

# Is Your Website Earning its Keep?

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## 10 Indicators that it's Time for a New Website

1. Your website fails to deliver any email traffic.
2. Search engines fail to link to your website.
3. Content is grossly out of date.
4. Website visuals have lost their appeal.
5. Dead web links are dominating the site.
6. Your website does not permit users to engage (provide you with feedback, etc.)
7. It takes longer for your website to load than a TV commercial.
8. You have no idea which company is hosting the website.
9. Your original website designer is out of business - Or worse, grown up and moved out.
10. There's no connection between the visuals on your website and your print material.

As you evaluate the website service needs of your business, you may want to consider the following:

- Are you satisfied that the look and feel of the visual design is contemporary and reflects your business positioning? Would professional web design services markedly improve the visitor experience?
- Are their parts of the website content that you should be changing from time to time? Can you easily change them, or do you get a bill from a web designer each time?
- Are you ready for / do you need to join the participatory web (Web 2.0), where users have their say and community and participation are key?
- Are your clients being provided with personal attention in the management of their accounts/services? Would adding a client service portal, where clients may login to access critical information, be of value or provide a competitive edge?
- Are you providing functions, like calculators, decision-making tools, etc. at your website to help your clients identify their needs? Would it help create trust and loyalty if you did so?
- Is your content current, accurate, and free from the obvious errors in spelling and grammar? Does it read well (short blocks, layperson language, etc.)? Would professional web copywriting markedly improve its performance?
- Is it easy for clients and potential clients to access you through the web? Can they send you questions? Would the creation of a "Frequently Asked Question" section improve your authority and/or provide a competitive edge?
- Are you struggling with the technological challenges associated with your website? Would training or simplified solutions be of value?

**Your website needs to be an extension of what you do for your clients (and prospective clients), and not a distraction from the important products and services you offer.**

## About the Author



Todd Kasenberg is Director of Marketing and Chief Relationship Officer for Sandbox Software Solutions. He has a 20 year career in sales and marketing, and is paradoxically both charming and a geek. His web expertise includes web marketing strategy and tactics, search engine optimization, online community development and client engagement tactics via the Internet.

## Sandbox Software Solutions Inc.

Established in 2004, Sandbox Software Solutions provides timely and focused technological solutions that improve efficiency, expand customer/stakeholder reach and solve business process problems.

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