TIME TO UPDATE

If you need help deciding if it's time for a new website, answer these eight simple questions...

1. **Does your website meet consumer expectations for an intuitive, beautiful, engaging retail experience?** Innovators like Amazon and Uber have changed consumer behavior and expectations.

2. **Are you confident your existing website will comply with evolving ADA and Web Content Accessibility Guidelines (WCAG) 2.0, and the Section 508 Standards?** Banks are facing unprecedented regulatory scrutiny and mandates related to their online presence.

3. **Is your website and ultimately your customers protected with strong security solutions?** Websites dependent on aging technology have significantly higher risks of security breaches and successful scams since the latest fraud solutions are developed for the latest web technology.

4. **Do you have a contemporary content management solution that enables regular content updates and additions without technical resources?** It takes dynamic, relevant, current content to engage and interact with site visitors.

5. **Can you deepen customer relationships and attract new ones with data-driven online ads and search engine optimization?** Optimizing your website and its revenue potential means engaging new and return visitors with highly targeted ads based on browsing history, and leveraging the ongoing benefits of search engine optimization (SEO).

6. **Do you have a solid digital governance plan and an automated solution to support it?** Inadequate management of even one digital touchpoint can have material legal, financial, regulatory, and reputational consequences.

7. **Does your website leverage responsive design?** Responsive design means consistent user experiences regardless of device and eliminates the need for standalone online and mobile banking solutions.

8. **Does your bank have the resident resources and technical expertise needed to redesign and develop a new website?** Your brilliant niece or nephew isn't a good idea.

Find out more about what ProfitStars' Web Solutions group can do for you by contacting us at **sales@profitstars.com**.

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