Website Re-design
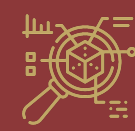
PT Dinamika Nurraya Fajar

Get Started →

01

10-Step Checklist For Your Next WEBSITE REDESIGN

Benchmark Your Current Metrics

Determine Your Goals

Avoid Pitfalls. Inventory Your Assets

Analyze The Competition

Identify Your Unique Value Proposition

Design Your Site Around Personas

Optimize Your Site For Search

Identify Calls-To-Action

**Create An Ongoing Content Strategy**

Don't Forget The Extras!

① BENCHMARK YOUR CURRENT METRICS

Before you start thinking about anything, document your current performance metrics. Start by analyzing your existing site over its history, including:

① Number of visits/visitors/unique visitors

② Bounce rate

③ Time on site

④ Current SEO rankings for important keywords

⑤ Domain authority

⑥ Number of new leads/form submissions

⑦ Total amount of sales generated

If you don't have access to this information, then I absolutely recommend adding a tool like Google Analytics or HubSpot's closed-loop analytics for better tracking and visibility into site performance.
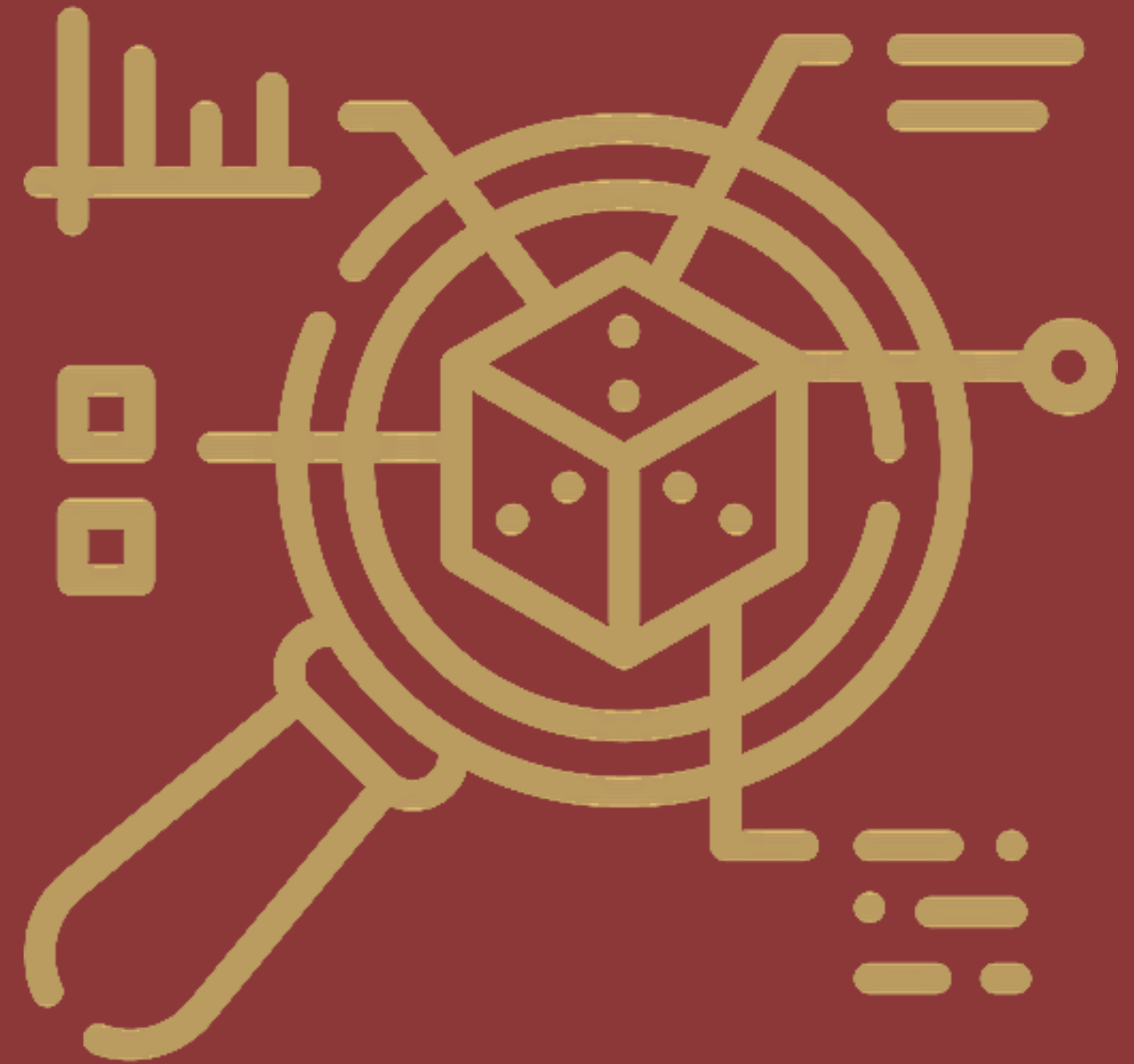
(2) DETERMINE YOUR GOALS

