THE 9-STEP GUIDE —
TO PLANNING A SUCCESSFUL
Website Redesign

Planning a website is a big job. Don't just wing it and hope that you're prepared! It's a good idea to take some time to work with your team and plan out your needs so you get started on the right track.

Not sure where to start? Heres's your roadmap to website success.

1 Set Your Goals

A website redesign *takes time, resources, and a lot of planning if you want to be successful.* With that in mind you're not going to want to just jump in and wing it.

Take some time to think through why you're redesigning your site and setting goals for what a successful site looks like to your company.

2 Organize a Team

Put a cross-functional team together to plan out your needs and strategy for a new website, *even if you're planning on working an agency.*

3 Define What Features You Need

Knowing what features you're going to need on your website *will help you with everything* from writing the initial requirements to evaluating agency partners and understanding what work your team will be responsible for.

4 Baseline Your Current Site's Performance

It's not good enough to have a gut-feeling that your site is performing well (or poorly). *Take a look at your website analytics and understand your current site's performance.* You'll use this data as a basis for your new site's KPIs as well as understand how your new site is performing.

5 Define Your KPIs

Key Performance Indicators (KPIs) are *metrics that directly demonstrate how effectively your website is performing* and improving the business.

6 Know Your Technical Requirements

Often overlooked but super important! Connect with your team and understand your technical requirements like:

☑ Corporate policies related to hosting or technology

☑ Where the site is hosted currently and where it will be hosted after launch

☑ Does the website need to interact with any external software such as CRM, intranets, customer portals, etc?

7 Gather Inspiration Sites

Whether you're planning on going DIY with your site or working with an agency partner, gather sites that you draw inspiration from. This is helpful for designers to learn your tastes and *will help you with thinking about things like design strategy, imagery, and site structure.* Take notes of why you like the site and what specifically you may be able to use as inspiration for your redesign.

8 Brush Up On Your Buyer Personas

Smart marketers plan their website content around the needs of their ideal customers. If you've already created your buyer personas you'll want to create your site strategy based on their needs. If you haven't, this is the perfect time to create personas for your business.

9 Rethink Your Content

It's not a good idea to just take all of the content on your current site and re-purpose it on your new site. Focus on what your buyer personas are looking for and *craft new content with their needs in mind.*