

Is It Time for a Website Redesign?

Evaluate Your Site with This Quick Checklist



Contact Us

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Instructions for Using This Checklist

Rate each question on a scale of 1-5 based on the options provided. Once you've completed the checklist, add up your score to determine whether your website needs a redesign. At the end of this list you will see a scorecard to help you interpret the results.

1. How old is your website?

- 1 = 5+ years
- 2 = 4 years
- 3 = 3 years
- 4 = 2 years
- 5 = Less than 1 year

2. Are you happy with your current website design?

- 1 = Extremely dissatisfied, feels very outdated
- 2 = Somewhat dissatisfied, minor updates needed
- 3 = Neutral, could be better
- 4 = Mostly satisfied, but room for improvement
- 5 = Very satisfied, it reflects my brand perfectly

3. How fast does your website load on both desktop and mobile?

- 1 = Very slow (6+ seconds)
- 2 = Slow (4-6 seconds)
- 3 = Average (3-4 seconds)
- 4 = Fast (2-3 seconds)
- 5 = Very fast (less than 2 seconds)

4. Is your website mobile-responsive?

- 1 = Not responsive at all
- 2 = Very poor on mobile devices
- 3 = Works, but with issues on some devices
- 4 = Mostly satisfied, but room for improvement
- 5 = Fully responsive, works perfectly on all devices

5. How easy is it for visitors to navigate your site?

- 1 = Very difficult, confusing layout
- 2 = Somewhat difficult, requires too many clicks
- 3 = Average, not the best but works
- 4 = Easy to navigate, minor improvements possible
- 5 = Very easy, intuitive, and user-friendly

6. Does your site content accurately reflect your business and services?

- 1 = Completely outdated and irrelevant
- 2 = Outdated, needs significant changes
- 3 = Somewhat outdated, but still relevant in parts
- 4 = Mostly up-to-date, minor adjustments needed
- 5 = Completely accurate and up-to-date

7. Are you satisfied with the number of leads your website is generating?

- 1 = Not generating any leads
- 2 = Very few leads, not satisfied
- 3 = Some leads, but could improve
- 4 = Mostly satisfied, but room for improvement
- 5 = Very satisfied, generating plenty of leads

8. How well does your website rank on search engines?

- 1 = Not ranking at all for key terms
- 2 = Very poor rankings, minimal traffic
- 3 = Some rankings, but could be improved
- 4 = Good rankings, but could be better
- 5 = Excellent rankings, consistent traffic

9. How easy is it to update your website's content or add new features?

- 1 = Extremely difficult, no access to make changes
- 2 = Difficult, requires significant effort or external help
- 3 = Somewhat difficult, but manageable
- 4 = Easy, but some limitations
- 5 = Very easy, can make updates quickly without issues

10. Does your website look professional and project a professional image?

- 1 = Very unprofessional, needs a complete overhaul
- 2 = Somewhat unprofessional, minor improvements needed
- 3 = Neutral, acceptable but could improve
- 4 = Mostly professional, a few tweaks would help
- 5 = Extremely professional, polished, and well-designed



Interpreting Your Results:

- **45-50:** Your website is in great shape! Minor updates or improvements could further optimize it.
- **35-44:** Your website is performing well, but there are areas where improvement would significantly boost performance.
- **25-34:** It's time to start planning a redesign. Your website is falling behind in key areas and may be costing you business.
- **Below 25:** A full redesign is essential. Your site is likely outdated and may be negatively impacting your business growth.

Take Action: What to Do Next

- **High Scores:** Stay on top! Consider occasional tweaks to keep your site fresh.
- **Mid Scores:** Explore small updates, like optimizing images or content.
- **Low Scores:** Get in touch with us for a [free website redesign quote!](#) Visit us online or call 877-877-4936

