

5 THINGS TO KNOW WHEN REDESIGNING YOUR WEBSITE



YOUR GOAL(S)

Be clear on what you want from your website and how it will support your business.

Are you looking to generate leads? Educate your audience?

Connect with your customers? Make the phone ring?



YOUR METRICS

Understand what is currently working on the site and what is not. Get baseline metrics to measure against the new site.

What content is popular, is being shared or downloaded? What is your site traffic volume?



YOUR OPTIMIZATION STRATEGY

Launching a new site can affect SEO and rankings so be sure think about optimization in your initial planning.

Will there be new sections, pages or changes to the sitemap?

What keywords are people using to find you?

What other sites link to your site, and do you link to?

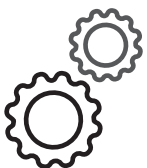


YOUR AUDIENCE

The most important thing you can do for your site is to create content that is focused on your target audience/prospect and what they are interested in.

Do you really know who they are? and what they need?

What can you give them to help them engage? What questions can you answer?



YOUR MAINTAINENCE PLAN

Spending time and money on a great new site can be wasted if you don't have an ongoing plan.

How often is the site to be update? Who will do it? Are security updates being kept current?

Who is reviewing metrics to see if it is meeting your goals? Is the content staying current?

TIPS/BEST PRACTICES/TRENDS

Always make a backup of your site before launching -- just in case!
Be realistic about timeline and budget.

TRENDS

Super simple home pages
Neutral colors
Custom Typography
Animation/interactivity
More Video
Integrating more social
Minimal forms (only ask for what you need)

TECHNICAL

1. Mobile responsiveness
2. SSL certificate for verification
3. Redirects for any page URLs that you are eliminating/changing
4. Secure forms with captchas or other anti-spam options
5. Don't put actual email addresses on site
6. Use the H1, H2, etc properly
7. Check for broken links or 404 page errors

CONTENT

1. Write the content for your target audience not for search results -- don't keyword stuff
2. Important content may need separate pages (service offerings and products)
3. Create strong Calls to Action
4. Encourage social sharing
5. Eliminate jargon and tech speak, write in easy to understand language

DESIGN

1. Follow brand guidelines
2. Use visuals that make sense and support the content (less stock images, more "real")
3. Don't use hard to read fonts, use larger fonts sizes
4. Phase out rotators and sliders
5. Create more "space"
6. Home page should have a clear statement of what you do/value proposition
— think 5 second rule for someone to "get it".

