

Site24x7

Five tips to refurbish your website



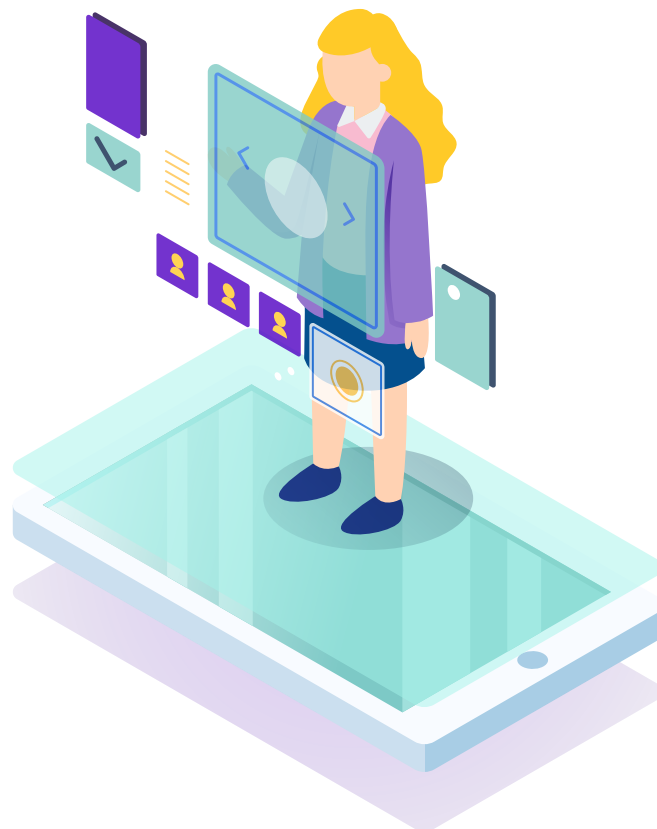
Introduction

A website is a window for your customers to meet your brand and it plays a major role in your brand reputation. A closer look at some of the changes you can make on the business side of things. Perhaps your organization's websites could use some improvements of their own. Looking at website trends is a good place to start, but with new technology advancements being revealed on a near-daily basis, keeping up with industry developments can be tedious. Are you wondering how to grab a glimpse of the latest trends? We've made things easy for you: here are the top five website tips that can help you in keeping your website updated and



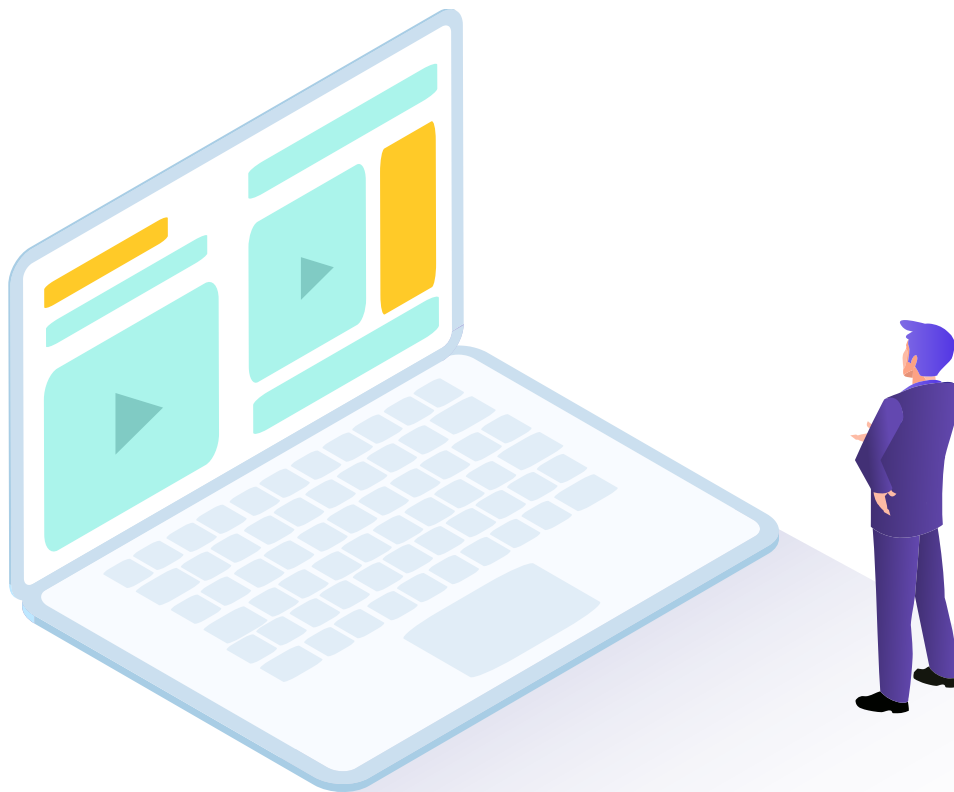
Augmented Reality(AR)

