

7 Steps To An Effective Website Redesign

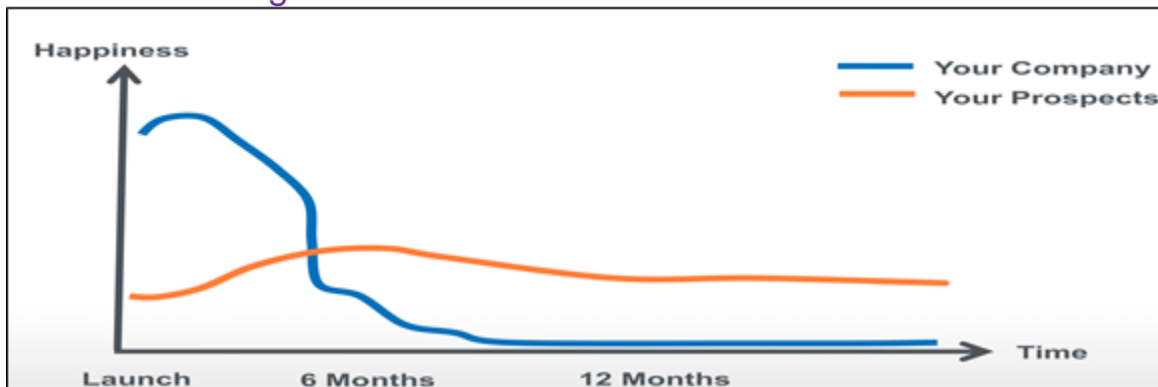


Step 1: Determine if a website redesign is right for you.

Key Concepts and Statistics

Wrong Reasons For Redesign	Right Reasons for Redesign
“We have a new corporate look and feel.”	“Want to get found by more prospects.”
“It’s been 12 months since our last redesign.”	“Want to convert more prospects into leads and eventually, customers.”
“The CEO wants to do it.”	“We want to improve branding.” (Only appropriate if oriented around one of the previous reasons.)

Website Redesign Half-Life Chart



Hubspot, Webinar Redesign Strategy, 2010

- ❖ The excitement you and your CEO will have from a complete renovation of your website will be short lived.
 - Once you have visited your site repeatedly, the excitement of a new website will turn into boredom.
- ❖ Complete website renovation is even worse for users.
- ❖ Users are accustomed to the constancy of old website.
- ❖ Need for time to adjust, causing them more confusion.

Takeaway

Misguided reasons for redesigning your website are driven by the thought that the freshness and “wow factor” of a new website will increase excitement over your brand. The main motivations behind website renovations should be to improve the performance of your website. A beautiful website, although intriguing and aesthetically pleasing, is secondary to a functional traffic and lead generating website.

Step 2: Insure that your Website's Assets are In Order and Safe

Key Concepts and Statistics

- Website assets such as content, inbound links, keyword rankings, and conversion tools are critical to a strong web presence.
- To preserve your web presence, you must keep track of these assets to insure that they are all transferred in the redesign process.



The Asset Check List

- Determine how many pages you have.
- Figure out which pages are most popular/powerful.
- Determine how many inbound links you have.
- Establish where these links are coming from.
- Look up what interior pages have inbound links.
- Figure out which inbound links are most popular/powerful.
- Determine what keywords you rank for before the move.
- Figure out what keywords are most effective.

Takeaway

If you do not fully understand the importance and practice of proper SEO, doing a web redesign can be more damaging than helpful. If you do not feel comfortable around SEO work, it may be best to hire a specialist to perform the redesign so all the hard work you have put into making a web presence does not disappear. It may also be time to contact a professional to set you up with a system that can track these metrics if you don't already have a system in place.

Do you need help with the consideration of a website redesign?



