

Top Things to Consider When Redesigning Your Website

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You might have several reasons for considering a website redesign. Standards for web design change over time – and your site may be looking out of date. The following list provides a brief overview of key topics to consider in redesigning your website, along with tips to promote a successful webpage and utilize your company's web design.



1. Define Your Marketing Goals

Your first step is to set clear marketing goals for your website redesign. Marketing goals vary depending on the type business. Some websites are designed to sell, while others serve to collect sales leads or provide customer support. Whatever your goals, define them from the start. Your overall goal should be to lead visitors through your website towards actions that benefit your business.



2. Define Your Target Audience

After you've defined your goals, you must target who you're going to appeal to. Find your target audience, understand their motivations, and speak directly to them in their language. Remember, your target audience is probably two or more people, but no matter your audience, the solution is the same – to create a profile for each audience. Describe their unique interests, needs, and motivations. This may seem very tedious, but the little extra work you put in pays off big time.



3. Create Relevant Content

Delivering 'relevant content' is Google's mantra. It's also the single biggest reason the company dominates Internet search. In Google's eyes, 'relevant' means helping searchers find exactly what they are looking for. One of the best ways to define relevant content is by the target audience.

One sign that your content is relevant is the 'bounce rate' of your home page and key landing pages. If a large percentage of visitors leave without a second glance, then your content is obviously not relevant to those visitors.



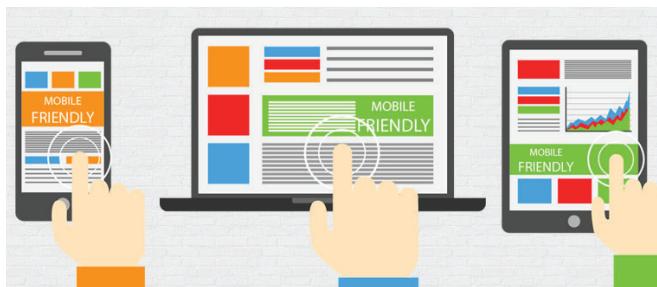
4. Track Performance & Progress Towards Goals

Once you've established the goals and designed a new web page, you should start tracking performance data immediately. This will provide a basis on the efficiency and usefulness of your new web design. Use various KPIs to gauge the success of your website redesign campaign. As stated above, bounce rate is a great Key Performance Indicator (KPI). Other useful KPIs include Average Time on Site and Average Pages per Session. You can use Google Analytics to track the KPIs you defined at the beginning of your website redesign.



5. Consider an Explainer Video

When visitors first land on your page, they may be introduced to a confusing amount of links and data that fill your web page. A good solution to this is to summarize it all in an explainer video. An explainer video can be a short introduction of what your company does, its mission statement and values, and even a summary of what they'll find on your website. A well-produced video – with a solid script and engaging visuals – can easily capture the attention of your audience. Video can help you achieve higher conversion rates – and even rank higher in Google!



6. Mobile-Friendly vs Responsive Design

Your website redesign needs to look good on a variety of different screens. There are two ways to achieve this important task.

Your cheaper option is a mobile-friendly design – which makes your website look the same regardless of screen size. Certain features such as drop-down menus display poorly on mobile devices. Although all your content will still show, mobile-friendly design eliminates a lot of user-friendly features.

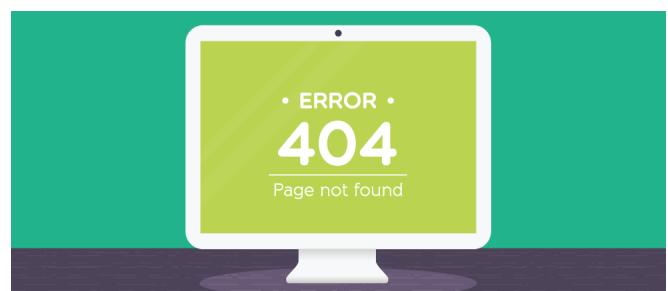
Responsive design simply means your redesigned website adapts to suit the viewing environment no matter what platform it's being viewed. Text and images may change from three-column display to a single column. All design elements look great – no matter the screen size.

Mobile-friendly design is a less attractive, alternative design approach; however, if the majority of your users are accessing your website through mobile devices, this route may turn out to be a better investment.



7. Consider Marketing Automation

As you plan your website redesign, you should also consider investing in Marketing Automation. Marketing automation refers to software platforms and technologies designed for marketing departments and organizations to more effectively market on multiple channels online (such as email, social media, websites, etc.) and automate repetitive tasks. The tools are pricey, but can be well worth the improvements to your marketing campaigns results.



8. Forward Existing URLs

Redesigning your website might mean eliminating outdated pages. Unfortunately, that also means visitors who arrive at your website through your legacy links will hit a 404 page. Obviously, that's bad for business. Luckily, there's a solution.

Previous users will be forwarded to a freshly revamped web page for a company they're familiar with. Retaining previous visitors will drive your new performance numbers and increase the popularity of your brand-new website.

Web design has changed drastically since its creation, and nowadays, a website has to be redesigned at least every two to four years. Change is inevitable, but by staying on top of the latest web design trends, you're already a step ahead of the game. That's why our web design team at dezinsINTERACTIVE is always available to answer any questions you may have. Give us a call today!



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