

WEB SITE REDESIGN CHECKLIST

? Questions to ask yourself ? Research to conduct ✓ Tasks to complete

Goal research

- ? Has your business changed and your site no longer reflects what you do?
- ? Does the site look dated because of the design?
- ? Do you want to make your site more up-to-date technologically—for example using responsive design techniques?
- ? Are you planning to add in functionality such as e-commerce, integrating with a CRM or adding a blog?
- ? Do you need to better organize content to make it easier to navigate?
- ? Are you having trouble making updates?
- ? Is your site slow to load? How does it score in speed testing tools like Pagespeed Insights?

Design research

- ✓ What elements of your current site are central to your brand identity?
Outline your corporate identity standards.
- ✓ What do you like about how your current site looks? Make a list.
- ? Think about the user experience.
What are your typical users looking for: contact information, the ability to buy your products, special offers, your hours, or what? How can the design make that easier for your web site visitors?
- ✓ What elements detract from your brand and need to be changed? Make a list.
- ? Does your site look dated and what ideas do you have to improve it?
- ? Have you spent time looking at other sites? What do you like and what do you want to avoid? Do you want to follow the latest trends?

Content research

- ? Who will audit your content—can you do this yourself or do you need an expert?
- ✓ If you've done a basic audit, make a list of the content that needs updating.
- ? Will a writer be required to create new pages or will someone internally edit and update?
- ? Is the content arranged logically? Does the navigation make content easy to find?

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Functionality research

- ❓ Do you want to highlight content by having a blog, a photo album, a slider or an events calendar?
- ❓ Will there be a contact form?
- 🔍 Is there members-only content available exclusively to people who register?
- 🔍 Are there outside systems you'd like to integrate with, such as your e-newsletter signup, membership records, or a CRM tool like Hubspot, Salesforce or Zoho?
- 🔍 Are there other custom applications you want developed?
- ❓ Do you want to accept payments online? This might include something as simple as a "buy-now" button, or a complete shopping cart. In addition to traditional products, this might be for classes, e-books or restaurant reservations.
- 🔍 What kinds of social media integration do you want? In addition to listing your channels and asking people to follow your brand, you may want to allow social sharing on some or all pages.
- ❓ How comfortable do you feel about making updates? Do you have the software and skills to finalize graphics? Are there specific items you want to ensure are easy-to-update?

Marketing research

- 🔍 Landing pages. Quickly make one-off pages with specific URLs.
- 🔍 Gated content such as whitepapers or webinars that people must register to access.
- 🔍 Clear calls to action that are easy to create and optimize.
- 🔍 Tracking via Google Analytics or other systems.
- 🔍 Specialized content including: blogs, case studies, video, infographics.

Budget and planning research

- 🔍 Does your organization require budgeting in advance for these types of projects?
- ❓ Are you a smaller firm, or the business owner who has more flexibility in decisions?
- 🔍 Have you budgeted for related expenses such as photography, plugin licenses, hosting, merchant account fees, ongoing maintenance, on-going content creation and updates, etc.?
- 🔍 Is there a trade show or big event scheduled that you'd like your new web site completed before?
- ✅ Who on your team will lead the project and who else will be involved?
- ✅ Start asking around for referrals from other business owners. Finding a web firm that understands your needs is more critical than finding one that's already designed a web site that has the look you want.