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Ten years ago your business probably did most of its talking on email. Now you are being faced with a whole new world of communications, rapidly making email outdated. 10 years ago you probably thought email was here forever, and 20 years before that everyone thought the fax was the cutting edge in communications technology. You should care about website redevelopment because business history is a long story of unshakeable technologies being rapidly replaced by others.

Websites are essential. They are information hubs both for your business and for the people and businesses that interact with it. They are quickly becoming control centres that allow employees all over the world to ascend into â€œthe cloudâ€• and engage with the tools they need to work for you. Every website redevelopment represents the next leap in communications technology â€“ and if youâ€™re not on the bandwagon youâ€™ll be left, so to speak, holding the baby.

Your consumers and clients have certain expectations of your business. Unless you are an old, established business that deliberately trades on the slower, more archaic nature of its business (some do this very well, gentâ€™s shirt manufacturers and bespoke tailors, for example), you need to keep your company up to speed with the latest ways of doing things.

That means commissioning a website redevelopment to get rid of all the outdated code and obsolete functionality â€“ even to change the way your site looks, so it doesnâ€™t appear old fashioned.

You only have to look at archived web pages from a few years ago to realise how quickly web fashion changes in the visual sense alone. If your site looks archaic then â€“ unless, as noted, it is selling something for which an archaic look is appropriate â€“ it will be left out in the cold.

A modern website redevelopment will have a clean, sparse design, heavy on pictures through the middle and with a static menu at the top. Below the fold, you will find a series of static links that form a complete sitemap, allowing the user to immediately find contact details or specific pages. These static links are arranged under headings like â€œwork for usâ€•; â€œbuy from usâ€•; and so on.

The functionality in your website redevelopment is equally clean and precise. Gone are the days of trumpeting animations and scene-heavy intro pages. The modern end user wants to find his or her page quickly and without fuss. So if your site has a load of Flash menus and pointless animations â€“ get ready to redevelop or youâ€™ll be wondering how come your site, which looked so modern only last year, now looks like a dinosaur.

The truth of the matter is this. Website redevelopment is unavoidable for any business that expects to continue using the net to its advantage. The web, after all, is there to make communicating easy â€“ and the redesign of your website happens to help you keep up.

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