8 Signs It's Time To Update Your Branding & Website

By Nate Kupish
Founder of BLASTOFF! Studio

Healthy things grow, are pruned, and evolve – your business is no different.

If you're reading this, I'm guessing you may already have recognized the need to update your business's branding (the look and feel, logo and colors, tone and presentation) and website. I want to validate that these thoughts can lead to feeling overwhelmed and stressed about the work ahead. After all, you've put time, energy, and heart into the business, and worrying about your branding and website may be the last thing you want to spend time on.

But effective branding and an easy-to-use website that generates an ROI many times over don't have to feel out of reach. **Through my company BLASTOFF! Studio, I've helped dozens of individuals like you build successful marketing platforms for their businesses.**

The truth is that designing effective branding and building an easy-to-use website doesn't have to take 6-months, cost a fortune, or require hundreds of hours in meetings. At BLASTOFF! Studio, we do this every day. Helping businesses move forward through design solutions that work.

I hope this list helps you decide whether it's time to invest in moving your business forward by updating your branding and website or reassures you that what you currently have is working.

Cheering you on!

Nate Kupish
nate@blastoffstudio.com
Founder of BLASTOFF! Studio

8 Signs It’s Time To Update Your Branding & Website

1. You’re unsure how to successfully market your products or services online.

You’re not alone. Chances are, your website is one of countless moving parts you’re trying to balance. Investing in forming clear messaging, with clear calls to action that lead potential customers to an easy-to-use website, is critical to your business's success. Your business will grow as you focus on these essential brand and website-based actions.

2. Your lead generator isn’t providing a positive ROI, or if you don’t have a lead generator.

If you want your business to grow (and we all do), you need more sales. Sales come from customers and customers from leads. So how are you drawing in leads? The most cost-effective way to gather leads is by creating a lead generator. A lead generator offers information, insight, or benefit, such as a coupon code in exchange for an email address.

“On average, internet users in the US visit about 130 web pages daily.” But this includes entertainment, checking sports scores, and paying bills – which means there’s a high probability that your potential customers won’t visit your website regularly. Instead, you need to focus on going to them rather than hope they come to you. Gathering emails with a lead generator is critical to your business's growth and success.

(Source: Kickstand)

3. Your website is outdated or clunky.

“First impressions of a website are 94% design-related.”

You may offer the most outstanding product or service… but if your website isn’t clear, in line with today’s design trends, or organized with the end user in mind… your probability of growth is way less! Taking advantage of modern features such as auto-sending reminder emails to those who added items to a cart but didn’t purchase can quickly boost otherwise lost sales.

It’s time to quit working with one hand tied behind your back and invest in a well-designed and highly effective website. Ultimately this investment will lead to harvesting a financial crop many times over.

(Source: WebFX)

4. You’re unaware of your website’s analytics.

Today, a handful of tools are available to optimize your online sales. Being able to quickly view the number of visitors who purchased from your website is one of them. This conversation rating gives you insight into your website's content, usability, and layout effectiveness. Side note: poor conversation rates typically result from poor user experience – something that can be fixed!

5. Your website isn’t optimized for mobile.

“Mobile web traffic has consistently accounted for about half of all global web traffic since the beginning of 2017.”

By having a mobile-responsive website, your potential customers are more likely to stay on your website longer, make more purchases, and forward links from your site to others more often. Plus, a cohesive experience is guaranteed to build brand loyalty.

This is a must for today’s businesses.

(Source: Statista)

6. Potential clients can’t find and recognize your business across multiple social media channels.

As a business, the internet is only as useful as you present yourself on it. A website is necessary, yes, but in many ways, a website is like one home among many in a sprawling neighborhood.

How will customers find you?

How will they be led to your website?

Think about garage sale signs. Effective ones lead potential visitors from the surrounding area to the sale quickly and effectively. Clear, consistent, and constant signs are the key. Your business is no different. Is your business clearly and consistently branded across all major social media channels? If so, are they all pointing to the same place? Are they telling visitors the same message? To be effective, they need to be.

Of the hundreds of social media sources your customers may use, these are the essential ones your business needs a presence on:

- Facebook (1.8 billion daily active users, with 69% of Americans using an account.)
- Instagram (500+ million active daily users)
- TikTok (750+ million monthly users)
- LinkedIn (774+ million users)
- Pinterest (459+ million users)
- Twitter (319+ million users)
- YouTube (2+ billion users)

And if that weren't enough, did you know that "47% of people who follow brands on social media are more likely to visit that company's website?" Establishing your business across multiple social media channels can be a lot of work but is essential for online growth and sales.

(Source: Sources public data, TwitterSmallBiz)

7. You don't love your logo or website.

Would you proudly wear a shirt, jacket, or hat with your business's logo, or does it look lackluster and outdated? Are people given a hint at what your business does by seeing your logo, intrigued to learn more by looking it up on Google?

Strong branding is distinct, memorable, scalable, flexible, cohesive, and easy to apply across multiple mediums. And what about your business's website? When you share it, do you wish it was a better representation of the quality of your business? Is it making you money? Can users quickly navigate to the information they need and enjoy the experience of purchasing what you have to offer?

As a business owner or decision maker, much of our energy is focused on getting potential customers to our websites… but once they arrive, does it do its job of closing the sale?

Strong branding and an effective website are the base on which all online businesses are built.

8. Your marketing emails aren’t bringing in the revenue you want them to.

Did you know that **“successful email marketing returns $36 for every $1 spent?”**

Are the marketing emails you’re sending converting to this level of ROI? If not, it’s time to invest in content strategy sessions, build clear templates, and clarify your messaging.

(Source: The ROI of Email Marketing)

If you answered “yes” to any of these signs, we'd love to meet you!

BLASTOFF! Studio is a creative design studio specializing in branding, websites, and graphic design. A small team of skilled thinkers, designers, coders, and makers. No ego. No presumptions.

We’ve helped dozens of businesses turn these opportunities into successes, and we’re confident we can do the same for you. Connect with us today to set up a free consultation to hear about how we can make you more money by designing or updating your branding, website, and marketing materials.

Visit **blastoffstudio.com**
Or send us an email at **hello@blastoffstudio.com**