Four Phases of Website Re-design

Planning for a successful website build & launch.
Four Phases of Website Re-design

Conversion Machines
Building a Better Website

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Phase 1:

Start with strategy.
The end result is a website that converts.
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Start with Strategy.

Would you set sail for Hawaii with no maps, no charts, no compass and no supplies? Of course not.

Then why do so many organizations set out to build a website with no plans? They’re on a quest to nowhere. And they won’t even know if they get “there” because nobody thought to define what “there” is.

If you think you can spend $5,000 to build a website you can stop reading now. I can spend $5,000 on a sailboat, but I’m not going to get the strength, stability, navigation and gear I need to safely ply the open seas.

The same is true with your website redesign, so start with Strategy.

Don’t just build a website.
Invest in a Conversion Machine.

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Start with Strategy

Benchmarking

Connecting dots between your online marketing

Goals & Objectives

Content Strategy

Conversion Strategy
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**Benchmarking**

In order to achieve your end goals with a website re-design you must first establish a starting point.

By benchmarking a baseline of your current status, you can establish success metrics and milestones. Initial benchmarking should include:

- Professional Site Audit
- Domain authority, visits, bounce rate, time & depth on site
- Keyword performance & segmentation
- SEO rank for important keywords
- Number of Leads/form submissions
- Definition of your organization’s Market Qualified Lead
- Total Conversion/Sales ROI
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Online Marketing Components

Analyze your current marketing components.

Connect the dots between your website and each of these components. Specifically, take a look at the relationship between your website and the following:

- Public Relations
- Paid Search, Banner Ads & Re-targeting
- Search Engine Optimization (SEO)
- Content Marketing - Onsite & Offsite
- Event Marketing like tradeshows, promotions & contests
- Social Media engagement on Facebook, Twitter, LinkedIn, Pinterest, etc.
- Traditional media like TV, radio, newspaper, etc.
- Email marketing
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**Goals & Objectives**

Website Strategy includes formal written goals & objectives.

Strategic goals are equivalent to a GPS system. Objectives are the landmarks & milestones along the way.

**SMART** goals, shared between Sales & Marketing, establish a metric from which you can measure success against your baseline. SMART GOALS are:

- **Specific**
- **Measurable**
- **Action-oriented**
- **Realistic**
- **Time-Bound**
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Content Strategy

Good Content creates conversations with consumers.

Content Strategy connects consumers with your brand.

Serving up timely, relevant, contextual Content that “speaks” to your target customers effectively...

✓ Creates a natural consumption that nurtures your website Visitor closer to a purchase.

✓ Appeals to both the Visitor and to Google.

✓ Includes Content form & language that satisfy your target Personas.

✓ Addresses the various reasons a Visitor has come: Research, Consideration, Purchase & Re-engagement.

✓ Correctly addresses individual Visitor needs based on their place in the purchase funnel.

✓ Creates product focus hierarchy.

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Conversion Strategy

Conversion Strategy involves creating & mapping customer conversion paths.

To convert Visitors to Leads, and Leads to Customers, your website needs a conversion map.

Conversion Strategy includes:

- Individual Calls-to-Action (CTAs) at each level of the purchase funnel
- A CTA Map that connects CTAs and Content, creating a frictionless navigation experience
- Landing Pages designed as side entry portals into your website and created to engage with prospects
- Re-engagement efforts at both the pre-purchase and post-purchase stage
- Automation and Analytics
Phase 2: Design

Design a beautiful website.
Design a conversion blueprint.
Design your future success.
Good design factors into your website performance. But the way your site looks isn’t the sole design determinant.

Good design combines form and function. Aligning your brand standards with UX functionality that appears natural, organic and seamless to Visitors is the winning combination.

Design a solid marketing foundation based on Strategy. Design a blueprint for success through your wireframe, sitemap, page schematics and conversion paths.

Design a solid structure with Content and CTAs. Then use interior website graphic design that is comfortable for your Visitor Personas.

Don’t just design a good-looking website. Design a Conversion Machine.
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**Design**

- Unique Value Proposition
- Brand Asset Inventory
- Graphic Design
- Conversion Design
- Wireframes
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Unique Value Proposition

Your Unique Value Proposition is the bridge between Strategy & Design.

Your UVP is your true key differentiator between you and your competitors.

Identify your UVP in Strategy. Create all design elements to convey your UVP.

Unique Value Propositions are:

✓ NOT mission statements.

✓ True, deliverable differences that set you apart from your competitors (and, it’s usually NOT price or selection).

✓ Based on facts, not opinions.

✓ Formed upon consumers’ needs, not product features & benefits.

✓ Written down and shared amongst the entire team.
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**Brand Asset Inventory**

Do you think your developer is going to care about your creative assets, much less your historical analytics data? A good developer will.

That’s why, in the Design phase, you want to list mandatory brand assets to be transferred.

**Brand Assets to Inventory**

- Creative components required under Brand Stylebook (logo usage, color scheme, etc.)
- Website pages with most traffic
- Creative Content (videos, info-graphics, blog posts) that are most shared or most viewed
- Current documented workflows/conversion paths
- Link List

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**Graphic Design**

Good design enhances your website’s Attraction Factor.

It’s attractive to the eye and the heart. Your website should feel comfortable and convenient.

Hire a website build team with a great designer who understands style and utility.