If you're considering a redesign, there needs to be a good reasons for it. Many times we hear "just because it's been a while we've done one." or "I want our business to look bigger."
These are not good reasons for a redesign. It's not just about how your site looks, but how it work.

Be really clear about why you're doing the redesign in the first place and tie it to measurable results. Then communicate your goals with your team, designer or agency. Consider the following objective for your own website:

① Number of visits/visitors

② Bounce rate

③ Time on site

④ Current SEO rankings for important keywords

⑤ Domain authority

⑥ Number of new leads/form submissions

⑦ Total amount of sales generated

Many these goals are dependent on each other. For example, in order in order to get more conversions, you need to increase traffic while decreasing the bounce rate. So it's common to have many of these objectives. Some maybe more important than others for your business. Once you determine this list, tie those objectives to a specific success metric e.g., "to increase site traffic by 50% in the next six months ."
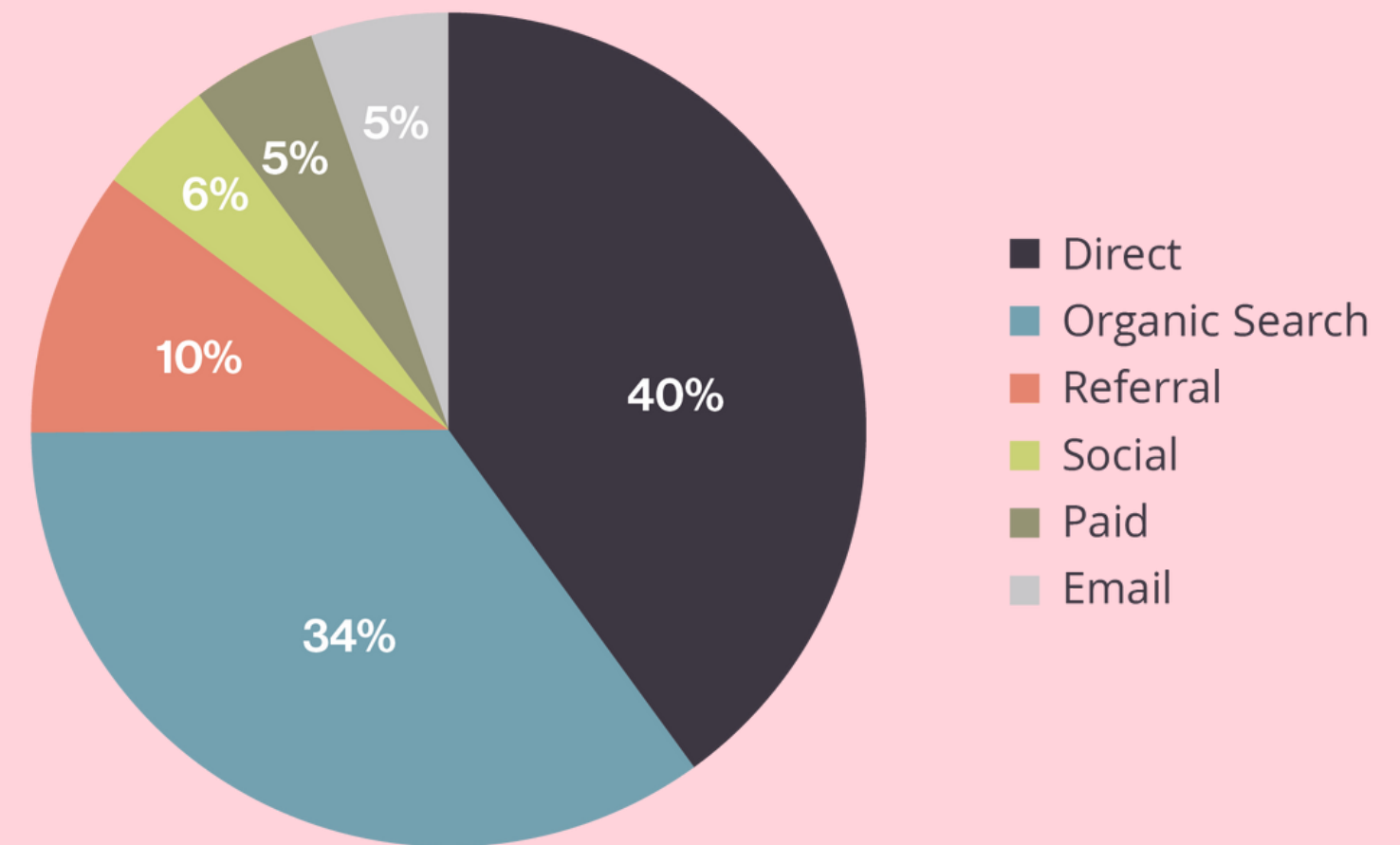
DETERMINE YOUR GOALS

