10 Steps

TO A SUCCESSFUL

WEBSITE
REDESIGN

BREW CITY
MARKETING™

Introduction

Investing in a website is a bit like buying a house: Even if it's perfect the day you buy it, eventually it needs updating. Even the most modern home eventually becomes dated if it doesn't get the regular maintenance and occasional remodel it needs to keep up with new building standards, new technology, and changing tastes.

Successful businesses recognize that website redesigns are necessary, and, if approached appropriately, can be vital tools for strengthening branding, marketing strategy and the bottom line.

Whether you're having your first website built or think it's time for a redesign, we've created this redesign checklist to help you understand how to get the most from your next redesign project. **In these pages we'll show you why it's important to:**
- Find your baseline and set your website redesign goals
- Understand your sales funnel
- Analyze and monitor your competition
- Find and use your USP
- Use proven internet marketing tools, like SEO

And much, much more. So, grab a cup of coffee and settle in. We think you'll find it well worth your time.

Find Your Baseline

Benchmarking your data before you start your website redesign is crucial. Think about it: Without any baseline data for comparison, you'll have no way to determine if your site redesign is effective. And, without any way to determine if it's effective, how can you possibly determine whether it's been worth the investment?

Key baseline data that you may want to gather for your current website includes:
- SEO rankings for at least 5 keyword phrases
- Number of visitors/unique visitors
- Number of leads and/or conversions
- Total amount of sales generated
- Bounce rate
- Time on site

TIP: If you're new to website data analytics, Google Analytics can be an invaluable tool for monitoring, testing and understanding your site's performance.

Deep Dive Into Your Sales Funnel

As you analyze your baseline data, you should get a broad understanding of your internet marketing landscape. What you really need, however, and what your website can help you understand and capitalize on, is an understanding of what marketing channels are performing best for you.

For instance:
- Are more sales associated with one channel rather than others? Which channels are the most lucrative for you? Do some keywords outperform others?
- Do you have a sweet spot in social media? Or, is there one social media platform that drives the majority of your social media success?
- How much of your website traffic is due to pay-per-click paid search and how much is due to search engine optimization (SEO)?
- How effective is your email marketing? Is it driving sales?
- Does one channel generate more leads or conversions than others? Are any channels non-performers?

TIP: It's better to take your best performing channels and perfect your execution there than to spread yourself too thin across too many channels.

Set Your Goals

It's crucial to set your goals before you initiate your website redesign for two important reasons:

1. Your goals for the redesign will inevitably impact design and functionality decisions.
2. Setting your goals beforehand will help you accurately evaluate your results.

As you determine your goals, remember that they should (ideally) be measurable. Sure, some things are hard to measure (especially when it comes to nuanced elements like branding), but if you drill down to why your goals are what they are, you can usually find a way to tease out the numbers you need.

Not entirely sure which goals to prioritize? Some of the most common are to increase the number of visitors, to increase the number of online leads, and to improve SEO rankings for important keywords.

In fact, just about any metric that you've gathered from your current website can be used to set a goal for your new one.

Do a Risk Assessment

You've likely put some time and effort into your existing website, and you may have plenty of backlinks, social media history, and solid keyword rankings to prove it. Unfortunately, a poorly planned website redesign can jeopardize all of those gains.

Before you sign on with a web design team to redo your site, make sure that they understand the importance of retaining those search engine optimization gains. More importantly, make sure that they have a plan in place to protect those assets during your site renovation.

TIP: Your best bet is to work with a web design company that specializes in internet marketing because they'll already have a solid understanding of how to retain (and better yet, improve) your search engine rankings. If they don't have SEO experience, be sure to ask them how they plan to preserve your SEO assets.

Analyze (and Monitor) Your Competition

You innovate to keep your business growing, and you can bet that your competitors do too. So, if you want to stay on top of your game, you'll need to know how their games are shaping as much as your own.

