

IN-DEPTH GUIDE

BUDGET AND WEB DECISIONS

Remake or repair your site: the decision guide

Complete recast or targeted intervention. The honest framework to decide what to do with a website that no longer performs as it should.



GXN

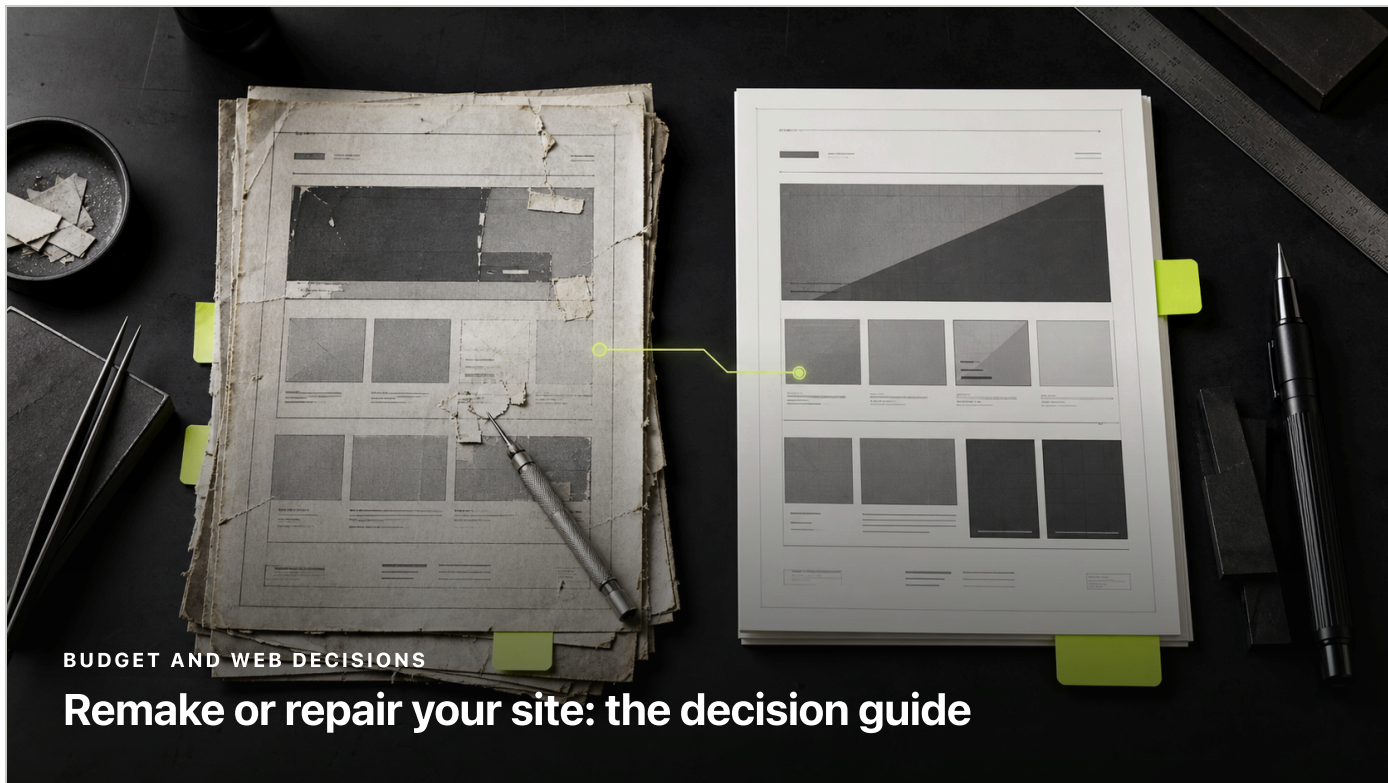
Senior expertise · Digital governance

Quebec First

Quebec business context

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Updated



BUDGET AND WEB DECISIONS

Remake or repair your site: the decision guide

TL;DR

The answer in one minute

The majority of businesses that think they need a complete overhaul don't actually need one. The real test is one question. Is the structure and organization of the site still logical, even if the appearance has aged? If so, a targeted modernization often fixes eighty percent of the problem for a fraction of the cost of an overhaul. If the structure itself no longer corresponds to your current services, or if the technical platform blocks real needs, a complete overhaul becomes the right answer.

01 · BACKGROUND GUIDE

The trap of aesthetic judgment

The first thing you notice about your own site is almost always the appearance. It's dated, it's ugly, it's old. This aesthetic judgment is real, but it often leads to the wrong decision, because it pushes towards a complete overhaul when the real problem is elsewhere, or sometimes much smaller.

02 · BACKGROUND GUIDE

The questions that really decide

Here are the questions that separate a real need for redesign from a simple need for refreshment.

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- Your customers can easily find what they are looking for on the current site. If so, the structure works, even if the style has aged.
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- Does the site accurately represent your current services, or does it still talk about things you no longer

do. If the offering has changed significantly, the structure should follow, not just the appearance.

