



3 Media Web

# 11 Questions to Consider Before You Redesign Your Website

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*Once a website is redesigned or updated, we tend to think: “That’s it! We’re done!”*

However, all websites have a limited lifespan. Why? One reason is that technology is constantly evolving, offering new tools and better, more efficient ways to accomplish website functions. Secondly, design trends change and websites can begin to look dated. It’s important for businesses to reevaluate their websites at least every two to three years to make sure they aren’t outdated or falling behind the competition.

Another excellent reason to redesign your website is if your company is rebranding or undergoing a major transition.

When the time has come for your company to get a new website, it is important to consider the following eleven key aspects of the design process. Your website developer will help you to understand your current online strategy...the first step in prioritizing design elements and features that will connect and resonate with your customers, prospects, and potential referrers.

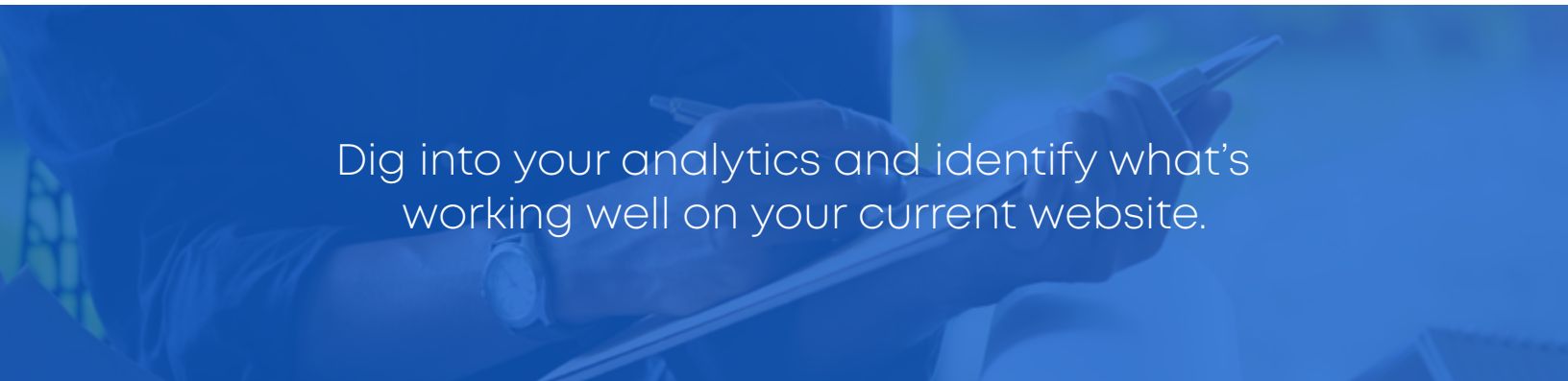
Consider these questions to help develop your company’s online strategy:

## 1 What are the goals for your website?

Are you trying to increase mobile sales by 20 percent in the next six months or double Web registrations? Establish **SMART** goals — **s**pecific, **m**easurable, **a**chievable, **r**elevant and **t**imely — to give your agency a clear idea of what you want your website to accomplish for you.

## 2 Who are your target customers?

Understanding your ideal customer can help your agency put together a website that appeals to those individuals or businesses. Certain demographics — such as age, gender, or tendency toward mobile use — will influence your website's design, too.



Dig into your analytics and identify what's working well on your current website.

## 3 Why do visitors come to your site?

Name the top five reasons people visit your website. Consider what they're looking for — product information, store location, contact information, pricing or other content. These answers will influence your website's design, location of calls-to-action and site navigation.

## 4 What works on your current site?

Dig into your analytics and identify what's working well on your current website. What pages, tools or website elements are the most popular? If your audience is responding to certain things on your website, you'll want to include these on your new website as well. If you don't know how to access or evaluate the data, your developer can help you.

## 5 Will your website be responsive?

Recent studies show that more than 50% of website visitors access the Internet from a mobile device. If your website isn't responsive — that is, if it doesn't display similar information regardless of what size and type of device it's being viewed on — talk to your agency about using responsive design to create a new site that adapts to differences in screen sizes so that your website will look good no matter what device is being used.





## **6** What's the most effective navigation and organization?

You don't want visitors to leave your website before making a purchase or providing their contact information, so reducing the number of clicks required to take a specific action is crucial. It is also key that visitors find the information they need without frustration. Consider locating important information in clear visible places.

## **7** What are your personal design preferences?

Explore the Internet for examples of websites that you like and don't like. This information will give your developer a better understanding of your tastes and a place to start the design process. If you have specific preferences about colors, layouts or certain kinds of images, make sure you communicate this information to your developer up-front.

## **8** What's your support plan after the website launches?

There's no such thing as a set-it-and-forget-it website, so upkeep and support is an important element of website design. You need to run security and feature updates periodically to ensure your website remains safe and working optimally and is not vulnerable to viruses and hackers.

## **9** How will you create fresh content?

Search engines like Google reward websites that regularly offer fresh content by putting them higher in search results. To improve your search engine optimization (SEO) and to keep your audiences engaged, you'll want to update your site with high quality, relevant content. Don't let your website (and company) look stagnant by never adding fresh content. New blog posts, videos, images, and other content that will satisfy search engines will keep visitors coming back.



## 10 What is most important in this process?

Communication is essential as you and your website developer work together on your new web design. Stay informed of the progress being made and ask questions; advise if something isn't working for you. A good partner will listen to your concerns and find ways to make things right.

## 11 How easy is it going to manage the website for a non-technical person?

The “backend” is the piece that doesn't get the attention it deserves until it is too late. You want to make sure that the user experience is just as enjoyable for the people who are managing the website as it is for the web site visitors on the front-end. Our custom-built sites are a marketer's dream. We make certain that the backend management experience is built around the design. This means the modern design on the front-end does not require a developer to make changes and add content on the backend.





# Ready to Take the Next Step?

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