AR is a perfect amalgamation of the digital world and physical elements, helping to create an artificial environment that, in the case of online shopping sites, helps customers zero in on merchandise. For instance, the “Scan” option of the Nike app can evaluate a customer’s foot size to recommend the most suitable shoe type or pattern. This offers customers a more realistic brick-and-mortar shopping experience, including being able to virtually "try on" a pair of shoes. In the near future, **AR** will be used more frequently in smartphone apps, desktop sites, and mobile sites, from applying filters to images, to trying on clothes, and for other unique purposes. With the increase in use of metaverse technologies, **AR** is predicted to be more popular by bringing in new dimensions to the user experience in the years to come.



Video-centric Content

Users are going to hang around your website for less than 15 seconds, so you have little time to grab their attention. Studies prove that a human brain can process images 60,000 times faster than text. So a short, crisp video is the best bait you can offer, and that's why video content will continue to be the soul of websites in the coming years. Grab customers' attention, convey your message in a light, breezy manner, and help them to learn about your product without any hassle. With more than 500 million hours of YouTube videos watched every day, **video-centric content** will revolutionize the digital experience offered by websites. Landing pages, feature pages, and blogs will feature more and more videos in the coming years.



Voice User Interfaces (VUIs)

VUIs are visual, auditory, and tactile interfaces that enable voice interaction between people and devices. They use speech recognition to enable users to interact with technology using their voice. A **VUI** can be anything from a light that blinks when it hears a voice, to an automobile's entertainment console. With Alexa, Siri, and Google Assistant aiming to make life easier, **VUIs** becoming "the thing" is not an unexpected twist. VUIs can enhance the user experience by making navigation and online shopping experiences more personal and easy. A **VUI** enables hands-free, efficient interactions that are more "human" in nature. Implementation of **VUI**-based technology is a major landmark in our journey towards human-centric technology advancements.



Artificial Intelligence (AI)

AI is already transforming modern web design and making human-machine interactions easier by bridging the gap between human cognition and machine automation. Chatbots, an inevitable component of most future websites and mobile applications, is a progeny of **AI**. According to a Gartner survey, Generative AI is going to take over most of the applications in the coming years. **AI** can bring in a human element to enhance user experiences. Websites that cater to the personalized needs of customers are projected to become more popular than a something-for-everyone website. For instance, Netflix uses **AI** to provide recommendations based on the user preferences of similar customers. Websites are expected to be more conversational from the influence of



Cybersecurity

Ensuring a secure cyberspace is a major concern. With cyberthreats popping up in different forms and inflicting damage on businesses, industries, supply chains, and government operations, security experts expect AI and cloud-based technologies to provide solutions. AI is predicted to eliminate time-consuming research tasks and provide in-depth analysis of risks, thereby reducing the amount of time security analysts will require to make critical decisions. Cloud-based **cybersecurity** systems, built with open APIs, can easily integrate with many devices; this in turn helps manage vast amounts of data. Like cloud-based services, cloud-based security systems are scalable, easily installable, and flexible in terms of device and location restrictions. AI and cloud-based **cybersecurity** can help shield organizations from new forms



Conclusion

Apart from these trends, more widespread mobile usability, accessibility, use of 3D models, etc. are also predicted to revolutionize web design. Remember, it just takes 50 milliseconds for a user to form an opinion about your website. Gear up your website now to provide an enriching user experience. With websites adapting AR/VR, AI, or VUI they will be more dynamic thereby enhancing the digital experience, which in turn can increase the time customers spend on your site. But when more number of elements are added to your website, it is crucial to ensure uninterrupted performance and availability; which can be done by using an all-in-one monitoring tool like Site24x7.

About Site24x7

Site24x7 offers unified cloud monitoring for DevOps and IT operations. Monitor the experience of real users accessing websites and applications from desktop and mobile devices. In-depth monitoring capabilities enable DevOps teams to monitor and troubleshoot applications, servers and network infrastructure including private and public clouds. End user experience monitoring is done from 120+ locations across the world and various wireless carriers.

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