



In today's competitive online landscape, having a responsive, optimized, and user-friendly website is critical to find and convert potential customers.

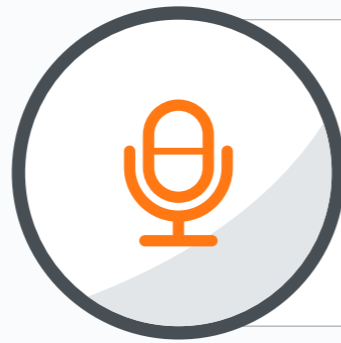
As the way people search for products and services changes, so should your website. To achieve online success, it's important to design your website with emerging search trends in mind. It's also crucial to optimize your website content so that visitors become paying customers.

Here are 6 key search trends and reasons you should consider a website redesign in 2020.

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6 Reasons to Consider a Website Redesign in 2020



1.) The Rise in Voice Search

Comscore predicts that half of all online searches will be made through voice by 2020. Is your website using structured data that makes it easy for AI to access your information? If not, you're missing out on valuable voice searches.



2.) Focus on Security

Google has already adopted a mission to make the web "secure by default" and this is only continuing to be a priority for them. If your site isn't secure, your SEO is hurting and your user's data is at risk.



3.) Set Your Sight on Visual Search

In 2019, Google spent time overhauling Google Images on desktop, and images are taking up more space in search results. Without high-quality, SEO-optimized images, your website won't be eligible to appear in this important search engine real estate.



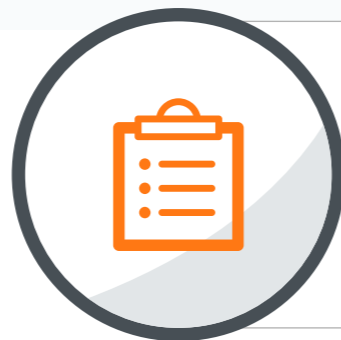
4.) Press Play on Video

Not only do videos provide helpful information to your website visitors, but they can also bring new visitors to your website. In fact, 55% of all Google search results contain at least one video. If you're not already using video in your marketing plan, now's the time.



5.) Content is (Still) King

Google has always said that trustworthy, authoritative content is key when creating a search engine-friendly website. The recent BERT, E-A-T, and Your Money Your Life (YMYL) updates have solidified this point. Google is becoming better at understanding natural language and the impact of YMYL websites. Even if it contains your keywords, lackluster website content can't compete in today's smarter search engines.



6.) Pay Attention to Micro-Moments

Creating content for micro-moments lets you deliver the information potential customers need in all stages of the buying cycle, which paves the way to new paying customers. Does your website have content for every stage of your buyer's journey? If not, it's likely time to re-think your content strategy.