



7 Quick Tips to Refresh Your Site and Add Years to its Life

#1 Add or subtract content:

- Add new product(s) or service(s).
- Add new offer(s).
- Update your business hours.
- Respond to new regulations.
- Reflect new priorities.
- Remove out-of-date content.
- Delete your blog if you rarely post.

Do a competitive audit:

- Google your type of product or service to see who comes up ahead of you in the search.
- Check their sites and see how you stack up against them.
- Come up with new content that sets you apart.

#2 Simplify your navigation.

Do a site audit:

- List all tasks people do on your site
- Be a user and perform these tasks – and get others to do the same.
- Are these tasks quick + easy to do?
- How many clicks do they take?
- Reorganize your menu items and streamline your steps.
- Get rid of your least-used links.

#3 Tweak your site's look.

- Freshen up your colours or opt for dramatic contrast.
- Add graphics to break up your type.
- Make your key points stand out.
- Make your CTAs unmissable.

#4 Update your home page.

- Refresh your content.
- Boost its relevance + impact.
- Improve your navigation cues: menu, buttons, calls to action.
- Update the look/design: colours, layout, photos, graphics + icons.

#5 Get rid of your sliders.

- People don't wait for pix to change.
- Choose one main image.
- Delete or shrink the others.
- Turn them into navigation links.

#6 Place testimonials where people will "stumble across (and read) them" next to:

- A product
- A service
- A person

#7 Strengthen your site's security.

- Check for updates + update everything:
 - Your OS
 - Your apps
 - Your plugins
- Opt for automatic updates.
- Use a password manager.
- Use "strong passwords"
- Train your staff – and keep on reminding them.