For more information on how we can help, please contact us at:

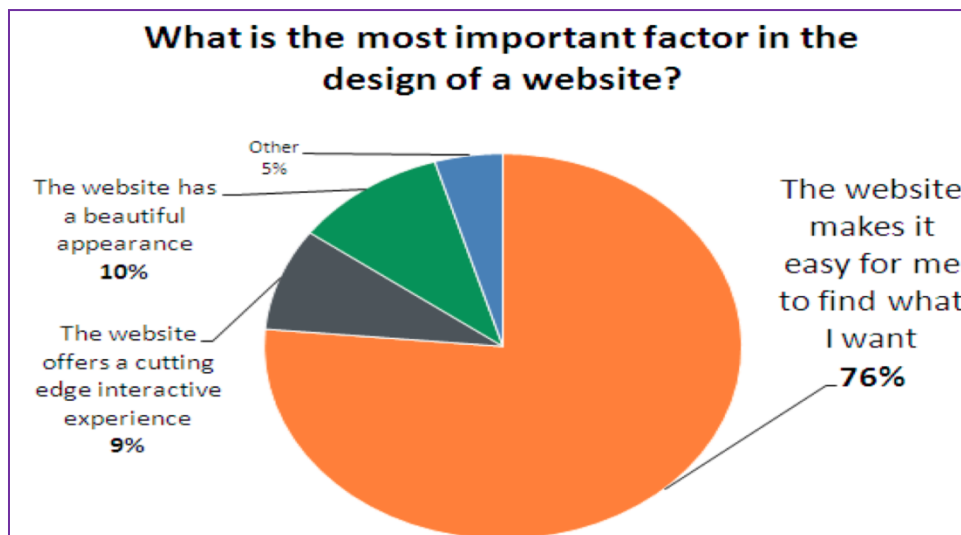
847-951-5998 or saundra@coledm.com

All of our consultations are free and without obligation.

Step 3: Formatting your Homepage

Key Concepts and Statistics

- The first impression is all about simplicity.
- 75% of Internet users never scroll past the first page of search results.¹
- 76% of consumers want a website that makes it easy to find what they want.²
- Highlight blog on homepage.
- Set up a 301 redirect, for SEO's sake!
- Have a permanent redirect.
- Limit the amount of choices the consumer must make.
 - If you offer 25 services, put those 25 under 4 overarching umbrella services so consumers will not be overwhelmed.
- Links to social networking pages are a must on home page.



Source: HubSpot, The Science of Website Redesign, June 2011

Takeaway

Your homepage is the face of your services or products. You only get one chance to impress that visitor, so make sure you carefully place the essentials you want them to know on your homepage. It should also act as a launching platform to places where they can contact you in the future (i.e. blog, social media, etc.)

¹MARKETSHARE.HITSLINK.COM, OCTOBER 2010

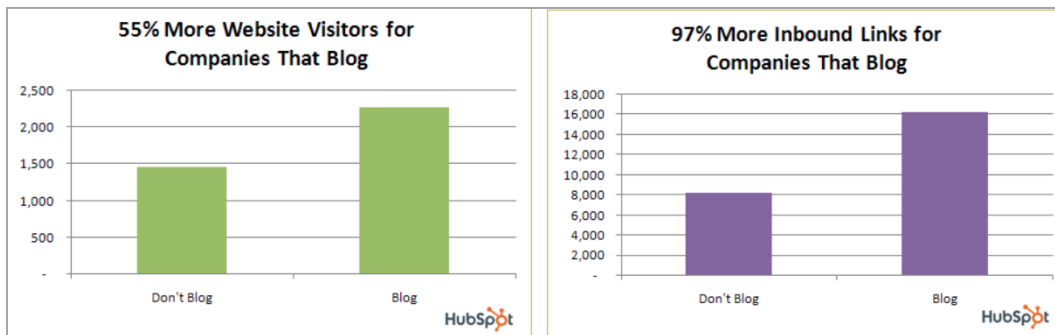
²Hubspot, THE SCIENCE OF WEBSITE REDESIGN, JUNE 2011

