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Pretty is Not Always Functional : Getting the Website Your Company Needs

Great Reasons for Redesign

- Go Responsive
- Improve SEO Ranking
- Improve Lead Generation Performance
- Changing Business Models
- New Branding
- Modernize / Freshen Up

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Assess Current Site Honestly

- Ask Sales Team
- Ask Customers
- Look at Your Analytics

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Set Project Scope

- Budget

- Features and Functionality

- Priorities: Must Haves / Nice to Haves

- Future Expansion Plans (Phases 2, 3, 4)

Decide Who's on the Team

- Internal Stakeholders
- SEO Team (Copywriting and Consult)
- Website Development Partner

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Content Audit

- Create an Inventory of Usable Collateral

- Identify Gaps

- Build a Content Strategy

Choose the Right Partner

- Ask to see Sample Websites

- Ask about their Process for Sites

- Ask for References re Project Management

- Test their Sites

- Confirm Sites Built with CMS

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Have a Kick-Off Meeting

- Yes. Not Open to Discussion.

UX / UI = Design for Users

- What are your CTAs? Do they change per page?
- Review Site Against Stated Goals at Every Milestone
- Design for Optimization and for Goals
- Start with Mobile

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Plan SEO In Advance

- What content needs to change?

- What areas are you weak in?

- How do people currently find you?

- Export a URL list and look for surprises

Timeline Management

- Take Your Time but …
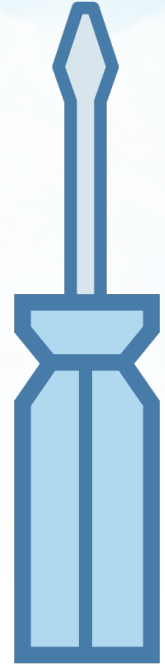- Plan for Constant Evolution

Ready to Go Live?

Really?

Test, Test, Test

- Get Real Users to Test
- Test All Forms
- Verify Lead Forms Route Correctly
- Check Phone Numbers

Tool List

- Site Speed
  - https://developers.google.com/speed/pagespeed/
- Responsive Testing
  - http://lab.maltewassermann.com/viewport-resizer/
- Google Tag Manager
  - https://www.google.com/analytics/tag-manager/

Set Tracking in Analytics

- Check Analytics Installation
- Create Goals In Analytics
- Install Google Tag Manager
  - Create Events

Check URL Changes

- Ad Campaigns
- Email Templates

https://www.yourwebsite.com

Redirect Plan

- Did URLs change?

- Server Redirect in Place?
  - Use these words "HTAccess Redirect File"

SEO Implementation

- Verify Meta Data Title & Description

Riel Restaurant
https://www.rielhtx.com/ ▼
1927 Fairview Street — **Houston**, TX — 832-831-9109.

Verify Ad Links

- Check All Ad Accounts
- Verify Conversion Tracking Pixels

Benchmark One Last Time

After you Go Live

- Submit Sitemap to Google
  - and other Search Engines
- Mark Go Live Date in Analytics
- Start Monitoring for Unexpected Changes

Q&A