See Which Channels Drive Your Best Traffic And Leads

Do you know which of your marketing chanels are bringing in the most customers? HubSpot lets you see your top performing channels - in terms of visits, leads and customer acquisition -so you can make your marketing investments smarter

① **Social Media Measurement:** Understand how social media is driving leads.

② **Organic Vs. Paid:** See how much of your search traffic can be attributed to search engine optimizations, and how much you're paying for.

③ **Buyer Vs. Browsers:** See which channels bought in serious leads versus website visitors who just came to look arround.

Average Website Traffic By Source

- Direct — 40%
- Organic Search — 34%
- Referral — 10%
- Social — 6%
- Paid — 5%
- Email — 5%

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③ AVOID PITFALLS. INVENTORY YOUR ASSETS

While a redesign is a great way to improve results there are countless ways it can hurt you. Your existing website contains a lot of assets that you have built up, and losing those during a redesign can damage your marketing. For instance, such assets might include:

① Most shared or viewed content

② Most trafficked pages

③ Best performing, keywords you rank for and associated pages

④ Number of inbound links to individual pages

For example, if you remove a page that has a higher number of inbound links. you could lose a lot of SEO credit, which could decrease keyword rankings.

Keep in mind that many web designers don't consider this step because they are not marketers.

④ ANALYZE THE COMPETITION

While we don't recommend obsessing over your competitors, it helps to know how you compare.

① Run your website through Marketing Grader (http://marketing.grader.com) to get a report card of how your website and marketing is performing today.

② Next, run your competitors through Marketing Grader so you are aware of their strengths and weaknesses.

