

# ARE YOU BUILDING THE RIGHT WEBSITE?

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Managing Your Firm's Website Redesign

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## IS IT TIME? ARE YOU READY?

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- » How often should you redesign?
- » How do I know when it's time to redesign?

## HOMework FIRST

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Don't Run Before You Can Walk!

- » Define your goals and desired outcomes
- » Agree on your wish list
- » Identify your budget (is it a starter home or a mansion?)
- » Identify your desired timeframe
- » Select an internal “web team”

## FIRST STEPS

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- » Set up metrics for before and after
- » Evaluate your asset library
- » Is your brand up to date?
- » Outsource vs. in-house
- » Design the agency search process

# WEB REDESIGN PROCESS

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## 1. Planning

- » Website purpose
- » Users (buyer personas)
- » Existing analytics
- » Communications

# WEB REDESIGN PROCESS

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## 2. Prototyping

- » Information architecture
- » Content strategy
- » SEO strategy
- » Functional specifications
- » Administrative requirements

# WEB REDESIGN PROCESS

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## 3. Design

- » Rewarding user experience – #1 measure of success
- » Brand
- » Content drives design
- » Responsive web design (RWD) vs. stand-alone mobile

# WEB REDESIGN PROCESS

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## 4. Content

- » Brand message
- » Writing for screens
- » Image quality
- » Lead generation
- » SEO
- » Thought leadership



# WEB REDESIGN PROCESS

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## 5. Technology

- » CMS evaluation/selection
- » Systems integration
- » Marketing automation
- » Hosting
- » Post-launch maintenance

# WEB REDESIGN PROCESS

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## 6. Post-Launch

- » Track
- » Measure
- » Adjust
- » Maintain
- » Repeat

## KEEP IT MOVING

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- » Treat this like any other project
- » Have a small “web team”
- » Consensus regarding goals
- » “On-time and on-budget”

## WHAT'S NOW AND WHAT'S NEXT

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- » Content is the new SEO
- » Mobile compatible
- » Marketing automation
- » Tailored content
- » Growth driven design

## OFTEN FORGOTTEN

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- » Design matters! Written content is critical, but humans are visual
- » It's not "just" web redesign: content review, image quality, marketing funnel, and more
- » Build with continuous improvement in mind: scalable architecture, flexible CMS, customized administrative back-end
- » Allocate adequate time, budget and resources in your annual marketing plan for web adjustments and improvements

## COMMON MISTAKES

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- » Sending out an RFP before you are ready
- » Skimping (time and \$\$) on the upfront strategy
- » Setting an insufficient budget
- » Setting an unrealistic timeline
- » Too many decision-makers = no decisions made
- » Design before content
- » Forgetting about lead generation
- » Ignoring SEO
- » Assuming your website is “done”

## ADDITIONAL RESOURCES

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[5 Must-Ask Questions for Getting Your Website Right](#)

[You're Right to Think You Need a Different Website \(Why Your Website Should Never Be Done\)](#)

[How to Take Control of Your Next Website Redesign](#)

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