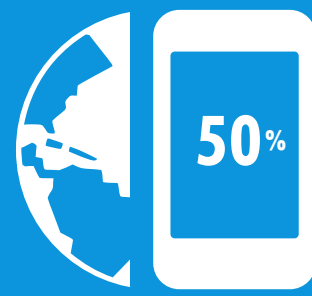


# HOW TO TELL IF YOUR WEBSITE NEEDS AN UPGRADE

An outdated website can hurt your professional image, impair user experience, and drop search engine rankings. The following indicators can help you decide if it's time to upgrade your website.

## MOBILE OPTIMIZATION

Half of website traffic is generated by mobile phones now, and search engines penalize websites that aren't mobile friendly. If your website still isn't optimized for mobile viewing, it's long past due for a makeover.



## ADOBE FLASH PLAYER

Although Flash used to be a dominant media platform, it is now a deprecated technology being replaced by the web's wider transition to HTML5. Apple dropped support for Flash on its devices in 2010 and Adobe officially declared Flash to be end-of-life in 2020.



## "CLICK HERE" LINKS

Link text such as "Click Here" is not only bad for usability and SEO but is also inaccurate in the modern web (i.e., you don't click using a mobile device). Having your website's copy revised to reflect best practices can go a long way in boosting your search engine rankings and improving user experience.



## STOCK PHOTOGRAPHY

Using dated stock photos or a generic business team on your About page can harm the authenticity of your professional image. Better to have actual photos of your employees and clients to add that personal touch and only use stock images sparingly.



## CRAMPED DESIGN

Just like with mobile optimization, larger desktop monitors are becoming more common and need to be designed for. A cramped design that doesn't take advantage of that extra screen real estate is a sure way to keep your website feeling dated.

