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WEBPRO'S accolades include performing work and consulting for the Department of Homeland Security and middle tier markets such as Biotech, Medical, Banking, Consumables, Manufacturing, Retail, Wholesale, Transportation, Telecommunications, Aerospace, Legal and Regulatory.

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TIME TO REDESIGN

by Bennie Warshaw, WEBPRO International Inc.

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The Charlotte Business Journal posed an interesting bonus question last week for "The Book of List Top 25 Web Design Companies". "When is it time to redesign your website?" The request was to use twenty five words or less. For those of you who know me that would be nearly impossible. However, I stayed the course and didn't violate the rule. In fact, I said it in thirteen words. Can you believe it? Me either.

I stated, "Marketing would say if you have to ask then you're probably past due." What I wanted to say was longer, hence this article.

Upper management may want to role out the red carpet for a product debut. The motivations can be infinite. Of course marketing and accounting never see eye to eye. One wants to spend while the other department wants to save. Clearly, a website redesign is pure perception. By in large, it's a statement to the public that your company isn't growing moss under its feet.

ROI or DIE

No one wants to spend money on a redesign but it's a foregone conclusion if you don't, you can expect sales to wither. It is the proverbial death knell for a company that doesn't reinvent or reinvest in itself. If you don't, there's no chance of an ROI unless your goal is to achieve an ROL; which by our definition is a Return On Liability. A static web design with the same ole' look and feel is what most companies have; which resembles the white pages found in the business directory phone book or worse, a .GOV website. Someone should hold contest on which one will put you to sleep faster.

In any case, redesigning a website takes careful consideration. Missing any of these three factors will result in a drop in audience participation.

1. Your message. You know, the "value proposition"? Any company that starts out by saying, "Welcome to our website" should be put to sleep because that's what you're doing to your customer. Don't waste their time.
2. Intelligent site navigation. Nothing looses a customer faster. Unless of course the sole purpose is to frustrate the consumer in another online game of *where the hell is Waldo?*
3. Operative keywords and key phrases that marry the end-result. *What does this mean?* This is the keyword phraseology which is graded and makes up the level of importance which is processed by Google.

Remember, if your goal is to infiltrate the "almighty index" or the organic search engines, then word relevancy and density is paramount. Keep in mind, these are but a few fundamentals in achieving success. If you're concerned that your in-house talent lacks the capability to bring your presence to the surface, you're not alone.

Upper-level management is now becoming more cognizant of the pressing needs of organic placement. 84 percent of the B2B and B2C buyers rely on the integrity of the natural listing and not the paid for links. There are numerous "gotcha's" out there I haven't mention so be careful.

Don't be in a heated rush and SPAM the index with repetitive hyperlinks and hide keywords on the home page. We see national and even local competitors do this all the time. They're not doing themselves or their customers any favors. We do know some web huts in our own backyard have already been **blacklisted from Google**. Indeed, more fallout is certain.

If you think your webmaster is cutting corners and you're concerned why you can't be found, You may be in need of a **web audit**, please contact us for a consultation.

What? Did you think I was going to tell you everything on one page?