Step 4: Focus on Continuous Original Content that Attracts and Converts

Key Concepts and Statistics

- Blogging results in a 55% increase in website visitors.³
- Search engines like fresh content, which will increase your number of indexed pages.
- People like fresh content.
 - Companies that blog have 2x as many twitter followers than those that don't.⁴
 - Companies that blog have 97% more inbound links than those that don't.⁴
- Original Content Vehicles:

Blog	Video Content (Youtube Channel)
Podcasts	Photos (Flicker)
Presentations (Slideshare)	eBooks
News Releases	



source: HubSpot, 100 Awesome Marketing Stats, Charts and Graphs for You, 2011

Takeaway

Original content is your website's messenger; it will inform your prospects on what you do, and how passionately you do it. With a vast array of formats to create content on, you should always be continuously contributing original content to keep your prospects engaged and constantly interacting with your website.

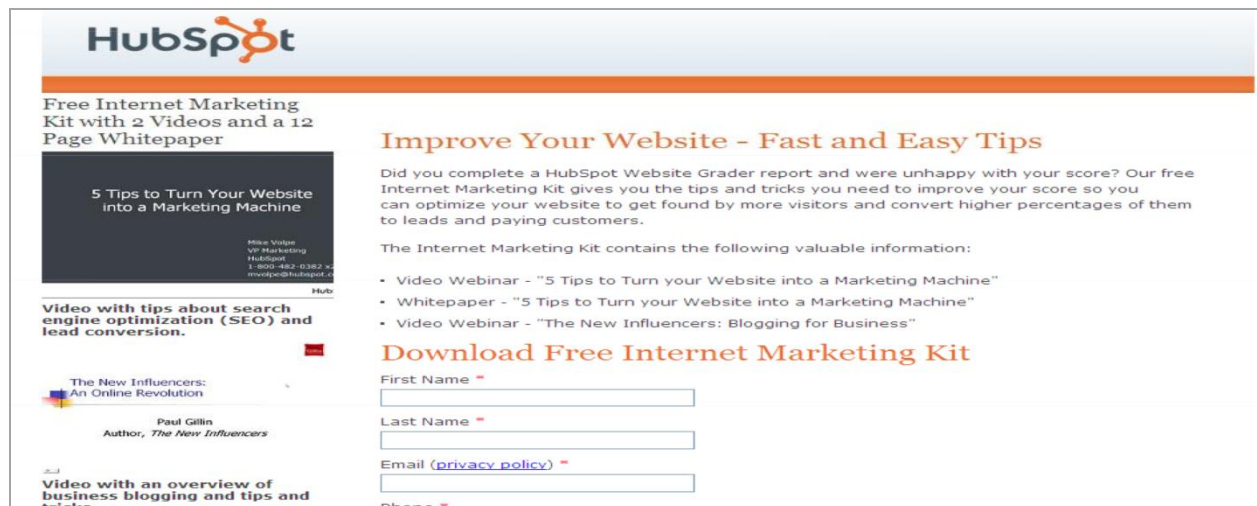
³Hubspot, 2010

⁴HubSpot, State of Inbound Marketing Lead Generation Report, 2010

Step 5: Formatting Your Landing Pages

Key Concepts and Statistics

- Leave out any website navigation.
- Keep the description of the offer clear, simple, and concise.
 - One company found that they had a 32% conversion rate with longer description and form field.⁵
 - Cut it down, which brought their conversion rate to 53%.⁵
- Keep the form above the fold.
- To maximize efficiency, consider these questions:
 - How fast can you launch a new landing page?
 - Can one person do it in 15 minutes?
 - What is the cost of experimentation?