1. First, do a competitive analysis of your competition that allows you to gauge their strengths and weaknesses. How are they marketing themselves? How does their marketing compare to yours?
2. Then, brainstorm ways that you can do better. How can you set yourself apart via messaging, design or services? Can you outperform them in search engine rankings or use social media to drive more traffic? In what other ways can you outperform them?

TIP: Understanding your competition is big part of figuring out how to successfully market your own product or service. It's hard to differentiate yourself if you don't know what you're competing against.

To Thyself Be True: Know Your USP

Your unique selling proposition (USP) is the thing that sets your product apart from that of your competitors. It's the secret sauce that your competitors can't replicate.

Not sure how to find your USP? Try these tips:
- Create a list of every benefit your product/service provides. Be as specific as possible.
- Compare your benefits against your competition. What do you offer that your competitors don't?
- If you can't differentiate yourself on benefits/features, can you differentiate yourself by target audience?
- Try to think like your ideal customer. What motivates them? Why would they choose you?

Once you've defined your USP in everyday, easy-to-understand language, stick to it, and make sure that all of your marketing collateral speaks to it.

Define Your Audience. Then Target Them.

One of the ways that successful marketers target different types of people is by developing customer personas.

A customer persona is a fictional character (a mock-up, essentially) used to represent a typical real-life customer. Drawn from your actual data (such as demographics and online behavior) and then built out to capture more details (such as interests, attitudes and shopping habits), a customer persona is a valuable tool in imagining one or more target audience members.

Once you have a clear understanding of who your audience is and what makes each persona tick, you can craft your content in a way that appeals to each persona differently (and therefore, more effectively).

TIP: When developing your personas, remember to focus on the motives behind your personas' behaviors. Try to understand the whys and the hows, rather than just the whats.

Optimize Your Site for Search

If no one can find your website online, there's little point in having it. That's why hitting all of the high notes when it comes to search engine optimization is so important. Neglect to do it right, and it's like having a store without a door.

Key factors that influence a site's SEO include:
- Usability
- Whether or not it's mobile-friendly
- How redirects are handled
- Keyword research and targeting
- How original and engaging the content is

The good thing is that a lot of the elements of effective SEO naturally fall out of having a customer-centric mindset. So, if you've been thinking about your customers' needs all along, you're likely halfway there and just need someone to tie together all of the technical and design details.

Keep the Content Coming

Search engines love (good) content. In general, the larger your website, the better your search engine results. And the better your search rankings, the more visitors and leads your website will produce. You can't just create a 20-page website and expect it to perform forever, however. Instead, you need to have a content marketing strategy that allows you to add additional content to your site over time.

Here are a few ways you can prevent your website from going stale:

- Keep a blog
- Share press releases and newsworthy events
- Post how-to videos that align with your product or service
- Share relevant infographics
- Create FAQs to help customers with questions
- Target additional keywords
- Explain a myth or two about your service or industry

TIP: If you keep a blog, don't forget to share each post via social media. Not only is social media a fantastic source of SEO-boosting backlinks, it can provide valuable word-of-mouth awareness!

Encourage Clicks and Calls

Your website is a marketing tool, and like nearly all marketing tools, its primary purpose is to drive some sort of response. Whether that's calling your business for more information, setting up a free consultation, or making a purchase online, the number one way you'll drive response is through calls-to-action.

Every call-to-action on your website is a breadcrumb meant to help your visitors along the path to conversion. So, for the most part, the more breadcrumbs you have, the more opportunities you have to convert your Hansels and Gretels.

- Create plenty of calls-to-action (CTAs)
- Make sure your CTAs stand out
- Make sure your CTAs deliver what they promise

Conclusion

If you've learned anything from this ebook, we hope that it's to see your business website as one (big and important) piece of your whole marketing pie. Because your website can affect your social media traffic, your inbound marketing success, your online lead generation, and more, any website redesign you take on will affect these critical elements too.

Renovating your website can be a big project, but the potential for a big payoff is huge and well worth the investment. The key is to have a plan that integrates sound data, sound design principles, and sound SEO strategy.

