

The page features a decorative design with three large, overlapping blue circles of varying sizes and shades (dark blue, medium blue, light blue) arranged in a descending diagonal line from the top right towards the bottom right. Two thin, light blue lines intersect at the top left, forming a large 'V' shape that frames the central text area.

How to Know if It Is Time to Redesign Your Website

3 Sure-Fire Signs That it is Time to Juice Up
Your Site

**An expert e-Report brought to you by:
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Owner of The Paula G Company LLC**





You have an established business that has been growing and evolving. Perhaps you created a quick website “just to get out there” when you started. Maybe you invested money to build a professional site but that was a while ago.

As your business continues to grow you might be wondering:

- Does it makes sense to redesign my website?
- When is it the right time to do it?
- How do I make my online marketing work for me in a way that is cost-effective?

It can be hard to know what and who to believe when it comes to the wild world of online marketing. After all, it seems like you could spend all day every day just trying to figure out all the different moving parts!

Well, take a deep breath, and relax. I’m here to help you make sense of it all in a kind, gentle, plain-English way. I will teach you exactly what you need to know to make a solid decision about what’s next for your online presence.

How you can get the most from this report: I invite you to read through these 3 signs that it’s time to juice up your site and make notes about *your* particular business. *How do these points apply to you, specifically?* You don’t need more random information to store in your already overwhelmed entrepreneurial head. It’s only useful if you take what I share here and **view it through the lens of your business, your website, and your goals.** Take notes on a piece of paper, in the digital margins, or make mental notes, whatever works for you. I promise that if you do that, by the time you finish reading this report you will have more clarity and clear action steps of what you need to learn and do to take your site to the next level.

Let’s get started!



You know it is time to redesign your site when...

1) You are an established business and your website looks, reads, and feels outdated.

I bet you spend countless hours and effort keeping your skills up to date so you can serve your clients in the highest possible way. You are continually growing, evolving, and expanding in many ways.

But, when you look at your website you think....hmmm that's not an accurate reflection of where my business is now. Some ways that your site might be outdated include:

Layout & Design

Your site is hard to navigate and the layout feels like the web of yesteryear. Your site is still partying like its 1999 – OK maybe not *that* bad, but you get the idea... The top-notch design you paid for 5-10 years ago feels a bit like a powder blue leisure suit. You simply can't wait for it to come back in style (because unlike fashion, it won't!).

Your site is not the easiest thing for potential customers to use, it doesn't display optimally on mobile devices, and doesn't feel like a fit anymore. It looks and feels harder to use than you want it to. You don't want potential clients to have to traverse a maze to reach you.

Content

The text on your site reads the same as it did several iterations of your business ago. You've tweaked your marketing message a few times since the site was built, maybe you even reinvented your business, but your site doesn't reflect that. Your services, offerings, and pricing don't match the way you are currently working. Your bio is out of date or maybe your headshot was taken a few hairstyles ago. You worry about the inconsistencies but you don't have time to



fix them, don't know what content should be on the site, or hate to write.

Don't be the business equivalent of an old yearbook photo. It's time to update what your site says about you!

Platform

Unless you're a techie geek you probably don't think much about the platform your site is built on. After all, we all live in houses or apartments and rarely contemplate the cinderblock foundation, right? Yet if your site is built on old, outdated technology some bad things can happen:

- Hackers can hijack your site. (Imagine waking up to your site displaying porn instead of your offerings – not pretty! I have seen it happen.)
- Your site won't display properly (or might not display at all) on mobile devices.
- It can be hard and/or expensive for you to update content on your site when and how you want to.

2) Your site isn't working FOR you and enabling your business by meeting your goals

Technology was supposed to make life easier, right? How often does it actually feel that way in your day-to-day business?

All this technology exists only for the purpose of enabling your business. No other reason. Technology for technology sake is a waste of time, money, and effort.

First, get clear on what your goals are for being online. Do you want to reach more people? Increase your visibility? Sell more products? Generate more sales conversations for your services?



Now, ask yourself, how effectively is my website and online marketing helping me to achieve these goals in a way that is easier, more leveraged, and effective?

If your site exists but doesn't do anything for you, it actually makes your business harder. In fact, if your site is not effective and a positive reflection of you and your business, you are literally turning away people. You are saying no to earning more money. You are slamming the door on your business growth.

Think back on your own life in the last month or so. Did you try to find something online, go to a site and either didn't like what you saw, found it too hard to use, or it work and so you clicked away? I thought so, me too.

Don't let that happen to you in your business.

If you don't have a plan, actively use your online marketing, or track your metrics consistently, you have no way of knowing if your site is working for you or against you. Now is the time to get your website playing for the home team!

3) You find yourself avoiding your website and online marketing

You have a website, but you're not really on speaking terms with it. You may even have an abusive relationship going. Whenever you think of using your website to help you with a goal (lead generation, launch of a program, getting butts in seats for an event, etc.) you roll your eyes, sigh, and dread the thought of updating your site. Why?

Because:

- It is too hard to update.
- Takes too long for your web person to update.
- Costs too much to get updated.



- You're simply too busy to deal with it.

So, instead of using this powerful tool, you sweep it under the rug and try not to think about it.

Because there is so much hype and competing advice out there you might feel like you don't know what to do or how to do it. Maybe you don't know even know where to start because you are overwhelmed with options and things you were told you "must do". So you either:

- Do nothing.
- Start something and abandon it shortly thereafter.
- Frantically work like hell trying to do it all (and then eventually burnout or abandon it later because it is not sustainable).

I can never say it enough – the technology is there to work FOR you, not against you. Don't waste your precious life energy and critical business resources trying to fight your way through it or do every last "latest and greatest" thing you learn at your local networking group. Be strategic, make a plan, and act on your plan.

What Now...

Does any of this sound or feel familiar?

Are you wondering what you really need and what is just fluff?

Don't worry!

Take a deep breath. Relax... You don't need to worry about all that yet. This only gets complicated and hard when you try to understand everything all at the same time even the things that aren't important yet.

The most important thing you need to understand next is what technology you need, what is optional, and what is just



misinformation. You can't make a solid decision about what or why to change without understanding the terminology and technology.

That is why I invite you to watch a free training video:

What technologies do I need to run my website and online marketing effectively?

Click here: <http://bit.ly/pg-techvideo> to watch this free informative and fun teaching video.



If you'd like to reach me personally with any questions or comments, I'd love to hear from you!

Contact me directly at paula@thepaulagcompany.com or 267-382-0568.

Create a Great Day!



About Paula Gregorowicz



Paula Gregorowicz is the owner of The Paula G. Company LLC. She empowers business owners and savvy professionals to take charge of their time, productivity, and technology and helps them build authentic, sustainable businesses while having plenty of time and space for a life they love. Her passion is helping women take time for their life amidst the demands of growing and running their businesses. She does that through a unique blend of inner awareness and practical action.

The work Paula shares with others is the essence of her more than twenty years experience and education: from corporate America to entrepreneur and business owner, spiritual and coach training, and eclectic life experiences.

Paula has more than 20 years of corporate business and technology experience. She has led web development efforts for Fortune 100, multi-national companies and small businesses alike.

She has been trained as a coach by NY Times Bestselling Author Debbie Ford, is a graduate of Coach U, and holds the ACC credential from the International Coach Federation. She recently held the position of Section Editor for Career and Business at BlogHer, the largest online community of women who blog.

She is a published writer and passionate photographer, has written many articles for online and print publications and her book *Open to Your Intuitive Intelligence®: Reflections on Nature and Wisdom* was released in September 2011.