③ Take a look at their websites, note what you like and what you don't. BUT, this is not meant to copy them . That's the last thing you want to do. Instead you'll uncover what you can do better
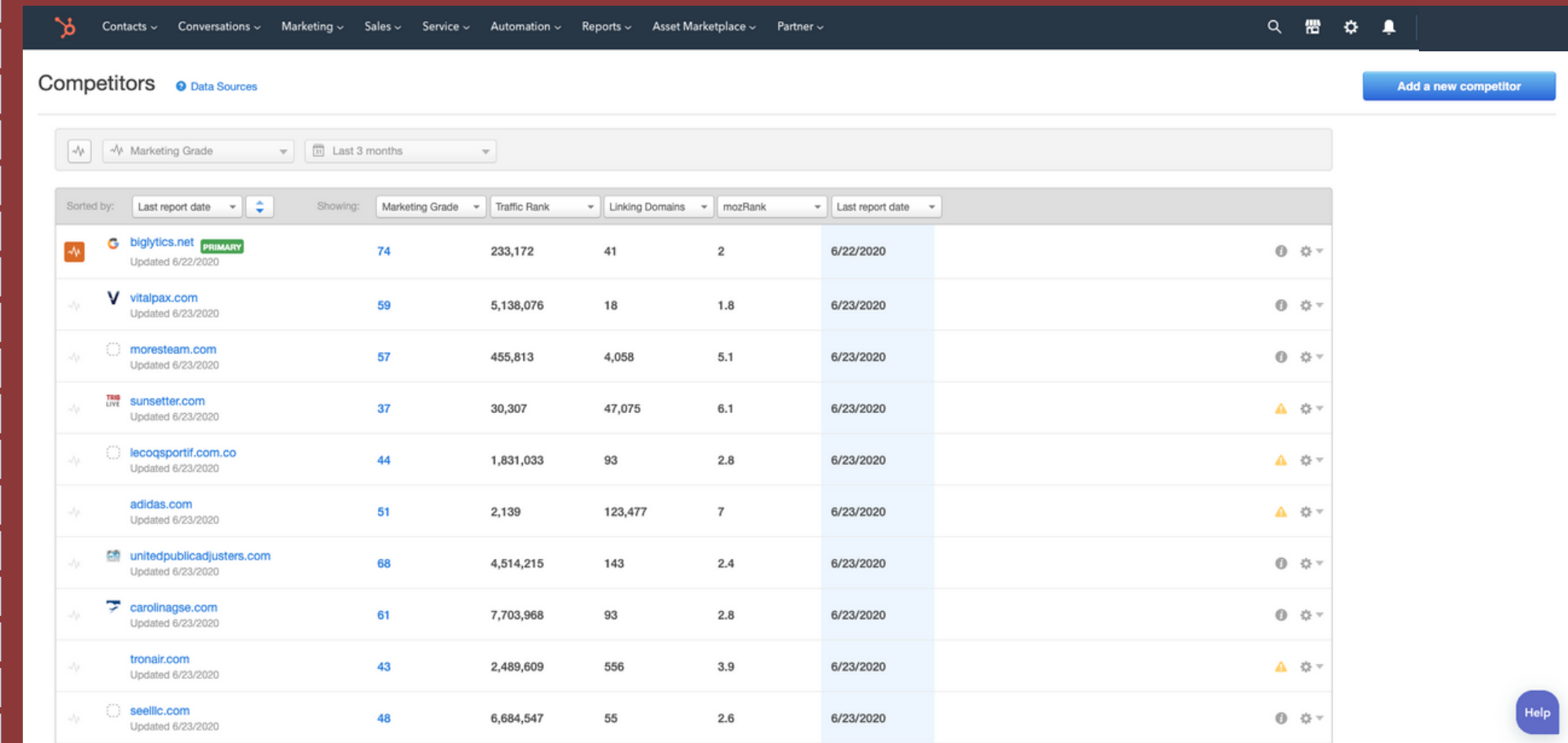
Once you run tile analysis, put together an action list of what areas you can improve and what you can do differently than your competitors.

Benchmark Your Competitors and Keep Track of Your Rivals

Wondering how your marketting stacks up against your competition - or other companies your size? HubSpot makes it easy to set goals and see where you stand on traffic, inbound links, conversion rates. Lead generation and other important metrics.

① See how your competitors are faring in search, social media and lead generation.

② After you look at the overview, get a detailed report on any individual competitor to delve deeper into their strengths and weaknesses.

③ Compare your lead and sales conversion rates with other companies in your industry

⑤ IDENTIFY YOUR UNIQUE VALUE PROPOSITION

Before you begin crafting your content, be clear about you Unique Value Proposition (UVP) so that it is oonsistent across your entire website. If you attract a high number of unique visitors or you're a new business, your visitors might not be very familiar with you and what you do. You need to immediately answer if what you do is right for them and why they should buy/ oonvert/stay on your website and not flee to your cormpetitors.

When crafting your UVP, make sure you sound human. Do not use gobbledygook. Consider the following example of how we could describe HubSpot in a gobbledygook way:

> HubSpot assists organizations: across multiple countries reduce churn by backfilling the sales pipeline with highly qualified traffic that generates leads that convert into customers with high lifetime value. We achieve this: through leading-edge software that integrates all marketing channels for a synergistic view of the data that determines and prioritizes the high-value marketing activities.

6 DESIGN YOUR SITE AROUND PERSONAS

Your website is not just about you. Your visitors ask, "what's in it for me?" Speak to them in their language by designing content around buyer personas.

A buyer persona is when you slice your marketplace into individual groups of people. They are functional 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.

For instance, if you are a marketing manager at a hotel who is looking to bring in new business, you might target five buyer personas: an independent business traveler, a corporate travel manager, an event planner, a vacationing family, and a couple planning their wedding reception.

Consider the following when building your personas:

SEGMENT BY DEMOGRAPHICS

1 Start developing personas by researching your existing customer base to identify tlle most common buyers of your products and services. You may have several different types of buyers, so give each one a detailed description, including a name, job, title or role, industry or company info, and demographic info.

