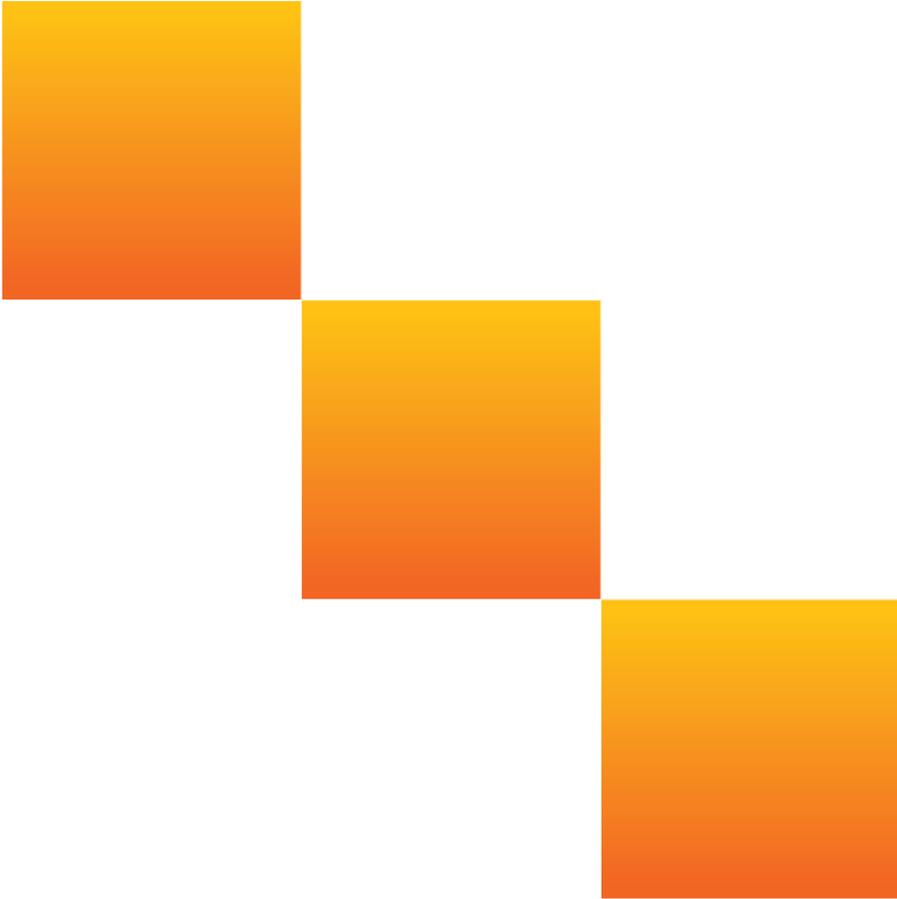


PixelSpoke 

Four simple steps for a successful website redesign

Make the process efficient + effective



SUCCESSFUL WEBSITE REDESIGN ---

The list of what can go wrong in a web design project is long—budget overages, project delays, projects that never finish, decreased search engine leads, decreased total leads, and more. To avoid these pitfalls, there are four simple steps to a successful website redesign:

- 1 Identify your business foundations
- 2 Evaluate your marketing assets
- 3 Analyze your current web marketing
- 4 Clarify your goals, opportunities and preferences



Identify Your Business Foundations

Identify your foundations as honestly, specifically, and accurately as possible. Broad, all-encompassing definitions make marketing efforts ineffective and frustrating.

Core offers

What are your primary services or products, especially those that attract new customers?

Competitors

Choose at least your top four direct competitors and explore how you and they differentiate yourselves.

Market segments

How do your customers behave and make decisions?

Sales process

Try making a map or logic tree for the customer's sales experience, from point of entry to completion of sale. Then keep mapping: does your sales process provide the means for client retention or return sales?

CRM/marketing automation

Do you currently use a CRM or marketing automation software? If not, are you planning to start? Will it integrate with your website?



Evaluate Your Marketing Assets

The most common reason that web design projects fail is deciding to change your company name or logo after starting work. Use the scales below to assess your five most visible branding materials. If you score a 1 or 2 on these items, strongly consider a branding effort before a website redesign. Unless you are a 4 or 5 in these areas, make sure you have a realistic plan to create high-quality content and photography.

Rate your branding materials

	Terrible			Perfect	
Company Name	1	2	3	4	5
Logo	1	2	3	4	5
Print Materials	1	2	3	4	5
Website Content	1	2	3	4	5
Photography	1	2	3	4	5

Protect your brand

Even if you don't plan on launching a social media campaign, register and own social media accounts for your company (e.g., Facebook, LinkedIn, Twitter, Google+, and Google Places). This prevents potential misuse of your company's name and brand. Additionally, register your website name under several possible domains (.net, .com, .org).



Evaluate Your Current Web Marketing

You don't need to hire a marketing professional to get started on an assessment of your current web marketing presence. Here are some free or inexpensive tools to get you started.

FiveSecondTest.com

Spend \$20 to learn what people remember about your site in 5 seconds.

GoogleAnalytics.com

Get your web programmer to install this free web analytics tool on your current site.

DNSStuff.com

Type your domain name into this free tool to see who controls it.

Google your company name and key employees

This is often the first impression the prospects have of your company. Check to see if you have any unpleasant search results that are hurting your reputation.

usertesting.com

For the curious, you can spend \$39 to watch a real person use your website within hours of submitting your test. Surprisingly, people never do what you want them to do.



Clarify Goals, Opportunities and Preferences

Working with a partner always requires clear, timely communication. The questions below aren't the only questions you should answer before partnering with a redesign or marketing company, but they are some of the most important.

Lead generation

How many more new leads do you want to generate each month?

Search engine optimization

How much more traffic would you like to receive each month from search engines?

Current client engagement

List the ways that your website or other online tools could improve your ability to engage with existing clients.

Design preferences

List three sites that capture the look you would like your new website to have and a brief sentence explaining why.

About PixelSpoke

PixelSpoke builds websites and digital strategies for small and midsize companies. Learning is the keystone of PixelSpoke's culture and its members believe strongly in sharing what they learn.

Marketing Insights

Sign up for weekly tips that take 60 seconds or less. PixelSpoke digests the mushrooming mass of data, tools, and services in the digital marketing space then delivers you a weekly insight with a clear action to improve your business's design, content, and strategy.



Learn with us:

PixelSpoke.com/insights