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Is it Time to Overhaul Your Website by [William Hauselberg](#)

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Chances are, the answer is yes. Unless you've updated your website in the last few months, you may be a bit behind the times. The Internet is constantly changing; it is the wise website owner who diligently updates.

What Should You Be Concerned About?

Google and other search engines are continually altering their systems to weed out inappropriate links that lead to nowhere or that are needlessly duplicated. Text issues arise and create problems which result in many websites suddenly appearing lower in the search results, or not at all. Questionable reviews that could be construed as phony, unrealistic, or repetitive are being filtered out, resulting in a negative impact on the website's search results.

Professional Maintenance is Crucial

In the Pittsburgh area, these issues can be easily addressed and fixed with a professional custom web designer. A reputable custom web designer knows what's cooking. Professionals keep up with the trends. They're aware of the changes that Google applies to its search engine algorithms. Algorithmic changes affect every website on the Internet. Unless you've had a professional education in web design, it's in your best interest to hire somebody who has.

Keep Your Website at the Top of Search Engine Results

There are several Pittsburgh web design firms that are qualified to keep your website in step with search engines changes. Your graphics, text, and links must adhere to continually changing standards. A reputable design firm can keep your website from winding up on page 372 in the search results. If somebody is looking for a business in Pittsburgh which provides the services or products you provide, your website appearance should be at or near the top in the search results. If it isn't, then you've got a problem.

Don't Go it Alone

Many website owners think they can save a few bucks by doing their own text, graphics, and links. Unfortunately, their thinking is influenced by memories of the past when all you needed was a catchy name, some images, and a few links spread around. Those days are long gone. The Internet is like any other business; the more popular it gets, the more it needs to be changed to reflect progress.

In the Pittsburgh area, do yourself and your website a big favor that will pay for itself many times over; look into hiring a professional custom web designer. There are some very qualified Pittsburgh web design firms to choose from.

If your car is not working properly, or your child is sick, you go to a professional. Don't shortchange your website; give it the same consideration. It won't serve you well if you don't take care of it properly.

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