

WEBSITE REDESIGN CHECKLIST

Hub & Spoke

1. Benchmark your current website

Before you begin tinkering or changing anything, you should document your current performance. Look at existing analytics (you have Google Analytics, *right?*) over the site's history to see how it has performed and how it's usually found.

- Assess the quality of your website content
- What kind of content is missing?
- How does your website rank for major keywords?
- Where is your website currently getting traffic from?
- How much traffic is from social media vs. search?
- What's your bounce rate?
- How much time does a visitor spend on your website?
- How many leads do you get from your website monthly?
- How fast does your website load?



2. Determine your website redesign goals

With data in hand, establish clear goals for the redesign, something that can help you create measurable results. Then communicate your goals with your team, designer or agency. Consider the following:

- Number of visits / visitors
- Bounce rate
- Time on site
- Number of new leads / Form submissions
- Sales generated
- Search ranking
- Modern website look
- Redefined focus
- Content overhaul

3. Analyze the competition

While you shouldn't dwell on your competition, it's important to know how they stack up too.

- Who are your competitors?
- How does your website look compared to them?
- How does your website rank on search compared to them?
- What keywords and search terms are they targeting?
- What kinds of customers do they target on their website?

4. Design your site around your customer

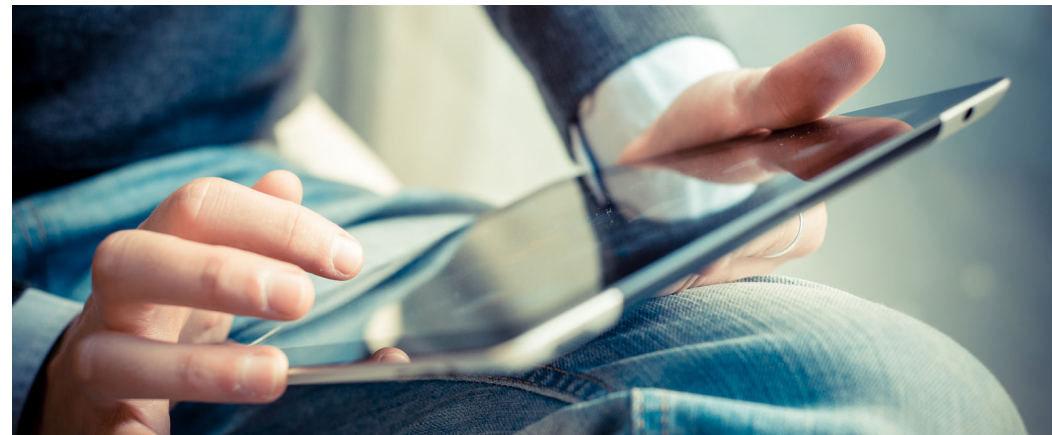
Your website is not just about you, it's about your customers and their behaviors. Establish a profile on your perfect customer, using that to help the redesign process.

- Segment their demographics
- Identify their needs
- Develop a website around their needs

Your website is an extension of your brand and it should look like that to your visitors.

Your website should follow your branding, font choices, color choices, etc. Consider:

- Does your website look modern?
- Does it work on all devices?
- Does your website need new photography or graphics?
- Does your color scheme work well?
- Does your website convey trust, or another emotion?



5. Optimize for search

Search is how most websites are found. Make sure to pay close attention to SEO best practices to ensure customers can find you.

- Do keyword research for your website
- Optimize new and existing pages
- Work on a content strategy to boost search visibility

6. Don't forget the extras!

Once the website is redesigned and launched, remember, *a website is really never finished.*

- Have an ongoing strategy to ensure the website always has fresh content.
- Have a blog to share content with the world.
- Consider having landing pages with calls to action.
- Focus on shareability.
- Make sure to review analytics regularly to check performance and make improvements.

Questions?
We're here to help!

hubandspokecreative.com

888-573-4482

hello@hubandspokecreative.com

Hub & Spoke