TimeHoodie

Website Design/Re-Design Workbook

SAMPLE

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How to Use This Resource

This worksheet will help us thoroughly plan and track the progress of your website redesign.

To help make the many moving pieces of a website redesign a little easier to digest, the process has been segmented into seven stages.

Use the tabs below to navigate to each stage, and be sure to thoroughly complete stages 1 and 2 before moving on. (While stages 1 and 2 primarily involve benchmarking, taking inventory, and answering important questions *before* we begin your website redesign, the latter stages are for tracking your redesign while it's in progress.)

Stage 1 - Strategy
Stage 2 - Plan
Stage 3 - Design
Stage 4 - Build
Stage 5 - Optimize
Stage 6 - Launch
Stage 7 - Analyze

WEBSITE DESIGN/REDESIGN STAGE 1: STRATEGY

A) Benchmark Your Current Metrics (if applicable)

Your Data

Number of visits/visitors/unique visitors (monthly average)
Bounce rate (monthly average)
Time on site (monthly average)
Top performing keywords (in terms of rank, traffic and lead generation)
Number of inbound linking domains
Total number of new leads/form submissions (per month)
Total amount of sales generated (per month)
Total number of total pages indexed

Total number of pages that receive traffic

Before we begin planning your redesign, document your current performance metrics using the fields to the left.

If you don't have access to this information, you'll want to add a tool like Google Analytics or similar for better tracking and visibility into site performance. (We can help with that).

TIP: Keep note of which tools you used to determine these benchmarks. Ideally you'll want to use the same exact tools when

B) Determine Your Goal(s).

Your Answer

Why are you doing the design/redesign?

Be very clear and specific about why you're doing the redesign in the first place and tie it to measureable results. Then communicate your goals with your team, designer, or agency.

C) Define Your Brand.

Your Answer

What is your business's message/unique value proposition?
Is it (message and/or branding) changing or staying the same?

If it is changing, what about it needs to change?

Before we begin crafting your content, please be clear about your branding and messaging so that it's consistent across your entire website.

A new visitor should immediately understand what you do, how it relates to them, and why they should stay on your website and not abadon your site to visit your competitors.

D) Define Your Buyer Persona.

Your Answer

Do you currently have a clearly defined target audience?
Is this audience changing as part of this redesign?

Does your branding and content currently align with that audience?

Your website is not just about you. When a visitor asks, "what's in it for me?" speak to them in their language by designing content around buyer personas.

Buyer personas are fictional representations of your ideal customers, based on real data about customer demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.

Click here to learn more about creating buyer personas for your business.

E) Analyze the Competition

Your Answer

Are there competitor sites that you really like? If so, which ones?
What are the top 3 most competitive keywords for your industry?

Who are your top-ranked competitors?

While we don't recommend obsessing over your competitors, it helps to know how you compare. Take a look at competitor websites, and note what you like and don't like about them. This is not meant to copy them, but to uncover what you can do better.

TIP: Run competitor websites through HubSpot's Marketing Grader so you are aware of their strengths and weaknesses.

WEBSITE REDESIGN STAGE 2: PLAN

A) Questions to Consider	Your Answer	
What do I currently like and dislike about my website?		As you start planning your website redesign, ask yourself some of the questions listed to the
What is missing from the current website?		
How does my current site compare to your goals?		
What's the first impression I want to give my target audience?		
Does my site currently convey a feeling of trustworthyness and authority?		HubSpot Blog post: "4 Important Factors That Will Affect the Cost of a Website Redesign"
Will this be a whole new website or are there small changes that can be made?		
Will the domain name change at all?		
What platform do I want my new website to be on?		
What is a realistic timeline for this redesign? (Define a target date.)		
What is our budget for this project?		
Can we do this work in-house or do we need to hire someone?		

B) Platform Considerations	Your Answer	
What platform(s) are you evaluating?		We will do extensive research before deciding on a platform or CMS (content management system) for your new website.
Does the platform have a good reputation? (Look at ratings and reviews.)		
Does the platform have good deliverability (e.g. site speed & uptime)?		Key elements that we typically look for a solution that is mobile-optimized out of the box
Is the platform SEO-friendly (e.g. well-structured URLs)?		

C) Taking Inventory of Your Existing Assets	Your Answer	
What is your most shared or viewed content?		TIP: We may decide to track each of the items to the left in a separate spreadsheet.
What are your most trafficked pages?		
What are your most ranked pages?		We can use a tool like screamingfrog.co.uk/seo-spider/ or xenus-link-sleuth.en.softonic.com to crawl all of the pages
Do you have any duplicate content? (If so, make a note of it here.)		

D) Site Architecture	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Plan the new site architecture/structure.		mm/dd/yy	
Define which pages will be part of your main/secondary navigation.		mm/dd/yy	
Put together a draft outline/sitemap of the new website to be designed and built.		mm/dd/yy	

E) Hosting, Security, & CDNs	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Determine if you need hosting services.		mm/dd/yy	
Determine if you need a separate CDN.		mm/dd/yy	

F) Planning Out Your URL Mapping / 301 Redirects	Your Answer		
Which of the following will apply to your website redesign?			TIP: Planning out your URL mapping can be as simple as listing out your old URLs in a spreadsheet and then noting what the corresponding new URLs will be. (Someone technical will need to apply the 301s later).
The site structure is changing (which means the URLs will probably change			
Site structure is not changing, but you want to update URLs for SEO/user-friendliness.			
Some site pages will be merged.			