IDENTIFY THEIR NEEDS

2 What are the biggest problems they are trying to solve? What do they need most? What information are they typically searching for? What trends are influencing their business or personal success?

DEVELOP BEHAVIOR-BASED PROFILES

3 What do tlhey do online? Are they active on Twitter, Facebook or other social networks? What kind of search terms do they use? What kind of information do they tend to consume online? Which of your products do they spend the most time researching? How do they use those products?

Your website is a great way to match your messaging to the needs of different buyer personas. Build your pages into categorlies to fit these personas, or offer content in a way that your prospects can easily find what's relevant for them.

(7) OPTIMIZE YOUR SITE FOR SEARCH

Getting found online is essential to improving the rest of your site metrics. If no one is coming to your site, how can you increase leads, downloads, or sales?

Here are some tips to designing your site for search engine optimization (SEO):

(1) DOCUMENT YOUR' MOST SEARCH-VALUED PAGES
As mentioned in step three. know what pages have the strongest SEO juice. the most traffic, inbound links, and keywords rankings. If you plan to move highly ranked pages, create proper 301 redirects so you don't lose any of that value.

(2) CREATE A 301 REDIRECT STRATEGY
This may be THE most important step in terms of retaining traffic and rankings. Simply create a spreadsheet to record and map out your 301 redirects.

(3) DO YOUR KEYWORD RESEARCH
For every page, pick one to two keywords that the page will focus on. Once you determine the keyword(s), use on-page SEO tactics, such as internal link building and optimizing your header tags (IH1, H2, H3, etc.)
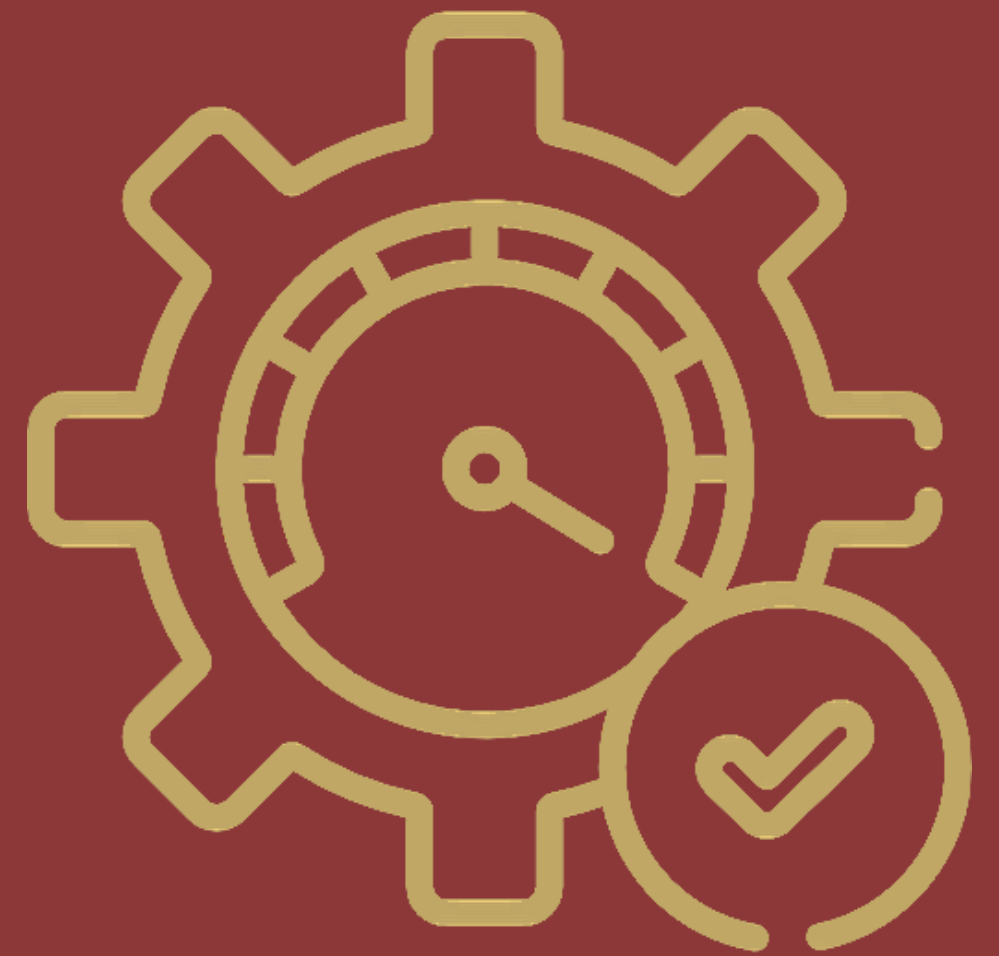
See Which Channels Drive Your Best Traffic and Leads

You don't need to hire that SEO expert. HubSpot's built-in search engine optimizatiion makes it easy to pick the right keywords and find link -building opportunities that increase your websites search rank.

