

# 5 signs it's time for a WEBSITE REFRESH

Red Orange Studio, 2022



1

## Your website doesn't reflect your brand.

Want to be perceived as fresh and innovative? **Content, colors and design matter.**



2

## Customers can't find what they're looking for.

Clear site navigation and a strong link strategy help customers have a **positive experience with your brand.**



3

## It's hard to make updates and things keep breaking.

If updating content makes you cringe, it's time to take a **closer look at your website.**



4

## The site isn't mobile friendly.

Half of the users on the internet are viewing sites on their phones. If your site isn't optimized for mobile, **you could be losing paying customers.**



5

## It isn't accessible to all users.

You could be alienating potential customers AND **opening yourself up to an (avoidable) lawsuit.**



**We want to make updating your website as painless as possible.**

We'll work with you to organize your content, streamline navigation, and design a beautiful website that is easy to use and simple to manage. Contact our team to learn more.

[redorangestudio.com](https://redorangestudio.com) | 804-381-4004

redorange  
STUDIO