

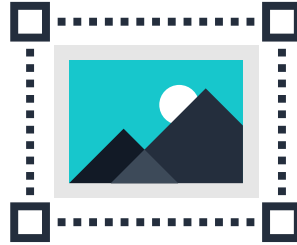
HOW TO BUDGET FOR A



B2B

WEBSITE REDESIGN





HOW TO BUDGET FOR A B2B WEBSITE REDESIGN

TAKE STOCK AND SET GOALS

UNDERSTAND WHAT GOES
INTO A REDESIGN

FACTOR IN OTHER IMPORTANT
MARKETING ELEMENTS

REVIEW B2B BUDGET
BENCHMARKS

You've been tapped to head up your company's website redesign project—congratulations! This is a great chance to make a significant business impact by improving your company's most important digital property.

But budgeting for a complex project like this requires you to account for many moving parts to keep your plan on track and set expectations with those who hold the purse strings. It can help to familiarize yourself with the typical redesign process and the components that can influence your budget. These tips can help you accurately plan the cost of your website redesign.



TAKE STOCK AND SET GOALS

Start by understanding where you are and comparing it with where you need to be. Review your existing website with stakeholders to identify its strengths and weaknesses, and discuss what the redesign needs to accomplish.

Ask questions like:

HOW MUCH CONTENT DO WE HAVE, AND DO WE NEED MORE?

A 10-page site is simpler and less expensive to redesign than a 100-page site, and it's not uncommon for established B2B sites to have hundreds or thousands of pages.

Maybe you have very little content and you want to change that, for example, by starting a blogging program or expanding the depth of content provided on your product or service pages. Or maybe you see critical gaps in your content offering that need to be filled to better serve your customers.

This is the time to clarify your content goals to ensure your new site infrastructure can support them and to start to gauge your project scope. [Marketing expert Jay Baer](#) offers a formula for determining how much content you need, by taking into account your number of buyer personas, number of buying stages and number of questions to answer at each stage.



CLARIFY YOUR CONTENT
GOALS TO ENSURE YOUR
NEW SITE INFRASTRUCTURE
CAN SUPPORT THEM





WORKLOAD AND
BUDGET NEEDED TO
MAKE YOUR SITE WORK
FOR THE BUSINESS



ONE OF THE BIGGEST
REDESIGN RED FLAGS IS
A LACK OF STRATEGIC
DIRECTION

HOW LONG HAS IT BEEN SINCE YOUR LAST REDESIGN?

You might be used to revamping your website every few years, but web technologies and trends change fast. If your site is already somewhat modern, it might not require as much time and money to update as a site that hasn't been overhauled in several years.

As more time passes, more website “wish list” items can accumulate from stakeholders across your business, giving your design and development team more to prioritize and execute on. If your business goals and priorities have shifted significantly since your last redesign, this can also affect the time, workload and budget needed to make your site work for the business.

HOW COMPLEX IS YOUR WEBSITE, AND DO YOU NEED NEW FUNCTIONALITY?

Your line of business and your unique marketing or customer support needs will determine whether you need to add or update any advanced site functionality. Examples could be the addition of interactive tools, applications, e-commerce, secure logins or personalization, all of which add to the complexity—and cost—of the redesign.

After you've assessed the state of your current site, set goals for your redesign that directly align with your business objectives. As [Lisa Isbell writes](#) for HubSpot, one of the biggest redesign red flags is a lack of strategic direction.

“You'll need a workhorse vision where your website is built to play an active role in your sales and marketing efforts rather than operating as an elaborate, fancy brochure,” [says Isbell](#).

As you gather requests from stakeholders, ask tough questions that will help you prioritize the site features and functionality that will have the greatest business impact.





UNDERSTAND WHAT GOES INTO A REDESIGN

It's easy to underestimate the amount of legwork that goes into a new website, making it more difficult to accurately estimate costs.

A comprehensive redesign typically includes the following phases:

▶ **AUDIENCE ASSESSMENT:**

This can involve stakeholder interviews, competitive analysis, an SEO assessment and a thorough review of your site to get a feel for business priorities and goals.

▶ **USER DEVELOPMENT:**

Here, user profiles, journeys and flow charts are developed to help map your website's content and functionality to real actions site visitors need to complete.

▶ **INFORMATION ARCHITECTURE:**

This involves the development of a site map, wireframe templates and a mobile strategy to plan the structure and navigation of your site content.

▶ **DESIGN:**

Now the actual look, feel and layout of your site's pages are mocked up, incorporating your brand's logo and visual style.

▶ **DEVELOPMENT:**

This is when the nitty gritty of coding and testing your site happens, and all of your content is built into the new site framework.

▶ **MEASUREMENT AND ONGOING OPTIMIZATION:**

In modern growth-driven design processes, it's more important than ever to track site metrics once your new site is live and make ongoing improvements to meet visitors' needs.

If your site is simple or just needs a light refresh, you might not need as much upfront research or planning, or your design and development time might be shorter than those of a more complex site. But if you're going for the whole shebang or if your site is already complex, remember to account for each of these key phases as you develop your budget.



FACTOR IN OTHER IMPORTANT MARKETING ELEMENTS

Many activities and components often happen in tandem with a website redesign, but aren't part of the core redesign processes. You might complete some of this work with internal resources, but if you plan on hiring freelancers or outsourcing any of these tasks to your web design agency, be sure to account for them in your budget.

CONTENT CREATION:

Whether it's new or updated web copy for your site pages, or a downloadable eBook to drive leads for your brand—planning, writing and editing content is a project in itself. “Content is far more expensive and time-consuming to create than most people realize,” [writes Brad Shorr for Forbes](#). “Firms often assume they can have an employee whip up content at the last minute, and learn too late that's an impossible task.”

DIGITAL ASSETS:

Compelling photos, videos and infographics require specific expertise to create, and not every burgeoning B2B firm has these skills in-house.

SEO ASSESSMENT:

SEO is an important consideration during a redesign, as you need to preserve the search authority you've developed with your old site pages, as well as optimize new pages to ensure they perform well in search.

NEW OR UPDATED LOGO:

A spiffy new logo is a great complement to a fresh website design; a graphic designer can create one for you.

REFRESHED SOCIAL MEDIA GRAPHICS:

A graphic design resource also can help you align your look and feel across your digital properties with updated social media banners that are consistent with your new website and logo.

COMPLEX FUNCTIONALITY:

Features like apps, forums, e-commerce platforms, registration systems, or CRM integration will carry additional costs.





REVIEW B2B BUDGET BENCHMARKS

The most accurate budget estimate will be based on your business's unique goals and marketing needs, but the following budgeting benchmarks for midsize B2B companies can serve as a point of reference. Where your business falls within each of these ranges will vary depending on the size of your website and the number and type of add-ons you need.

Remember, your website is only one portion of your digital marketing budget. The money spent on it does not replace what you should be spending on content marketing, marketing automation or demand generation efforts.



BASIC WEBSITE REFRESH

\$15,000-\$25,000



COMPREHENSIVE WEBSITE REDESIGN

\$30,000-\$50,000+



REDESIGN WITH COMPLEX E-COMMERCE OR DATABASE FUNCTIONALITY

\$25,000-\$100,000+



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