① **Keyword Analysis:** Find and track your most effective keywords .

② **Link Tracking:** Track inbound links and title leads they're generating.

③ **Page-Level SEO:** Diagnose and fix poorly ranking sites

On-Page SEO

ITEM	STATUS	⟳
Page Title	WeBlog2 | Inbound Marketing Agency	⚠

⚠ Your title is not unique across all the pages that PageGrader has indexed. We recommend that you strive to give each page a unique title.
More Info...

Meta Description	We blog too! About inbound marketing, social media and other topics relating to marketing.	⚠

⚠ Your meta description is not unique across all pages that PageGrader has indexed. We recommend that you try to give each page a distinct description.
More Info...

Meta Keywords	Inbound Marketing Services, Inbound Marketing Agency, Blog Writing Company	✔
Url	http://www.kunocreative.com/blog/	✔
H1	There are 1 h1 tags on this page.	✔
Images	Check below for page improvements you can make regarding images on this page.	⚠

⚠ We recommend limiting the number of images per page to less than 10. We found 80 on this page. Depending too heavily on images reduces the portion of your page content which can be indexed by search engines.
More...

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⑧ IDENTIFY CALLS-TO-ACTION

Calls-to-action are the elements on your website that drive visitors to take an action, whether it's a whitepaper download, contacting sales, or product purchase. Your website shouldn't be a static brochure but should prompt your visitors to do something that further engages them with your brand.

When you're planning for the redesign, think about all the potential opportunities for conversion. For example:

① E-books and whitepapers

② Contests and promotions

③ Product purchases

④ Email newsletter subscription

⑤ Free trial
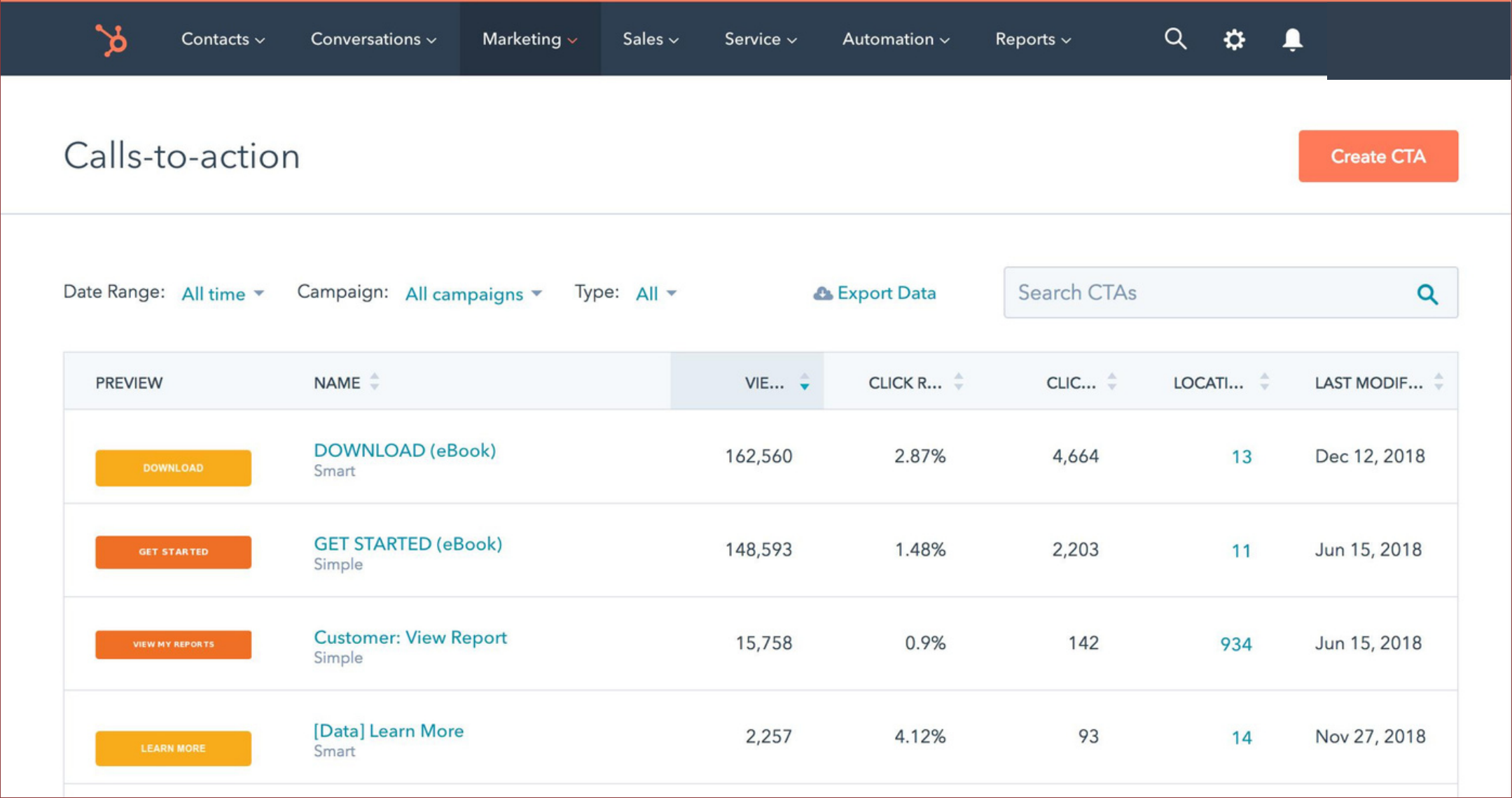
⑥ Contact us / consultation / demonstration / etc.

