Marketer's Guide to Website Redesign

Why Most Website Redesigns Fail

Avoid costly mistakes and discover the strategy that guarantees

ROI (Results On Internet™)

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A failed website redesign can cost your company more than the initial investment. It can cost more than time and money. It can cost you your job.

Over 1/3 of website redesigns fail. In fact, the average newly redesigned website gets a grade of D-.

Can you afford to be part of this statistic?

This guide will help you avoid the most common mistake that causes many redesign failures. It will show you how you can guarantee a successful outcome for your project.

Ready? Let's begin.

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About the Author

Andrew Kucheriavy is the Founder and CEO of Intechnic, an international web design agency. With 18 years of experience in web design, he is a recognized visionary in the field.

Every day, millions of people use websites developed by Andrew and his team. Together, they have worked with some of the world's largest brands, including Google, Microsoft, Facebook, Disney and Sony.

Andrew has been published in Forbes, Inc., Huffington Post and Mashable. The ROI or "Results on Internet" approach Andrew pioneered has helped many companies worldwide achieve their website goals. ROI also happens to be the title of his book.

Why Most Website Redesigns Fail

You are getting ready to redesign your company's website and you are determined not to repeat your predecessor's mistakes.

You know that a successful redesign will solve many issues, improve the company's bottom line and turn you into a hero.

At the same time, a failed redesign would be a miserable setback and you will be solely to blame.

Failure is not an option, yet website redesigns often fail to produce measurable results.

1/3 of marketers surveyed were not happy with their last website redesign.[1]

$1.85 billion is the amount that Wal-Mart lost in sales as a result of their store redesign.[3]

D- is the average website performance grade according to HubSpot's review of 26,000 recently designed websites.[2]

8% is the drop in sales incurred by Marks & Spencer after spending $220 million on their website redesign.[4]

How do you make sure your project doesn't become another bad statistic?

What did these companies do wrong and how can you avoid a similar catastrophe?

This guide will explain the #1 reason why website redesigns fail.

[1] http://www.slideshare.net/HubSpot/the-science-of-website-redesign
[2] http://academy.hubspot.com/partner-broadcast/episode-105
[3] http://conversionxl.com/website-redesign-higher-conversions-tread-lightly/
[4] http://www.itdonut.co.uk/blog/2014/07/ms-shows-dangers-redesigning-your-website

The Problem with Website Redesign Is... Redesign

Everyone calls it a "website redesign" but a redesign is often the wrong solution for the wrong problem. The term "redesign" was coined in the Web's dark ages when websites were much simpler. The first time images appeared on a webpage was in 1993. This was the year "web design" was born as we know it.

A common way to improve a website back then was to replace current images with better-looking images. That process was coined "website redesign". Times have changed, but the term is still in use today.

The problem is that many marketers still focus solely on the appearance of their website. They think that updating their outdated design and adding some features will solve business problems. Most of the time, it doesn't. In fact, studies show that only 10% of Internet users cite appearance as the most important aspect of a website.[5] Design alone can't work miracles.
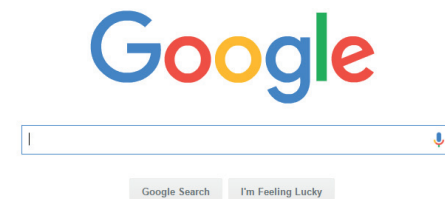
Believe it or not, there are many successful websites that haven't drastically changed their design in years.

There must be some other reason websites are failing.

Redesign is not the same as results. Redesign is often the wrong solution to the wrong problem.

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[5] http://blog.hubspot.com/blog/tabid/6307/bid/14953/What-Do-76-of-Consumers-Want-From-Your-Website-New-Data.aspx

The Five Pillars of a Successful Website

There are five major pillars supporting your website's success:

STRATEGY ensures that your website succeeds by achieving business goals. This is done by setting strategic objectives, conducting required research and outlining a course of action for how to accomplish goals.

MARKETING focuses on tactics that attract and convert website visitors into sales opportunities.

CREATIVE incorporates compelling design, including photography, video, illustrations and a lot more.

