

What a Website Redesign Means for Your Business

You're just getting started, or maybe you've been up and running for a few years. Things are going well-- you're growing a customer base, you have clear goals and direction, and you have assembled a competent team that you trust. The future is bright.

But now you're thinking you need a website redesign. Maybe it looks outdated to you. Maybe it doesn't seem user-friendly. Maybe what once looked really appealing now strikes you as something you would ignore if you were the potential client.

So what to do? You have an idea of what you want. You can probably do this, but you also know a website redesign is not a small task. And you're already busy enough. Work, relationships, family, and much-needed recreation and leisure. How do you fit this in? How do you make it work?

There are several steps to this:

Why?

We already touched on some reasons you might want a website redesign-- outdated, not user-friendly, no longer appealing. Are there other reasons? Have your goals changed and your website no longer reflects them? Is the content you want to promote not the focus of what currently exists? Are you not getting the results you want and expect?

Before jumping into a website redesign on your own or going with a professional website design, have a clear understanding of exactly why you want to make a change.

Separate the Good from the Bad

After you know why you want to redesign the website, figure out what works and what doesn't. Using analytics can help you here. This can let you determine what pages are getting more hits than others are, which Calls to Action (CTAs) people are clicking and which they aren't, etc.

Use Different Sets of Eyes

To help with this, try another approach. We're often told to consider other perspectives. This applies to your website design as well.

For your part, step outside yourself as the owner and try to look at your website through a potential customer's eyes. Have people you trust do this as well. Listen to the feedback. Doing this will help you figure out what needs to go, what you want to keep, what you need to modify,

etc. Of course, this will be part of the process if you go with a professional website design service.

Time and Money

When do you need your newly designed website to be public? How long is that going to take? What is your budget for this?

Those may all sound obvious, but if they're not all taken together, you could run into trouble. If you feel it's imperative to have your new site online in x amount of time and then you find out that what you want is going to take much longer, you may be left scrambling to adjust, losing more critical time in the meanwhile. Likewise, your budget needs to support your goal, so it's absolutely necessary to cover all of this before starting.

Know Your Goals

You already know the goals you have for your business, but as you redesign your website, what are the goals you have for that? Is there a specific increase in visits or leads that you want? Do you want more CTAs? Fewer? Should customer testimonials be more prominent? Should it be easier for users to navigate? Do you want users having to make fewer clicks to get the information they want? Is there a need to reduce clutter and noise that distracts visitors from what's most important?

Be as specific as you can. This helps you or the professional website design team you hire meet your needs on budget and on schedule.

Know Your Audience

Who are the people you are trying to reach? What are the search terms they commonly use? The more you know your clients, the easier it is to provide content and keywords that will steer them to your site when they do searches. This is why SEO is so important now.

Silly as this may sound, if you're selling forks, you don't want traffic from people looking to buy spoons. They're just going to move on and look elsewhere while the people looking for forks are viewing other sites. Unless you're providing a highly specialized service, there's a lot of competition out there, and you want to increase the likelihood that your target audience finds you, and fast.

Speaking of the Competition...

It's not against the rules to look at competitors' sites; it's likely they're looking at yours, anyway! Who are your primary competitors? What are they doing on their sites?

Be humble enough to recognize that some of your competitors might be doing things better than you are and that you can learn from them. If you're an orthodontist but your practice isn't the busiest in your area, don't be afraid to compare your websites! And if you are the top practice, keep abreast of the competition so you can stay there!

Is Your Site Friendly to Users and Different Devices and Platforms?

Of course, it's important that a site be user-friendly in terms of ease of navigation and finding desired content. From personal experience, you know that a site that requires countless clicks or doesn't present clear, easy-to-find information is one you're going to leave.

Likewise, your site has to be responsive to different devices and platforms. Have you ever used a mobile device to open a site that looks perfectly fine on your laptop but is an absolute mess on your mobile? Have you ever opened a site that literally won't function on your mobile? How much of your business did that site wind up getting?

Now that you've done all that, you're ready to begin the actual work of redesigning your website. Wait, you're exhausted after all that and not exactly excited to jump into that? Who could blame you? After all, that was a lot!

Fortunately, there are professionals eager to help with every stage of the process, from evaluating what you want to change, figuring out what to do, and then implementing it. A professional website design service is a sound investment of your time and capital, and there are many Gold Coast website design agencies ready to work with you. They're experts who will take a lot of headaches off your plate so that you can concentrate on what matters most: your clients and your services.

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SOURCES USED:

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