- Is the technical platform preventing you from doing something you really want to do? If so, we may even be talking about more than a redesign, potentially a change in technology.
- Is the site slow or painful on mobile? This can often be corrected without rebuilding everything.

DECISION CARD

The four angles to keep together

01	The trap of aesthetic judgment
02	The questions that really decide
03	The Honest Decision Chart
04	What targeted modernization can fix

GUIDE READING GRID		
Angle	Dimension to examine	Use in the decision

Angle	Dimension to examine	Use in the decision
01	The trap of aesthetic judgment	Setting the Context
02	The questions that really decide	Identify dependencies
03	The Honest Decision Chart	Compare options
04	What targeted modernization can fix	Preparing for the next step

03 · BACKGROUND GUIDE

The Honest Decision Chart

Your current situation, and the path that generally suits you.

- The structure is good but the appearance has aged. Targeted modernization.
- The site is correct but slow and painful on mobile. Targeted modernization.
- The structure no longer corresponds to your current services. Complete overhaul.
- The technical platform blocks concrete business projects. Redesign, sometimes with change of technology.
- You leave with a new positioning or a corporate merger. Full overhaul.

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- If your situation matches the first two lines, save your money and focus on targeted modernization.

INTERACTIVE TOOL

Set your decision

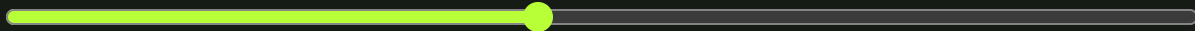
Select the dimensions that describe your situation. The result is to organize the next conversation, not to replace an analysis.

WHAT CONCERNS YOU NOW

- 01 **The trap of aesthetic judgment**
- 02 **The questions that really decide**
- 03 **The Honest Decision Chart**
- 04 **What targeted modernization can fix**

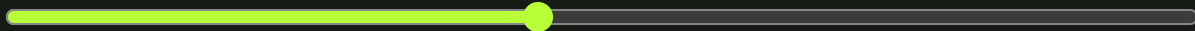
Urgent decision

5



Current control level

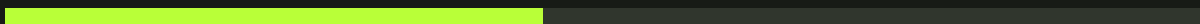
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RECOMMENDED ANALYSIS

Several dimensions must be treated together

Avoid an isolated decision. Map out the dependencies and agree on an intervention order.



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What targeted modernization can fix

A visual refresh that keeps the existing structure. A mobile optimization that sets the experience on the phone without touching the rest. An improvement in loading speed. A rewrite of the three or four most important pages, those that receive the most visits or that should generate the most requests.

These interventions, taken individually or together, generally cost a fraction of the price of a complete overhaul, and can be done in stages, depending on your available budget.

05 · BACKGROUND GUIDE

What a complete overhaul fixes that modernization cannot

When the entire structure no longer corresponds to the reality of the company, reorganizing menus and categories becomes necessary, not only aesthetic. When entire services have disappeared or appeared since the creation of the site, the entire content must be redesigned, not simply retouched. When the technical platform itself limits what the company can do, no cosmetic modernization will solve this fundamental problem.

06 · BACKGROUND GUIDE

SEO, the variable that we often forget

Regardless of the path chosen, your current SEO deserves protection. Modernization rarely affects the site's address structure, so the risk is generally low. A complete redesign often changes the structure, and requires a serious preservation plan, with planned redirections and verification after posting. A complete guide covers this subject.

What I see on the ground

The most common scenario I encounter. A company arrives convinced it needs a complete overhaul, driven by aesthetic frustration. After a real analysis, we discover that the structure works well, that customers find what they are looking for, and that three targeted interventions would resolve most of the frustration for a fraction of the planned budget.

The opposite also happens, less often but just as important to recognize. A company thinks it just needs a refresh, when the structure itself no longer represents what it has become. In this case, saving on a necessary redesign ends up costing more in missed opportunities.

When this guide does not apply

If your site simply does not have any real role in your business, sales, credibility, or recruitment, the question is losing importance. In this case, the minimum investment that keeps the site functional and up-to-date is largely sufficient.

Frequently asked questions

01 **How do I know for sure if I need a redesign.**

An honest assessment of your current situation usually gives a clear answer in a few days, without having to guess.

02 **We can start with modernization and do it completely later if it's not enough.**

03 **Redesign is always more expensive than modernisation.**

04 **Can we keep our current content in both cases?**

EDITORIAL METHOD

In-depth guide prepared by GXN based on real business situations. Recommendations remain independent of brands and suppliers.



ABOUT THE PUBLISHER

GXN

Senior expertise directly accessible, supported by specialists when the project requires it.

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NEXT STEP

You hesitate between the two options.

The free assessment gives you an honest answer about your specific situation, before any commitment.

No call required. No sales sequence.