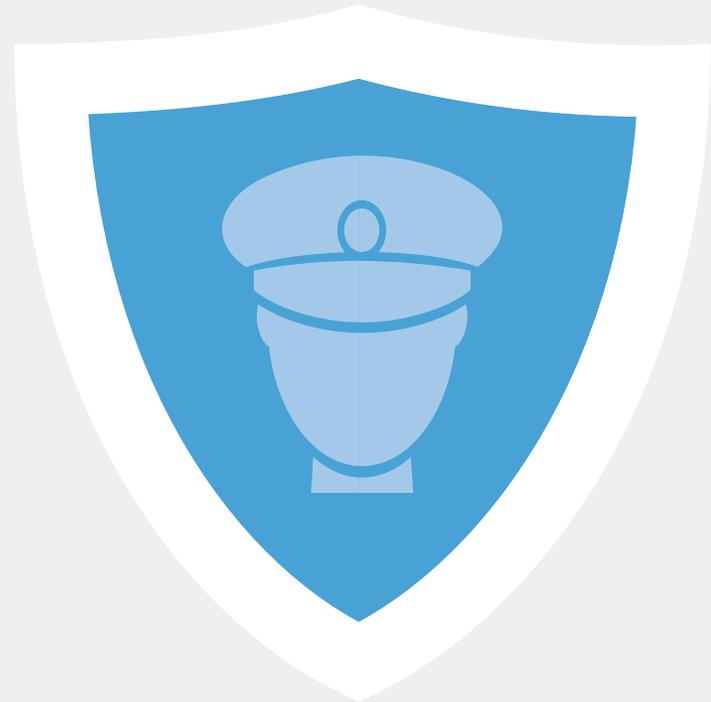
Your website only matters **if people can find you**, and the ways that search engines identify and rank sites are constantly changing. You want to use the current best practices to make sure your site can be found. Yet, because search is ever evolving, what you once thought were best practices could actually now be earning your site a **ranking penalty from Google for being manipulative**.



## 3. DIGITAL SECURITY

If you've ever had an old car, you know that at some point you find that you're replacing practically every part of it. The same can be true of your website. In order to keep your site safe from attack, you need to stay on top of maintenance site-wide.

As the various parts of your site get updated, however, they might not work together as well as they did when your site was first launched. Worse yet, website theme or plug-ins may no longer be supported, leaving you without an easy way to keep your site secure. You will reach a point at which it is wiser to build a new site instead of trying to keep making piecemeal updates to your current one.



## 4. DESIGN TRENDS

Whether you want to appear to be cutting edge or traditional, **preferences in design are constantly evolving**. If you leave your site alone for too long, it will begin to look old-fashioned. Because your site is your primary presence on the web, you want to make sure its visual quality reflects the high quality of your business.



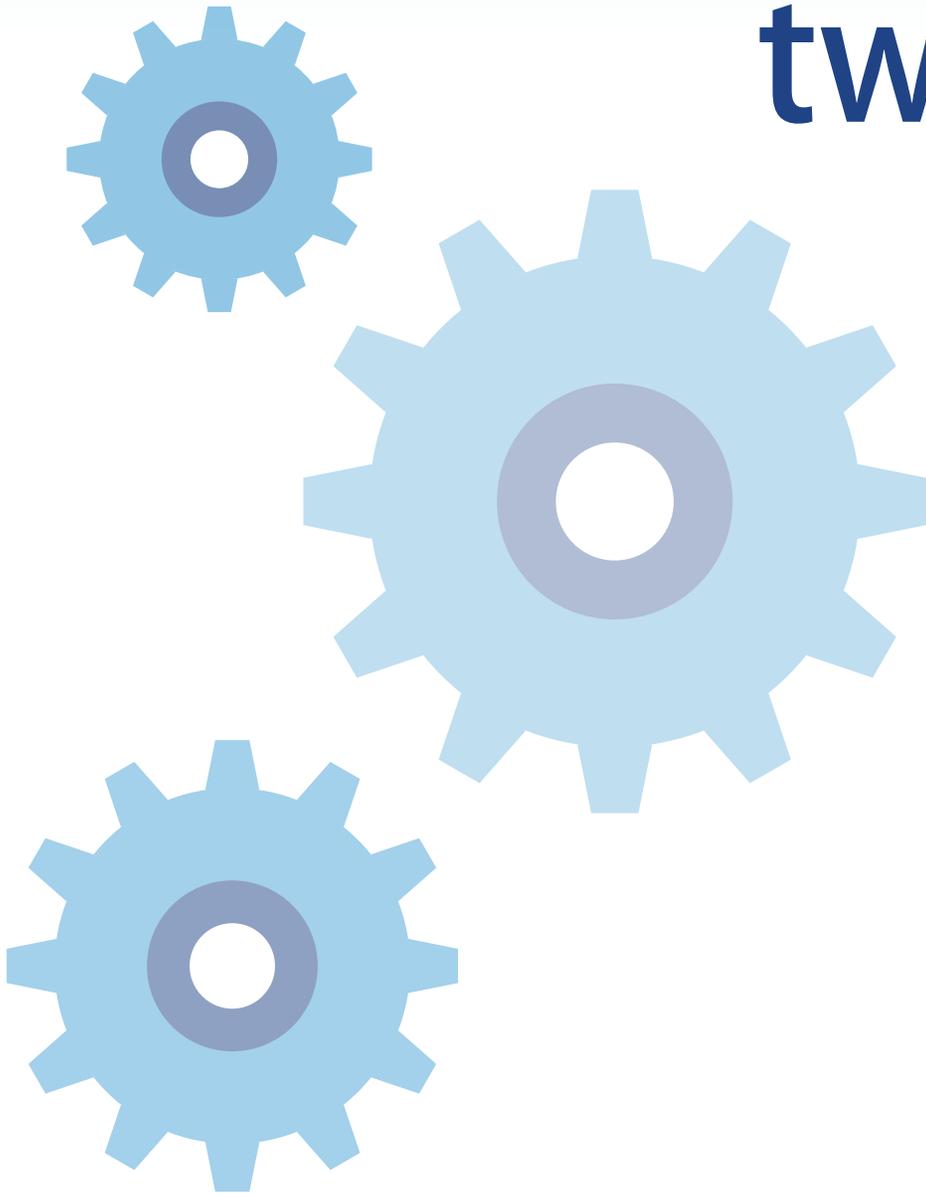
## 5. YOUR BUSINESS

When you sell to your prospects, do you talk about all aspects of your business exactly as you did two years ago? Of course you don't. As you learn more about your market and respond to its trends, you begin to alter how you speak about your business. Your existing site is probably a snapshot of how you talked about your business when your site was made. Keeping your site current ensures that it is coordinated with the rest of your marketing messaging and your sales process.



Most sites should be replaced once they hit the

# two-year mark.



Why do we say most? Every business is unique. Some sites, because of how they are built, are outdated before they launch. Assuming you are working from a good starting point, however, after two-years there has usually been enough evolution in website technology, search algorithms, digital security, and design trends to merit getting a new site. If you are entering new markets with new products, or if your marketing and sales messaging is still evolving, you will likely want to make the move sooner.

NuGrowth Digital brings together the latest advancements in website technology, knowledge of SEO, and design expertise, and then learns from you how to communicate your business to your prospects and stakeholders. **The result is an audience-focused site geared to accomplish your goals.**



**About NuGrowth Digital:** NuGrowth Digital is a digital marketing agency that combines website development, content marketing, and CRM management to deliver qualified leads to your sales team.