

Your website isn't just a catalog, but your

BIGGEST MARKETING TOOL

It goes over and beyond just aesthetic changes. You need to be absolutely sure that you're redesigning your website for the right reasons because if you're not, it may cause more harm than good.

Here's how you can ace your website redesign strategy.



The Wrong Reasons

- ❌ You have not redesigned your website in the last 12-18 months and it feels dated
- ❌ Your competitor just redesigned their website and you don't want to lag behind
- ❌ You've got a new corporate look and feel
- ❌ Your higher management has asked for it

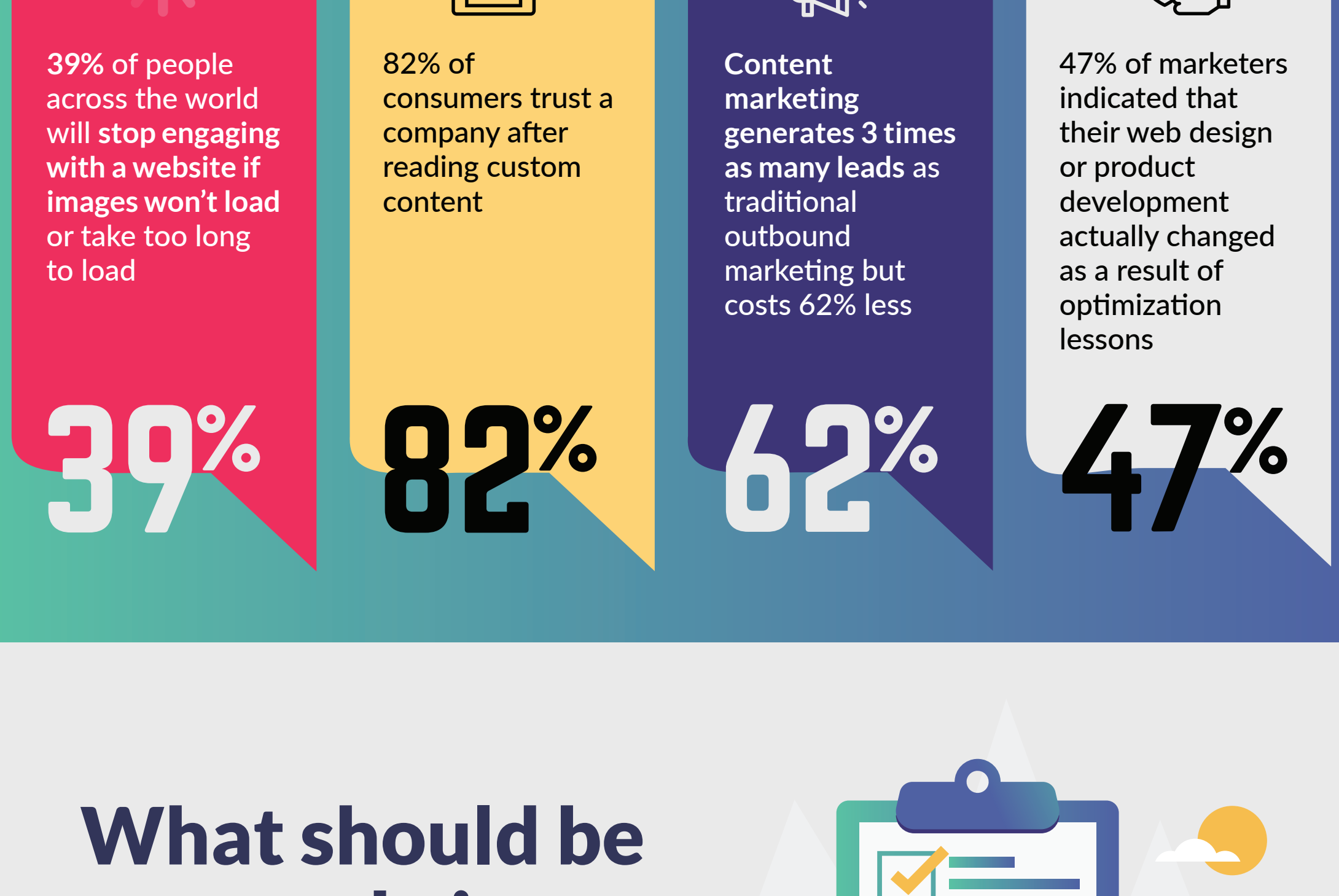
The Right Reasons

- ✅ More prospects finding you
- ✅ A higher lead-to-sale conversion
- ✅ An increased ROI
- ✅ To improve branding

