

Brief

Keywords: "website development hong kong / web designer hong kong / website design hong kong"

Title/Topic: Write a blog post about 'thinking of re-designing your website? Why not change as well your CMS?' > use as introduction reasons why your website needs a facelift > website not visible on search engines, high bounce rate, long loading time, using flash, navigation unclear, etc. Changing your CMS: evaluate your new objectives, will help you manage your content, etc. For Boss Digital services, mention that they can help you by doing > website and CMS audit, website design and development, CMS integration.

Reference:

<http://www.internetintelligenceworks.com/internet-marketing-tips-ideas/seo-web-design-7-signs-your-website-needs-a-facelift/>

<http://www.higherpowerseo.com/does-your-website-need-a-makeover-6-questions-to-ask-answer/>

<http://www.adminesolutions.com/blog/4-tell-tale-signs-your-website-may-need-a-redesign/>

<http://lbandm.com/redesigning-your-website/>

<http://contentmarketinginstitute.com/2012/04/considerations-for-changing-your-cms/>

Boss Digital's selling point: Boss Digital has developed over 100 websites, all custom designed by expert web designers. Information architecture is carefully planned and developed by ADMA Certified Digital Strategists to ensure best user experience. All websites are built with customers and search engines in mind, are up to date with Web 2.0 technologies and built to W3C.org standards

Find the best web designer Hong Kong to ensure your website makes you money

"There is no reason anyone would want a computer in their home." (Ken Olson, Digital Equipment Corp., 1977)

I suppose he would have found no use for people to carry mobile phones with them either.

Coming from a past of many false predictions, we can be certain of one thing. Going forward, if you want your business to be successful, you need a brilliant website. But with so many factors contributing to your business's success, how do you know whether the time has come for your website to get a facelift?

The main thing to ask is, *do people know we exist?* It is all very well to have a slick website but, what's the point if no one can find it? If you are not making as much money as you thought you could, it could be because of its poor web presence and this, is a very good indication that your website needs a facelift.

SEO is the hot word here. It is a means by which websites are designed and marketed so that they appear high in search engine results. The techniques to achieve this are vast and in plenty and it is a worthwhile investment employing a professional to do the job.

Another factor that might be contributing to why your website is not generating enough business is your 'bounce rate'. This refers to the rate at which visitors leave your website – usually within a few seconds. It is a sure sign that your website needs a facelift because, if you encourage visitors to stay for longer, they are more likely to spend money. So what can promote this?

Feedback has shown that a website with slow loading time is a real pet peeve. We have been liberated with online activity having almost instantaneous response times which results in quite an impatient audience. Another is navigation. It is amazing how many websites have weak navigation facilities despite it being one of the fundamental principles of web design. And, if it were ever important, it is definitely important in this age. This is because users are increasingly accessing online content through mediums like smartphones which means that websites, need to be compatible across various platforms.

While you are evaluating your website, it is worth doing the same for your CMS. As it goes hand in hand with much of what has already been discussed, a CMS that is right for your business is a powerful tool. Here at Boss Digital we are proudly, experts in **website development Hong Kong**. Our fully serviced design agency houses a team of accredited experts who deliver an end to end solution. Because we have specialised teams, you could have your own **web designer Hong Kong** who will review your website and help you give it that facelift.

In addition to being leaders in **website development Hong Kong**, we can also provide a CMS solution that helps you create a website that is unique and dynamic – a refreshing change from some of the famous CMS's out there. This means that you are receiving support for the entire lifecycle of **website design Hong Kong** so that you can start using your website for what it was created – to make money.