



Website Refresh Checklist

If your site still works but needs small improvements to keep up with trends, branding, or user expectations, a refresh is a smart move. Use the checklist below to help you ask the right questions to decide if a refresh is right for you and your website.

Your Design Feels Outdated

- Has it been 6-12 months since you last updated content or imagery?
- Does your website look older than your competitors?
- Does your site feel cluttered or hard to navigate?
- Do your images or graphics look outdated or pixelated?
- Do the fonts, colors, or branding feel inconsistent?

Your Branding Has Changed

- Do you have a new logo, colors or messaging that is not reflected on your site?
- Has your target audience changed?
- Have your customers been asking you a lot more questions? Is this information available on your website?

Your Website Loads Slowly

- Does your website take a while to load compared to your competitors?
- Have any of your customers complained about your website's performance?
- If you have any analytics on your website, are you noticing really high bounce rates or low time-on-page?

Small Usability Issues Exist

- Do your customers call you and tell you they couldn't find your pricing or product online?
- Is it clear what pages are available in your navigation? i.e. Our Work vs. View Showcase
- Are you noticing any buttons or forms not working or going anywhere when you click on them?
- Can your customers find your phone number, location, contact us form, product/service quickly?

Additional Comments or Thoughts