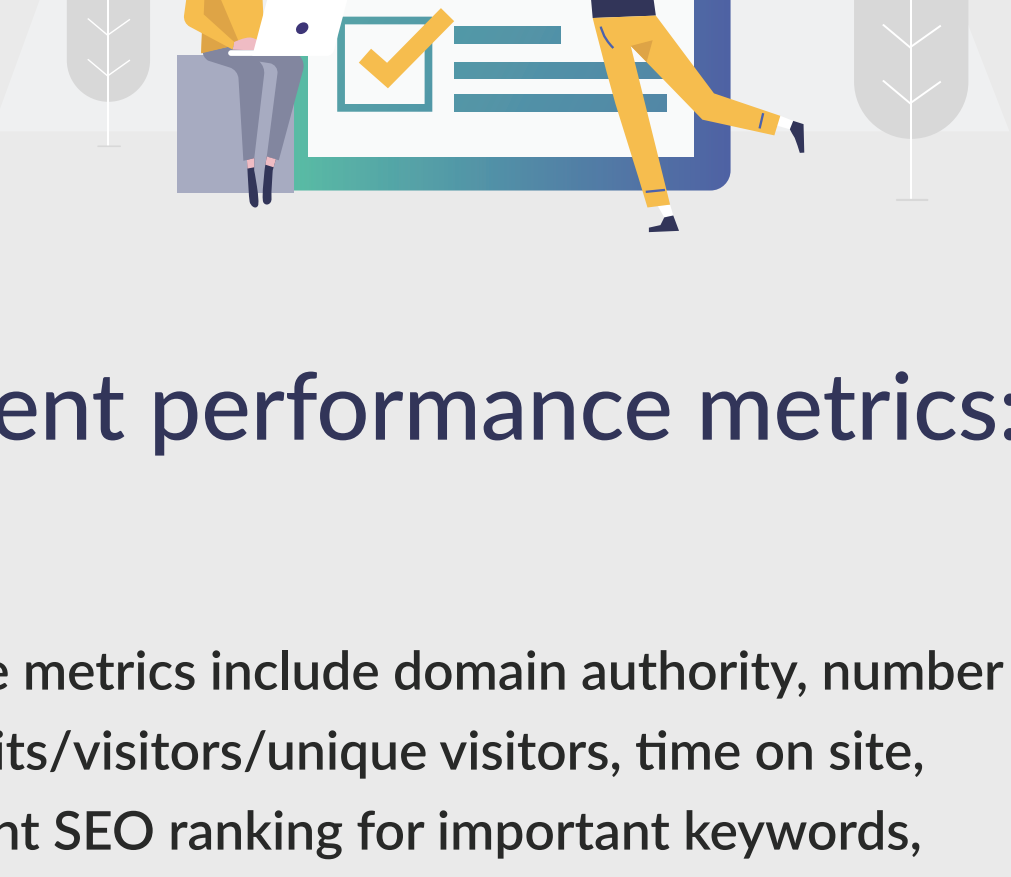
What statistics must you keep in mind before building your website redesign strategy?



Here are a few statistics collected by Red - Website Design to ponder over before creating a website redesign plan.



What should be your website redesign checklist?



1. Analyze your current performance metrics:



These metrics include domain authority, number of visits/visitors/unique visitors, time on site, current SEO ranking for important keywords, bounce rate, number of form submissions, number of new leads, total sales generated.

2. Check your valuable assets:

The assets that could be bringing in traffic and converting leads are content, keyword rankings, inbound links, conversion paths, etc. Find out which assets are working for you and integrate them into your new design.



3. Make your branding slick:

Streamline your branding by asking yourself:

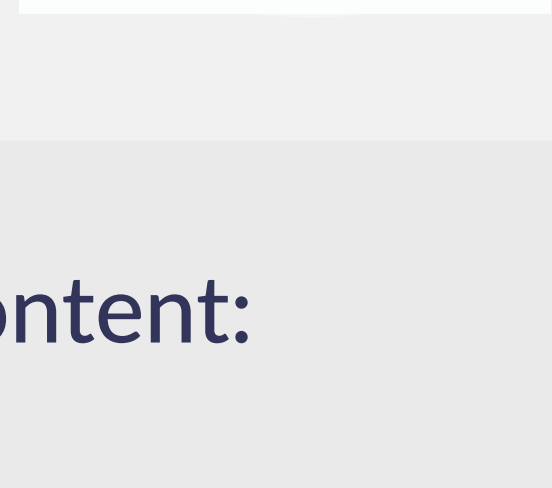
- Why is my product/service unique?
- Is my content making visitors stay on my site as opposed to another brand?

- Why would one make a purchase with me over a competitor?

