3 steps to get ready for a website redesign

STEP 1

& DEFINE GOALS DETERMINE AUDIENCES

Do you know what's working well and what's not on your current site?
- NO → Perform a site audit to identify which content and functionality you want to keep and which you're ready to remove or replace.
- YES

Does your overall business strategy include website goals?
- NO → Review the strategy and goals for your organization, then decide how the site can help you achieve those objectives.
- YES

Do you know who you want to reach with your site and how they will use it?
- NO → Choose target audiences. Decide what actions users will want and need to take while on your site.
- YES

Does this reflect the goals you set for your website?
- NO → Redefine site goals.
- YES

GETTING CLOSER! GO TO STEP 2

STEP 2

& CONSIDER CONTENT CREATE STRUCTURE

Is it easy for site visitors to find the information they are seeking?
- NO → Reorganize the site so the navigation and layout are more intuitive.
- YES

Does the content meet the needs and desires of your audiences?
- NO → Edit or rewrite content with users in mind.
- YES

Is the content written clearly and succinctly? Is it easy to scan?
- NO → Edit or rewrite content using shorter sentences, bulleted lists and subheads. Incorporate images if appropriate.
- YES

Is the content informative, current and relevant?
- NO → Schedule regular updates to keep content fresh.
- YES

ALMOST THERE! GO TO STEP 3

STEP 3

& DESIGN INTERFACE DEVELOP FUNCTIONALITY

Does your organization have a brand style guide?
- NO → Create brand guidelines to ensure consistency in your organization's look and feel on the web.
- YES

Does site look/feel reflect brand style and stand out among your competitors?
- NO → Design the site to match your brand aesthetic and to highlight what makes your company different.
- YES

Will your website look good and function well on phones and tablets?
- NO → Build the site with responsive design to ensure a positive user experience on different screen sizes.
- YES

Will the features you've planned meet the needs of your audience?
- NO → Add functionality that makes it easy for users to accomplish their tasks on your site.
- YES

YOU'RE GOOD TO GO!