Action item:	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Map out your URLs/redirects in a spreadsheet.		mm/dd/yy	

G) Define Your Content Plan	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Outline which content stays.		mm/dd/yy	
Outline which content goes.		mm/dd/yy	
Outline which content needs to be rewritten.		mm/dd/yy	
Identify what new calls-to-action need to be added.		mm/dd/yy	

WEBSITE REDESIGN STAGE 3: DESIGN

A) Layout	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Review & sign-off on wireframes of the new layout (usually no more than 2-3 revisions).	X	mm/dd/yy	

B) Mockups	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Review design prototypes/mock-ups (usually no more than 2-3 revisions).	x	mm/dd/yy	

C) Colors	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Finalize color scheme to match branding (optional).	x	mm/dd/yy	

D) Visuals	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Hand over all visual assets (optional).	x	mm/dd/yy	

WEBSITE REDESIGN STAGE 4: BUILD

A) Platform	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Finalize the new platform (the one you chose in Stage 2).	x	mm/dd/yy	

B) Content	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Finalize all web content, written and visual.	x	mm/dd/yy	

C) Staging	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Make sure that your staging/development site is set up as no-index.	x	mm/dd/yy	

D) Review	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Continue to play with the site during this stage, and review overall flow and usability.	x	mm/dd/yy	

WEBSITE REDESIGN STAGE 5: OPTIMIZE

A) The Basics	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Make sure the new site is multi-browser compatible. (Use browsershots.org)	x	mm/dd/yy	
Make sure you have custom/user-friendly 404 pages.	x	mm/dd/yy	
Run your site through a broken link checker.	x	mm/dd/yy	
Set up and add sitemap.xml and robots.txt files.	x	mm/dd/yy	
Check for common errors like grammar and misspellings.	x	mm/dd/yy	

B) Shareability	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Make sure users can easily subscribe to content (e.g. blog, email)	x	mm/dd/yy	
Make sure users can easily share pages, posts, photos, etc.	x	mm/dd/yy	

C) Analytics	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Get your analytics tool(s) up and running on your site.	x	mm/dd/yy	

D) Keywords	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Are you making clear and meaningful use of keywords throughout your site?	x	mm/dd/yy	
Do your keywords align with the interests of your buyer personas/target audiences?	x	mm/dd/yy	
Do your calls-to-action/offers align with the topics covered in your site's pages?	x	mm/dd/yy	

E) Redirects	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Make sure all old pages redirect to appropriate new pages.	x	mm/dd/yy	

F) Navigation	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Is there a clear content hierarchy and organization?	x	mm/dd/yy	
Is the site structure intuitive and user friendly?	x	mm/dd/yy	

G) Design & Layout	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Perform an HMTL validation test via a CSS validator (like validator.w3.org).	x	mm/dd/yy	
Is the site structure intuitive and user-friendly?	x	mm/dd/yy	

H) Mobile	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Is your site optimized for mobile viewing? (Check with https://marketing.grader.com/)	x	mm/dd/yy	

I) Performance	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Do your pages load quickly? (Run a test with a tool like http://www.yottaa.com/)	x	mm/dd/yy	

J) Prepare for Launch	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
Get sign-off from key management.	x	mm/dd/yy	
Determine and set launch date.	x	mm/dd/yy	

WEBSITE REDESIGN STAGE 6: LAUNCH

A) Be Prepared.	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
On the day of the launch, be prepared for things to go wrong. (All hands on deck.)	x	mm/dd/yy	

B) Announce the Launch:	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
via email	x	mm/dd/yy	
via social media	x	mm/dd/yy	
via PR	x	mm/dd/yy	
via blog(s)	x	mm/dd/yy	
other?	x	mm/dd/yy	

C) Create an Ongoing Content Strategy.	Progress (TBD, in progress, or complete?)	Due Date	Owner (who's responsible for this?)
This is a great time to start (or revamp) your business's blog.	x	mm/dd/yy	

WEBSITE REDESIGN STAGE 7: ANALYZE

A) One-Week In: Index Check	Your Data
How many pages are indexed?	x
Are all of your important pages indexed?	yes/no

B) One-Week In: Post-Launch Checklist	Progress (TBD, in progress, or complete?)	Due Date
Confirm that your Robots.tx file(s) is/are set up properly.	x	mm/dd/yy
Resubmit your .XML sitemaps(s) via (Google and Bing) webmaster tools.	x	mm/dd/yy
Add a public HTML sitemap (if you haven't already).	x	mm/dd/yy
Make sure your analytics tool(s) is/are working properly.	x	mm/dd/yy

C) Benchmark Your Metrics 1, 3, and 6 Months After Launch	Your Data
Number of visits/visitors/unique visitors (monthly average)	x
Bounce rate (monthly average)	x
Time on site (monthly average)	x
Top-performing keywords (in terms of rank, traffic and lead generation)	x
Number of inbound linking domains	x
Total number of new leads/form submissions (per month)	x
Total amount of sales generated (per month)	x
Total number of pages indexed.	x
Total number of pages that receive traffic.	x