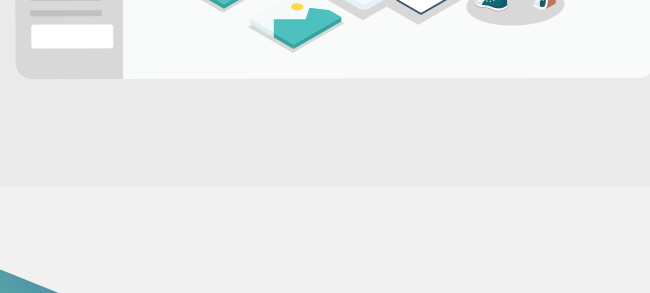
Through this, you'd know what offers can you put out there and how your brand can be accurately represented via your website.

4. Format your homepage:

The best practices are to highlight your blog on the homepage, keep limited choices for the visitors, set up a 301 redirect (from an SEO standpoint), get a permanent redirect, and add your social media links on the homepage.



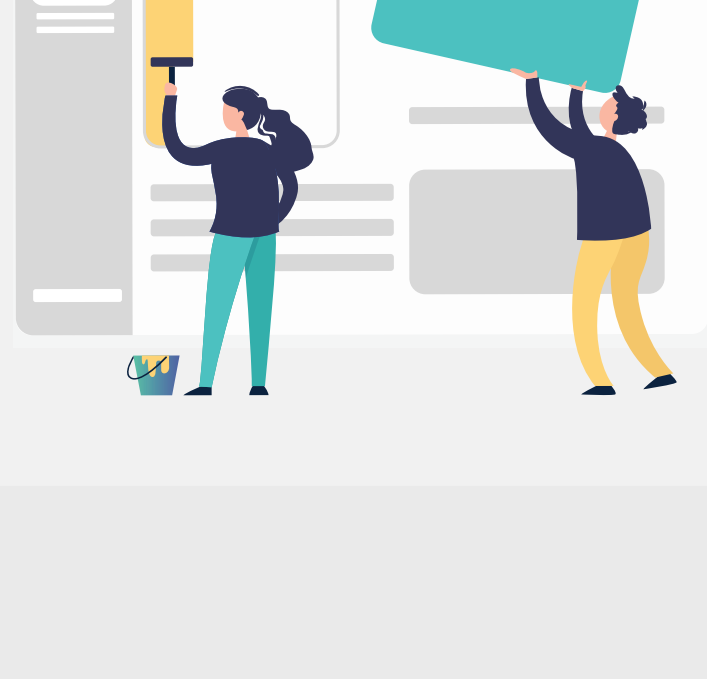
5. Pay attention to original content:



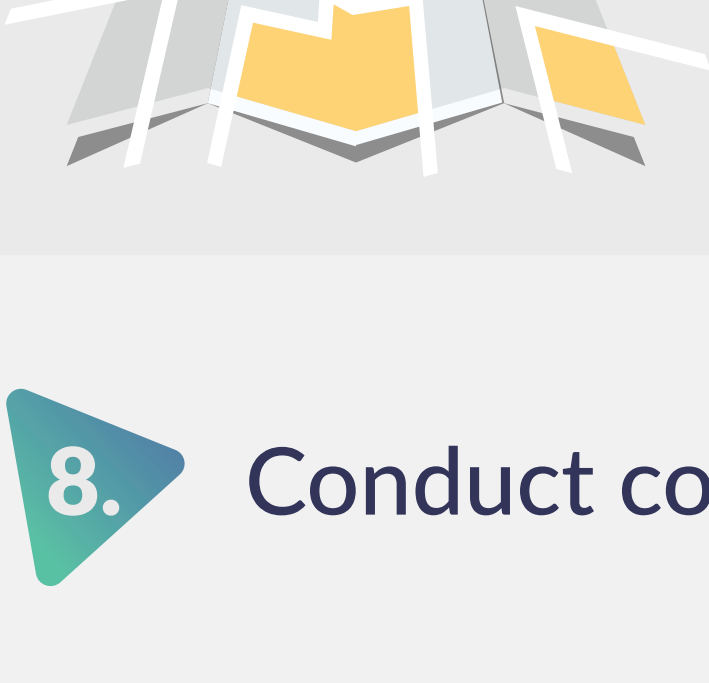
The backbone of your website is original content that lets your prospects know what you do and how well you do it.

6. Format your landing pages:

A great and efficient landing page has a clear, simple, and unambiguous offer, minimal website navigation, and the form above the fold.