The screenshot shows a HubSpot landing page. At the top left is the HubSpot logo. Below it, the text reads "Free Internet Marketing Kit with 2 Videos and a 12 Page Whitepaper". There are three video thumbnails on the left side. The first is titled "5 Tips to Turn Your Website into a Marketing Machine" and includes contact information for Mike Volton. The second is "Video with tips about search engine optimization (SEO) and lead conversion." by Paul Gillin. The third is "Video with an overview of business blogging and tips and tricks." The main content area on the right has the heading "Improve Your Website - Fast and Easy Tips" and a paragraph explaining the kit's benefits. Below this is a list of contents: "Video Webinar - '5 Tips to Turn your Website into a Marketing Machine'", "Whitepaper - '5 Tips to Turn your Website into a Marketing Machine'", and "Video Webinar - 'The New Influencers: Blogging for Business'". A "Download Free Internet Marketing Kit" section follows, with a form for "First Name", "Last Name", "Email (privacy policy)", and "Phone".

source: HubSpot, 2011

Takeaway

Landing pages are where the magic happens; they are the gateway to your conversion offers that create engaged and interested leads. Make sure you can grab their attention with an interesting offer, but also coherently explain what you are offering through the landing page!

⁵Hubspot, Webinar Redesign Strategy, 2010

Step 6: Conduct Conversion Experiments



Key Concepts and Statistics

- Your offers should be living, breathing documents that are constantly changing.
- They need to help educate your prospects on the buying process.
- If your landing pages and offerings do not seem to be reaching their full potential, you should try to:
 - Attach their links in your email newsletters.
 - Have your pay-per click ads go right to the landing page.
 - Use them as the next step after a trade show or event.
- Helpful sites for experimenting with your conversion events:
 - [Five Second Test](#)
 - [Feedback Army](#)
 - [User Testing](#)
 - [Loop11](#)

Takeaway

Website design is not a one and done deal. Your web pages should evolve and improve over time. This is especially important for your landing pages since they help convert your faceless website visitors into opportunities that you have collected vital information about.

Step 7: Review Your Metrics on Visitors and Leads



Key Concepts and Statistics

- Should avoid “paralysis by analysis.”
- Do not concern yourself with metrics that track the technical performance of your website.
- Focus on these three metrics:
 - Visitors.
 - How many people are coming to my website?
 - Where are they coming from?
 - Leads.
 - How many visitors converted to leads?
 - What did they convert on?
 - Sales.
 - How many leads converted to sales?
- These metrics will help you determine what parts of your website need revision.

Takeaway

Metrics are pivotal for pinpointing the exact pain points of your website. By doing small, but constant adjustments to your website, you will be able to maximize the utility of your website so it becomes a platform for generating visitors, leads, and ultimately sales.

Summary

Key Concepts and Statistics

- Start with defining your website redesign goals.
 - Remember that most companies don't need a new website, but rather need better tools on their existing site.
- Protect your assets during the design process so you do not damage your website presence.
- Make a great first impression by focusing on the functionality of your homepage.
- Creative and original content is the most powerful way of attracting and retaining website visitors.
- Design compelling landing pages so visitors will be more willing to give away their contact information for your content offerings.
- Make constant adjustments to landing pages by experimenting with their layout and formatting.
- Set up a system to measure the metrics of your website so you can reproduce successful campaigns, and scrap failing ones.

Takeaway

Redesign projects can be laborious, so most companies are better suited at trying to get more out of what they already have. Inbound marketing tactics such as SEO, blogging, and social media are easy to include in your existing site, and are twice as effective as traditional web redesign elements. You should strive to make small, but constant and continuous improvements to each element of your current website so your website becomes a powerful traffic-generating machine.

About Cole Digital Marketing (CDM)



Cole Digital Marketing provides a one stop shop, one point of contact for all your Internet Marketing needs. We are surrounded by a team of talented web designers, web developers and SEO and PPC technicians, Social Media Strategists, copy writers, analysts and researchers. CDM is committed to improving the profitability of our customers through the use of leading-edge Internet technologies, delivered by knowledgeable and service-oriented staff and consultants. All of our consultations are free and without obligation.

For more information, please contact us at [847-951-5998](tel:847-951-5998) or saundra@coledm.com



www.coledigitalmarketing.com