While the "design"' of your website is important, focus on functional. Make sure there are plenty of calls-to-action so you donn't lose visitors.

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Easily Build Awesome Calls-To-Action with Hubspot

HulbSpot allows you to easily build. A/B test, embed and trackimpressions, clicks and lead submission from the call to act io n buttons on your website.

① Upload an image or build a CTA from scratch.

② A/B test two or more CTAs.

③ Easily embed CTAs on your website.

④ Track impressions, clicks and from submissions form your CTAs.

9 CREATE AN ONGOING CONTENT STRATEGY

If you have more content, you will have more website visitors on average and grow your business faster. A 100 page website will beat a 10 page website 99% of the time. And a 5O0-Page Website is even better, especially if it includes a constant stream of fresh content. Build a strategy to keep adding more content to the website over time.

STARTING A BLOG

1 This is one of the best ways to have a continuous stream of great content. In fact, the tenacity that blogs have is 55% more website visitors and 88% more readers than those that don't.

OUTSOURCE IF NEEDED

2 If you lack the time or resources for content, you can look to content marketplace services like Zerys that provide a network of writers.

NEED AN IDEA?

3 To add to the reference ideas can be seen in the ebook 100 ideas Inbound Marketing Content HubSpot

INCLUDE SOME PR

4 Post press releases and updates. but do not rely on this alone.

⑩ DON'T FORGET THE EXTRAS!

Any website built today should include these basics: a homepage, product pages, industry resources and a Contact Us/ About Us pages. But there's more to the basics that can really make your website awesome:

①
BLOG
A blog is a great way to create content on an ongoing basis and to converse with your customers and prospects.

②
LANDING PAGES & CALLS-TO-ACTION
Landing pages and calls-to-action are critical lead generation components. Create awesome landing pages as part of the redesign for your offers and assets.

③
ADD RSS SUBSCRIPTION
RSS allows some content from your website to be automatically pushed out to other websites and people, increasing the reach of your content.

④
SHAREABILITY
Add social media sharing buttons/links to all your pages. You can use tools like ShareThis or AddThis.

⑤
ANALYTICS
It's critical you are measuring the performance of your website from the start. Insight is everything for a marketer.

EXTRA

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CONCLUSION

A successful website redesign starts even before the site is being "designed." Often times. people get caught up in how the website looks and this focus overshadows how well it is working.

Remember a website is not a silo. Its integration with other functions, such as social media, email marketing and lead generation, is critical. This is your chance to turn your website into an inbound marketing hub.

Follow these 10 checklists for any website.

THANK YOU

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