Still not sure where to start? We'd love to help. **Contact us** today for a free consultation.
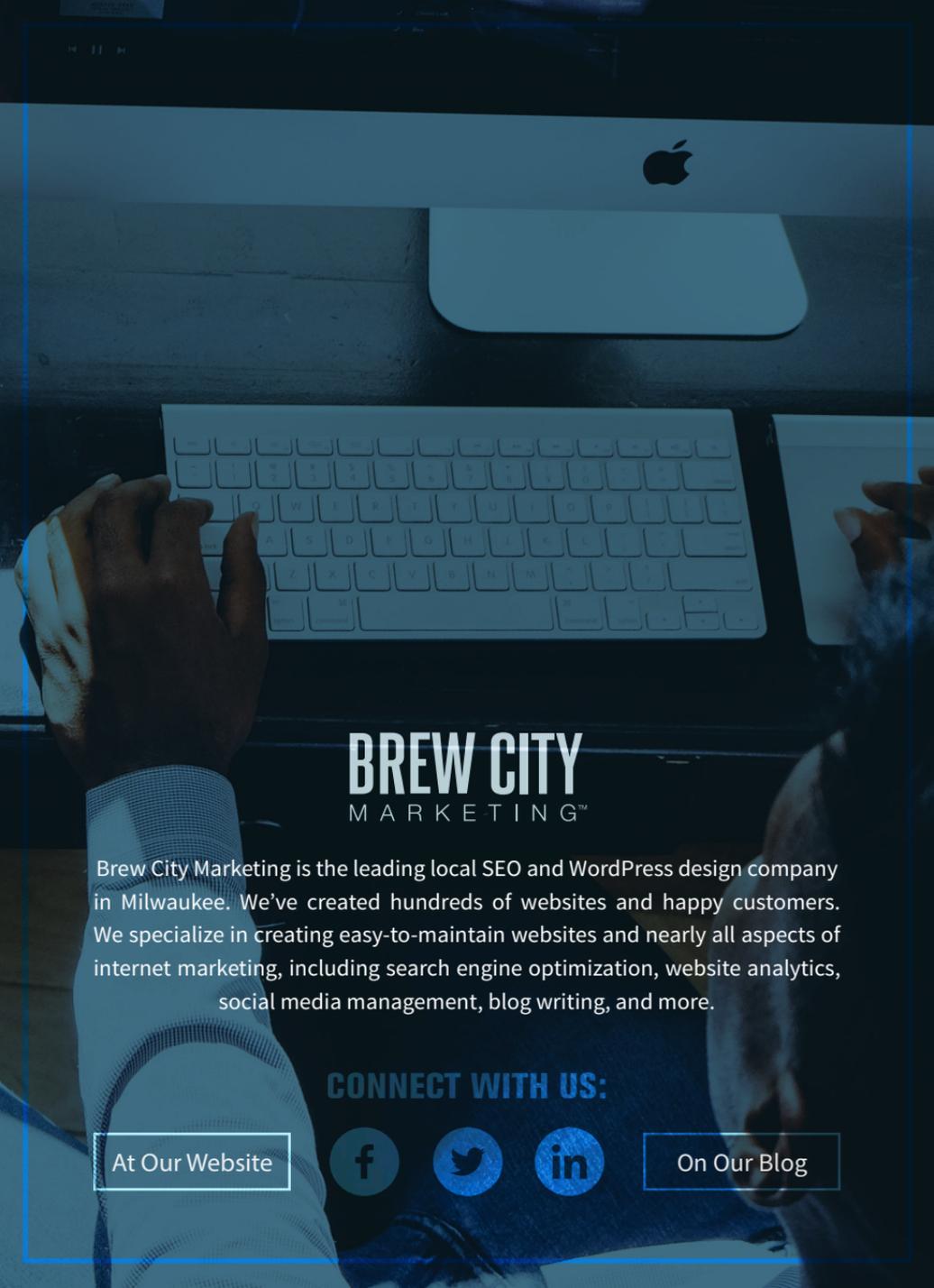
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