



Kelly Creative
website rescue without the panic

contact@kellycreative.com.au
kellycreative.com.au

A Practical Checklist: Do I Actually Need to Update My Website?

Before spending money on a redesign, work through the questions below **honestly**. No ticking boxes to please a developer. No “best practice” fluff.

Just reality.

1. Is your website doing its basic job?

Tick **Yes** if this is true *most of the time*.

- Visitors can tell what you do within 5 seconds
- It's clear who the site is for (and who it isn't)
- Your contact details are obvious and work
- You regularly receive enquiries through the site

2. Is clarity costing you enquiries?

Be honest here — this is where problems usually hide.

- Customers often ask questions that your site *should* already answer
- People aren't sure whether you service their area
- You offer specific services, but they're buried or vague
- Visitors land on the site but don't get in touch

If you ticked **Yes** to *any of these*, the issue is rarely visual — It's structure, hierarchy, or wording — not colours or layout.

3. Does the site support how your business works *now*?

Websites often lag behind reality.

- Your services have evolved, but the site hasn't
- You do certain jobs regularly that aren't clearly represented
- You've expanded service areas without updating pages
- The site still reflects "how things used to be"

If this feels familiar, a targeted update may make sense — not necessarily a full rebuild.

4. Is the technology helping or getting in the way?

This is where long-term ROI lives.

- Simple changes feel harder than they should be
- Performance feels capped no matter what you tweak
- Content changes require a visual editor every time
- You're dependent on a specific platform or setup

This is often where page-builder sites begin to show strain, especially for businesses investing in organic search over time.

A rebuild may not bring *more* customers immediately — but it can remove friction that quietly limits growth.

5. Has your site ever failed you?

This is the non-negotiable one.

- You've lost admin access before
- Updates have broken the site
- A plugin or host issue caused downtime
- You're not confident you could recover quickly

This is where reassessment is strongly justified.

How to interpret your answers

- **Mostly “Yes” in Section 1**
→ You likely *don't* need a redesign.
- **Several ticks in Sections 2 or 3**
→ A focused restructure or content pass *may* be worthwhile.
- **Several ticks in Sections 4 or 5**
→ A deeper rebuild is *worth considering*, especially long-term.

There is no prize for rebuilding early — and no shame in waiting.

The calm truth

A website update only warrants the expense when it changes outcomes.

Not when it:

- Looks nicer
- Feels newer
- Matches trends

But when it:

- Improves clarity
- Reduces friction
- Supports how your business actually runs

That's the difference between a redesign and a decision.

Final Note

If you're unsure after working through this checklist, that uncertainty *is* the signal.

Not to rebuild — but to assess.

And assessment is always cheaper than guessing.

Need a second opinion? I can assess your site's clarity, structure, speed, and SEO basics and tell you—plainly—whether an update is worth it. Contact: contact@kellycreative.com.au.

Advice is free - always.