**Good Website Design:**

- Requires a professional designer.
- Provides easily recognizable visual cues.
- Stimulates Visitor engagement.
- Facilitates conversion in an intuitive way for the Visitor.
- Usually works best under a minimalist functional design.
Conversion Design

Conversion Design requires 2 things:

1. A horizontal connection between all marketing components from Attraction through Re-engagement.

2. A vertical connection with consumers from Attraction through Re-engagement.

Conversion Design Utilizes:

- Product Prioritization Pyramids
- Content Strategy
- Call-to-Action Maps
- Customer Data & Analytics Processing
- Workflow and SMART e-mail design
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**Wireframes**

In the Design Phase, you’ll approve the graphic design “skins” of your website pages. Those renderings will be based on wireframes.

Your wireframes are individual page schematics. So, you need to design wireframes BEFORE beginning your website build.

**Wireframes:**

- Are your main hub page schematics that show page “type.”
- Show you where menu drop downs, content and CTAs will live on any given page.
- Should be built based on Content Strategy and CTA Maps.
- Use conversion paths that are Persona-tested during or before Pre-Launch Phase.
Phase 3: Development

Build on a solid foundation. Build for Visitor relationships. Build for conversions.
Development

Your CMS platform is your foundation so it must be earthquake-proof... solid yet flexible.

We build our websites on WordPress because it’s easy to customize, flexible for accepting future changes and it’s universally accepted.

After choosing your platform, build the walls. Base your website structure on blueprints designed with Content Strategy and CTA maps.

Create content and code based on the wireframes in the Design Phase.

It’s not as easy to change back-end code as it is to change graphics. And it’s rarely easy to change graphics after the back-end is built.

Get a final approval on visual design before beginning the Development Phase.
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Development Phase

- Site Map
- Optimization
- Conversion Paths
- Data & Analytics Integration

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Site Map

A site map is kind of a “Table of Contents” for your website. It’s a GPS for your website.

Think beyond the typical onsite Site Map. Develop a proper site map during planning that includes page titling, user flow and link connectivity, all based on Visitor Conversion paths.

Site Maps:

✓ Provide easy access to your website for search engines. This is less important than it used to be.

✓ Pre-plan page titling around relevant keywords.

✓ Use internal links that make conversion convenient for the consumer.

✓ Help to visualize different website conversion paths.
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Optimization

To be found in organic Search, your site must be optimized.

Main contributors to search engine rank algorithms include links, onsite organization & keyword match.

Relevancy in content and timing are growing factors for Google.

Optimization is:

✓ Based on consumer needs which they tell us through keywords.

✓ What ties together your Content Strategy to a long-term ROI.

✓ Dependent on quality links, built for the right reasons.

✓ Tested before launch with human Usability Testers.
Conversion Paths

Conversion Paths are more broad-based than CTAs.

CTAs  are road signs. Conversion Paths are the roads.

Conversion Paths draw a line between first point of contact and the end goal, a Conversion.

A Conversion may be defined as data capture, a sale, a donation or another intentional action in the purchase funnel.

Conversion Paths:

✓ Outline optimal paths to Conversion.

✓ Provide metrics milestones for future analytics.

✓ Connect PPC/SEO with onsite conversions.

✓ Connect re-marketing efforts.
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Data & Analytics Integration

You’ll want access to your historical Google Analytics before you begin any website redesign.

Secure this from your current provider/partner *before* any decisions are made in choosing your website builder.

Note any other analytics, data and/or automated processes that could be disturbed upon website migration.

**Check Analytics/Data connections like:**

- Email/Customer & Prospect Database
- Onsite plug-ins (like SEO Yoast)
- Google Suite connections
- Software analytics like HubSpot/SEOMoz/SalesForce/etc.
- Social Media connections
Phase 4:
Launch

Countdown to success.
Launch with confidence.
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Launch

First, you planned your site.

Then you build your site three times. Once on paper and twice on screen.

No matter how great your plan is on paper it’s one-dimensional by definition.

Once your designer has the graphic look and wireframe design approved, your developer is going to build the site. Inevitably, the interactive onscreen user experience is different than that laid out in your written plan.

So build it once for Pre-launch.

Test it.

Tweak it.

Only then create liftoff with public launch.
Launch & Liftoff!

Live Pre-Launch

Public Launch
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**Live Pre-Launch**

Your developers should provide access to a behind-the-scenes, interactive version of your website.

With your team, test everything that can be tested at this stage (some connections can’t be made until the site’s pushed live).

Now is not the time to adjust the size of the logo or phone number.

**Test the following:**

- Site usability and navigation with your team. Fix problems.
- Links, form fulfillment, CTA buttons and automation.
- After fixes from team test, do Usability Testing with a professional firm. It pays off. Big time.
- Page load time, video functionality and downloads.
- Other functionalities specific to your site as determined by your developer.
Redesigning and building a website is not a perfect process.

Certain things you’ll not be able to test until pushing the site live to the public with your website liftoff.

Other things break upon migration. It happens every time and it’s nearly impossible to predict which things are going to break.

✓ Plan to allocate extra time and human resources for 2 weeks post-liftoff.

✓ Re-test everything you tested during Pre-Launch.

✓ Check on-site analytics.

✓ Visual display on a variety of screen-types (Responsiveness).
Action Points

Take an Inbound Marketing Assessment

- Learn more about Conversion Machines.
- Get pricing on website builds.
- Request a strategic business conversation.

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