7 SIGNS YOU NEED A *Website Update*

Your website is your digital branch. It's likely in 2025 that more people will see your website than will ever walk into your physical location. Prioritizing your site's health, aesthetics, and functionality is vital to gaining and retaining loyal customers.

Want to ensure that your website isn't losing your financial institution money? Below are some cues that it's time for an update.

Your website hasn't been updated in 2 years or more.

It's recommended to update your website at least every 2-3 years. This saves your bank or credit union from becoming irrelevant. Regular content updates should be performed at least once per quarter, and the more often you can update information and implement recent trends, the better. If someone visited your website and couldn't guess that it was designed within the past 5 years, that's a sign you're overdue for an update.

You aren't ranking organically on search engines.

Your competitors are staying on top of their SEO and if you aren't, you are losing out on opportunities by dropping in the search engine rankings. If you haven't updated your SEO campaign in the last six months, it's time! Organic user search queries account for 40% of all internet traffic, so your business should be prioritizing ranking on search engines.

Your website has errors.

Do you regularly run diagnostics for hidden errors on the back end of your website? Issues like broken links and missing images are a problem for SEO, and frustrating for visitors, so it's important to identify hidden errors. Errors can pop up at any time, and many of them aren't clear from the front end of the website.

You aren't receiving leads.

Periodically, make sure your contact forms are working and emails are going through. Submitting a contact form is one of the most important functions for gaining new business. All contact forms should be short and easy for the site visitor to quickly complete and submit.

Your website takes longer than 3 seconds to load.

Users will most likely bounce if your website takes longer than 3 seconds to load. Use a free tool to ensure your load time is in the 1 - 2 second range. Slow web pages can be due to several issues including poor server performance, code density, and an outdated CMS.

Inconsistent or incomplete information.

Inconsistent information is a huge frustration for site visitors. If the information on your website doesn't match the information on Google My Business, social media, or other advertisements, your audience will be confused and potentially frustrated. And make sure that you have given all the details necessary about each product and service. Your end user doesn't know all the in's and out's of a product like you do, so make sure the content on your website is complete with everything they need.

Your website doesn't look great on a mobile device.

According to Statista, 96.3% of global users accessed the internet using mobile phones compared to 62.2% that used a laptop. It is a necessity for your web page to be compatible with the device your consumers use to access your site most often. Nowadays, sites are designed for mobile first, and desktop second.

Imagine someone new to your financial institution is viewing your website… Are they able to easily find what they need, and left with a positive impression? If not, it's time for an update. Your outdated website isn't just unhelpful, it might be hurting your business.

It's time to start prioritizing your digital branch.

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