USER EXPERIENCE (UX) encompasses user interaction with the brand through the website. User satisfaction and the website's ability to accomplish objectives depends on how easily visitors can find information and perform tasks on the site.

TECHNOLOGY makes it all work, including the Content Management System (CMS), marketing automation, hosting, security, etc.

YOUR WEBSITE'S SUCCESS

STRATEGY · MARKETING · CREATIVE · USER EXPERIENCE · TECHNOLOGY

Design (or "Creative") is important, but it is still only one of five pillars – and you need all five. If you remove one pillar, you will be compromising the stability and your website's success will come crashing down.

Let's see what happens when one of these pillars fails...

Failing Pillars Lead to a Failing Website

Redesigning a website is like buying new clothes: it's exciting, it feels good and gives you a boost of confidence.

But most of the time you don't really need new clothes; you simply want them. You like how they look and how they make you feel.

Most redesigns are done with the same thinking: "Our website is not working for us so we need to redesign it (buy a new set of clothes)". "Dressing up your website" will make you feel good, but it won't solve your problems.

Consider the example to the right. As you can see, even if we make the Creative pillar larger and stronger, it still can't support your website's success alone if the other pillars don't support their share of the load.

So, let's look at the separate pillars of your website and determine which ones are failing …

Which of Your Website's Pillars Are Failing?

Below are some common reasons for a website redesign. Can you relate to any of them?

For every reason that applies, "shorten" the corresponding column in the diagram below by "removing" one section:

Our website is not working for us because it...

☑ Doesn't meet our business objectives (Strategy)

☐ Looks outdated and unprofessional (Creative)

☐ Talks to the wrong audience (Strategy)

☐ Is difficult to use and navigate (UX)

☐ Doesn't generate enough leads (Marketing)

☐ Doesn't explain what we do well (Marketing)

☐ Is hard to find the information (UX)

☐ Is slow to load (Technology)

☐ Doesn't attract traffic and customers (Marketing)

☐ Has outdated or inaccurate information (UX)

☐ Contains bugs or outdated technology (Technology)

☐ Doesn't work well on mobile devices (UX)

☐ Doesn't portray our brand well (Creative)

☐ Is difficult and expensive to keep updated (Technology)

☐ Doesn't support our sales process (Marketing)

☐ Is not compliant with user requirements (UX)

☐ Has security issues or concerns (Technology)

YOUR WEBSITE'S SUCCESS

STRATEGY　MARKETING　CREATIVE　USER EXPERIENCE　TECHNOLOGY

How stable is your website's foundation?

How do you fix it?

Strategy First. Redesign Second.

So, how can you fix your website? How do you avoid repeating the same mistakes?

Well, it turns out there is a better, more architecturally sound arrangement to strengthen your website (see illustration on the right). Notice that, now, strategy is not just a column; it is the foundation of everything.

Strategy is what provides support for all other pillars. It also helps align all of the other pillars to ensure they support the weight equally. If your strategy is weak or shaky, then all other pillars will inevitably fail, no matter how strong they are individually.

Just as with any other building, the foundation should be solidified before anything else is built or the entire structure may collapse.

So how do you go about doing that?

One half (50%) of businesses surveyed do not have a defined digital plan or strategy for their website. Most failing websites don't need just a redesign; they need a new strategy.

Do You Have a Winning Website Strategy?

Wouldn't it be great to know if your new website is destined to succeed or fail before it is designed or even planned?

It turns out you can!

Over the course of 18 years, at my agency, we developed a model that accurately predicts the probability of your future website succeeding by you answering a few questions. The model evaluates your strategy and shows you how to improve your odds of succeeding.

It's that easy! We call this **ROI (Results on Internet) Score** ™ Get your ROI Score at:

www.ROIScore.com

Poor Strategy = NO ROI

A well-known company had their website redesigned because they wanted to attract more leads. The marketing manager was happy with the new design, but quickly discovered that the new design actually resulted in a **14%** drop in lead flow because their strategy wasn't working out.

ROI Strategy = ROI

Same company tested their strategy using the ROI Score™. Major strategy flaws were discovered. After the improved strategy was applied, the client enjoyed a **58%** lead flow increase and an **87%** improvement in user approval rating.