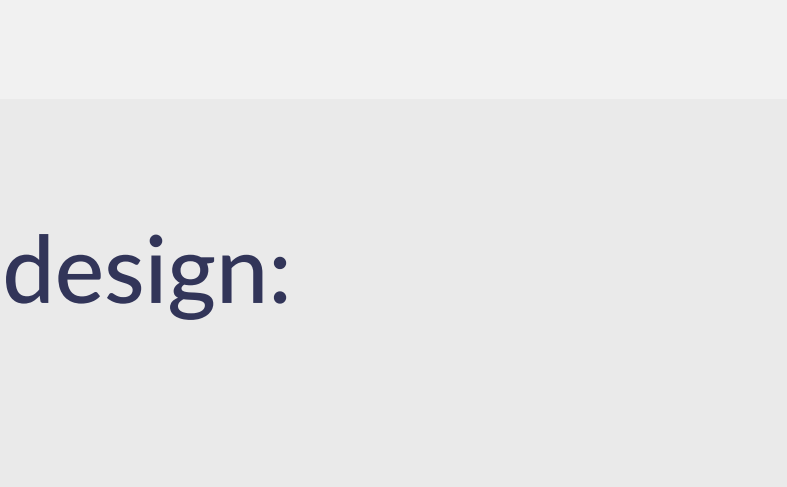
7. Create a site map:



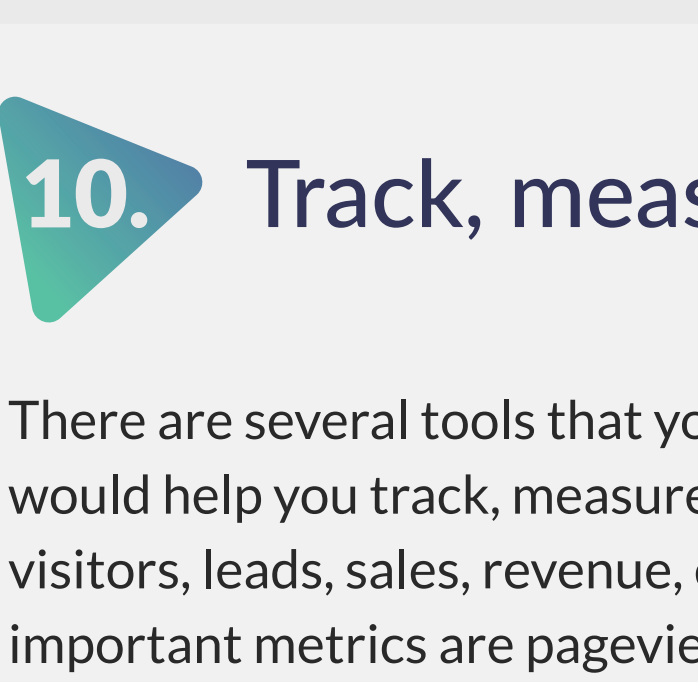
- The pages you want to include
 - The website pages you want on top of the navigation bar
 - The architecture of the pages
- This would help your development team make sure that all the pages are there and the content is laid out neatly and properly.

8. Conduct conversion mapping experiments:

The conversion path is what you create using your original content, landing pages, and offers. Attach these links in your email marketing campaigns and newsletters, and have your PPC ads take the visitor right to the landing page.



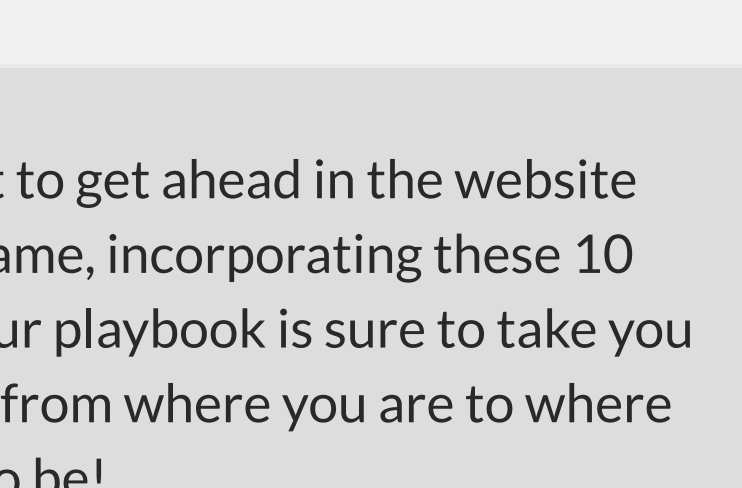
9. Focus on a responsive design:



For better traction, optimize your website to view in all kinds of platforms – desktops, tablets, mobile devices, etc.

10. Track, measure, analyze:

There are several tools that you can choose that would help you track, measure, and analyze your visitors, leads, sales, revenue, etc. The most important metrics are pageviews, unique visitors, bounce rate, direct traffic, organic search traffic, referral sites, and load speed.



If you want to get ahead in the website redesign game, incorporating these 10 steps in your playbook is sure to take you a long way from where you are to where you want to be!

Do you want to make your website your brand ambassador?

Grazitti's got your back!

Feel free to drop us a line at info@grazitti.com, and we'll take it from there!