GOALS

What goals do we have for improving our ROI?

Identifying your goals for a new website is foundational toward getting the results you need. Make this a team-effort by collecting input from your qualified team members representing each part of your business. Along with your goals, establish a list of measurable metrics to track your site's effectiveness.

STATS

What results are we currently getting from our website?

Knowing your current web stats provides a baseline for improvement. Do you know where you rank on a SERP (Search Engine Results Page)? Do you know if visitors go beyond your home page to find other content that would be helpful to them? Do you have systems in place to track conversions from your website (sales or lead generation)? Do you have a way of monitoring User Experience (UX)? Have your team generate a list of "what we do well" and "what we need to improve" regarding your website. Though you'll likely receive a range of perspectives, usually a consensus will surface about the best and the worst.

COMPETITION

Who is our competition and how are they doing?

Comparing your web presence to your competition's can be beneficial; after all, your website visitors are doing this comparison! What is your competition doing very well? What are they doing poorly? Don't copy, but analyze; then create a web presence that unequivocally represents you and the quality of service you provide. Knowing your Unique Value Proposition (UVP) and including it in your new design will give you the edge over your competitors!

TARGET AUDIENCE

Who do we want to attract to our website?

Understanding that your website must be designed to please your visitors is critical for getting the results you want. Know exactly who you're targeting, know their demographics, and the needs of your audience. On occasion, what you like and what they like may be worlds apart. Design to please them.

RESULTS

What Response Do We Want?

Developing a website that draws a visitor to a specific action is the best way to improve your ROI. Yet so many websites ignore the powerful element of a clear Call to Action (CTA). What action(s) do you want your visitor to take?More than one? Prioritize them! Do you have systems in place to review analytics and track results.

CONTENT

What is our most valuable content to share?

Crafting words that both resonate with humans and impact search engine crawlers gets your website the visibility you want. Start with keywords: what words are used to find you via a search engine? If you provide multiple services, list and prioritize those services. If you service multiple areas, list these. The content of your website is even more important than the way it looks! Speak the language of your target audience, craft titles and headlines to capture interest, use bullet points in place of wordy paragraphs, and reference and link to content on other pages of your website. You have only a brief moment to convince your visitor that you can solve their problem in a superior, more satisfying way than your competition. Don't underestimate this step: the words you use will influence your success!

MARKETING

How are we going to attract visitors to our website?

Launching a website is merely the first stage of digital marketing. Much like real estate, more goes into the sale than a simple "for sale" sign. The most effective way to attract a consistent stream of traffic (organic visitors) to your website is to provide to your target audience relevant, interesting content on a regular basis through the use of inbound marketing tools: blog posts, social media, white papers, videos, free downloads, and email campaigns. Make your content "shareable" on social media. Develop a strategy and schedule for your inbound marketing efforts and watch your web stats dramatically improve!

TECHNICAL ASPECTS

Some of the technical aspects to include in your redesign:

- Mobile-Friendly
- Alternative Text
- Meta Descriptions, Meta Tags
- User-Friendly Page Titles
- User-Friendly Headings
- URL Format - human/search-engine readable
- Internal Linking
- Code Quality
- Load Time and Server Behavior
- Web-Ready Images/Graphics
- RSS Feeds
- Facebook integrated
- Twitter integrated
- Google+ integrated
- Analytics Implemented