Signs Your Blog Needs an Extreme Makeover

There are many reasons why bloggers keep their designs stagnant over a long period. Some are afraid it will take too much time. Some have concerns about the costs associated with a major blog redesign. Some are concerned they will not be able to update their blog as easily or as often during or after the redesign. While many of these concerns have merit, they should not stop bloggers from keeping their blogs as up to date as possible. Here are some questions to ask yourself in order to determine some signs your blog needs an extreme makeover:

1. Does the current design cause you embarrassment?

Sometimes, when a blog is first designed, owners think they look great and will never have to be changed. The reality of the situation, however, is we often love our designs more than our visitors do. Over time, what looked like a great design could turn into an outdated embarrassment. When you visit your blog, is your immediate reaction, "what was I thinking?" Questioning yourself in that manner is a sure sign your blog is in need of a makeover.

1. Have the goals of your blog changed?

It isn't uncommon for a blogger to start working with one topic or idea, and then break off into other niches. It is also common for the blog's design to reflect the original topic. Therefore, if you have gone into another direction with the topic of your blog, it is time to give your blog an extreme makeover. Even if your blog design is basic, it is still a good idea to make these changes in conjunction with the changes in topic or niche. Otherwise, visitors who have been coming to your blog all along may not realize you have decided to go in another direction and believe something has gone awry.

1. Has your business model changed?

For those who are using their blog as a primary tool for their sales or services, it is imperative to make changes to the design when any changes to the business occurs. Each time any part of the business model changes, the blog should also change to keep up with what is current and trending. For example, if you started as a consultant and moved into selling products, your blog is going to need an extreme makeover.

1. Do you wish your blog is similar to your colleague's or competitor's?

Sometimes, we can't help feeling envious when looking at a colleague or competitor's blog. This is especially true for those who have a bigger budget for design features. There are ways to develop a well-designed blog without a high price tag though and, if you have the know-how or access to design help, it is time for a makeover. That way, when you are comparing your blog to your colleague's or competitor's, it is not being overshadowed.

1. Are you receiving poor or negative reviews about the blog's design or organization?

No matter how frustrating a negative review is to receive, it is important to listen to these critiques. Are your visitors having a difficult time navigating your site due to poor organization? Have the noted that the blog's design is poor or out of date? Are your visitors having difficulty reading your content due to the color scheme or fonts? All of these poor or negative reviews play directly into the ultimate decision to perform an extreme makeover on your blog.

The Bottom Line:

When addressing the signs leading to the decision for an extreme makeover for your blog, look at your budget first. There are many template available through blogging platforms such as WordPress and Blogger that work well for bloggers without a lot of design experience. However, if your budget allows for it, consider using a professional designer. Be sure to communicate to them your needs for a user-friendly interface, how often elements found within the blog (such as links and other widgets in the sidebar) need updating, and your level of control for the entire project. If you give the designer carte blanche, you run the risk of having a design you don't like or a template you don't know how to update.

About the Author: Jenn Greenleaf is a freelance writer and author hailing from the great State of Maine. She operates several different blogs and understands how the design of each effects online and [personal reputation](http://www.archivesofdevelopment.org/write-for-us/).