Website Redesign

Strategy, UX and Design

There are three major elements that contribute to a website designs success - strategy, UX and my personal favorite element, design.

Strategy

Starting the website redesign process with strategy is a step that is often overlooked. Having a strong understanding of what your goals are, who the audience is and how to best demonstrate your brand, are all important aspects that need to be identified.

If you are considering a website redesign, then you most likely have a reason for doing so. Do you need to adhere to a major change in your business plan? Is your site outdated and feels inconsistent with your brand? Whatever the reason, determining your key goals for the website early on is essential and will impact your overall design strategy.

In conjunction with your goals, it's important to identify who your target audience is and who your personas are. The information you have gathered about your target audience will greatly dictate your overarching strategy and will help guide the site's design, usability and structure. Also, your user personas will provide insight into what your users challenges or needs may be. If you have not determined or developed your ideal personas, check out this blog to learn more about how to best do that.

UX / User Experience

GOOD UX is critical to the success of your newly designed site. Now, what does GOOD UX look like? Well, good UX design encompasses the core desires and/or problems of your user. I can't stress enough how important it is to learn as much as possible about your target audience. They are the ones that will be interacting with your site and if it doesn't support their needs or wants, they may simply say peace out and leave!

Driving people to your website through a strong content marketing strategy is another key component in the redesign process. Creating and producing content that's not only relevant but also beneficial to your audience will significantly aid in driving traffic to your site. One of the biggest challenges many companies face is staying up to date with the content and making sure the content is current in addition to having content that is evergreen. Most importantly, your content needs to address the needs and wants of your user persona.

Design

The visual components of a website, when supported by strategy and geared towards a strong user-focused approach, can irrevocably enhance the entire user experience. While it's important to design the website to be visually appealing and beautiful, it's imperative to have a website that is easy to navigate through. Ideally, you'd have a website that encompasses both a beautiful design and a well constructed layout that allows for your user to find exactly what they are looking for.

Next is your brand. Be sure to have a fully flushed out brand that is clearly defined. Creating a brand guide if you do not have one already is a beneficial tool that will ensure brand consistency throughout the redesign process as well as if you are working with multiple individuals.

Overall, the design of your website should convey your organization's message and values as clearly as possible.

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