10 Point Checklist for your Website Redesign

Your website is the most powerful marketing tool you possess. While going through your own website redesign, complete this ten-point checklist to make sure that you are not missing anything!



1 . Decide on a Goal for Your New Website

- [ ] Every redesign starts with a vision and an attempt to solve a problem. It's important to be clear about why you're doing the redesign the first place and to tie that motivation to measurable results.

2. Pull Analytics for Your Current Website

- [ ] Take a closer look at your own to see what works and what needs improving. Conduct an in-depth analysis Of your current site analytics to measure the success Of your site

3. Survey About Your Current Site

- [ ] Survey members of you target audience to determine what they find valuable about your current website. Give than an opportunity to tell you what they think should be improved.

4. Plan For Success

- [ ] Being specific about your desired website functionality and goals is a key part of the planning phase. Developing a Site map and setting content and design specifications, can greatly reduce the likelihood Of mid project hiccups.

5. Create Optimized Content For Your Site

- [ ] Your brand messaging and value proposition should be crafted in a way so that a new visitor can to your site and

immediately understand who you are and what you do.

6. Design and Build the New Site

- [ ] Good design should be simple, engaging, and responsive. The creative process allows you to explore different design layouts, colors, and fonts to see which combination provides the best overall experience for yow user.

7. Analyze and Make Changes to the Site

- [ ] Leave ample time for quality assurance testing of your new website. Ensure the website looks and functions exacts' as you planned. Make a note of usability errors and submit any issues to your web developer in a report.

8. Test the Site on Every Browser and Device

- [ ] Browsers and devices have different ways of reading data. Make sure that your website will appear the way designed it no how a visitor to view it.

9. Launch and Promote the New Site

- [ ] A newly redesigned website offers a great excuse to reconnect with your network. Make announcements about site launch via social media, newsletters, email blasts and blog posts.

10. Analyze Your Efforts

- [ ] There are always going to be new ways to improve your business and your website. Continue to take note of what is working and what isn't. After an, what are analytics for if not to help us refine, improve, and grow.

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