

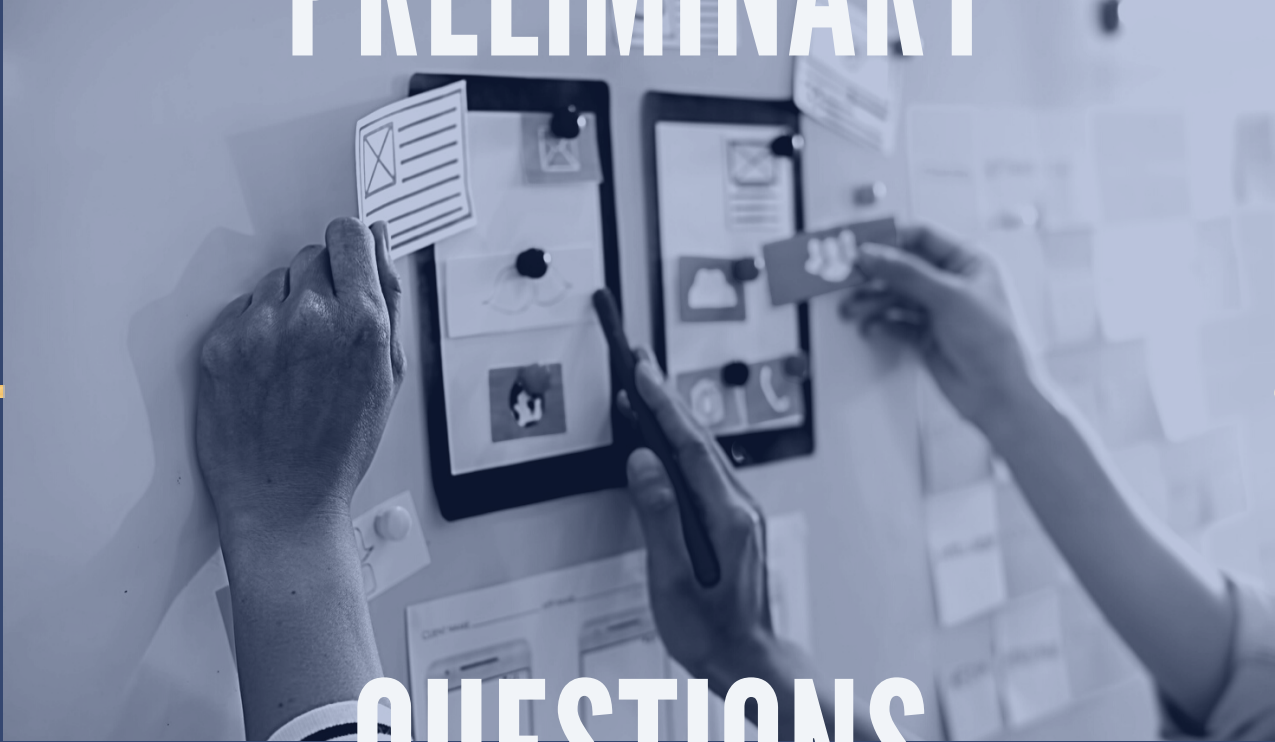
SEPTEMBER 2021
SF APPWORKS

HOW TO TACKLE A WEBSITE REDESIGN

DOES WEBSITE REDESIGNING SOUND INTIMIDATING?
HERE WE BREAK DOWN THE PROCESS INTO LOGICAL
PHASES AND STEPS TO HELP YOU ENSURE
EVERYTHING GOES SMOOTHLY.

BEFORE YOU START

PRELIMINARY



QUESTIONS

DO YOU HAVE GOOGLE ANALYTICS INSTALLED
ON YOUR CURRENT SITE?

WHAT ARE THE PRIMARY SOURCES OF TRAFFIC
TO YOUR SITE?

WHICH PAGES ARE THE MOST POWERFUL?

WHAT KEYWORDS DO YOU CURRENTLY RANK
FOR IN SEARCH ENGINES?

DO YOU HAVE A 301 REDIRECT STRATEGY?

WHEN STRATEGY & DATA MEET



IDENTIFY PERSONA

Personas are fictional representations of your ideal customers. These shouldn't necessarily be who you are currently doing business with, but rather who you aim to be doing business with.



CONTENT STRATEGY

COPY: Set up an ongoing content plan. Align content with the company's positioning and tone from brand guidelines and with SEO best practices.

IMAGES: Provide the original, un-cropped images. If you do plan to crop or resize the images, keep the originals in a folder and provide those in case an image needs to be adjusted.



SITEMAPS & WIREFRAMES

A sitemap is NOT a bunch of isolated dead end branches. To add some logic to it, consider testing a few sample user journeys through your sitemap. Using a wireframe, your team can agree upon what needs to be seen first and communicated the most. Each page with a unique layout should have a corresponding wireframe. Don't get married to wireframes; allow for flexibility in the design stage.





IF IT AIN'T BROKE DON'T FIX IT

TAKE INVENTORY OF YOUR HIGH-PERFORMING CONTENT

As exciting and transformative as a website redesign might be, there are unfortunately countless ways in which it can hurt your past SEO efforts.

Here are some examples of assets that can be affected:

- Content that generated most engagement (likes, shares)
- High-traffic pages
- Best performing or ranking keywords and associated pages
- Pages that generated most inbound links

Removing a high-traffic page from your site can hurt your past SEO efforts, which would make it increasingly difficult for you to get found on search engine results pages (SERPs).

When tackling a website redesign project, consider including an SEO expert in your team. Truth is, many web designers don't consider this step because they are neither marketers nor SEO specialists. Assisting them by auditing your site and providing a list for maintaining or updating critical pages on your site will help you avoid losing traffic or engagement after the website is redesigned.



- 1** PREPARATION
- 2** LAYOUT
- 3** DESIGN
- 4** CONTENT
- 5** MARKETING & SEO
- 6** DEVELOPMENT
- 7** TESTING
- 8** GOING LIVE
- 9** LAUNCH
- 10** MAINTENANCE & OPTIMIZATION

ACTIONABLE STEPS



PREPARATION

- Appraisal of existing web
- Content & SEO audit
- Define site goals and overall site strategy
- Competitor Analysis
- Wireframe(s)

LAYOUT

- Overall look and feel
- Typography
- Color Scheme
- Mockups

DESIGN

- Design header with clear statement of the site purpose & prominently placed logo linked to home-page
- Design main section (columns and sidebars) & footer
- Design clear navigation (if in JavaScript/Flash, provide a text-based alternative)
- Align illustrations/photo & text importance according to the site purpose

CONTENT

- Review content providers (copywriters, illustrators, etc.)
- Update copy according to buyer persona & company statement
- Pick images that align with the general look & feel of the website
- Provide a call to action for every page (avoid dead ends)
- Contact details, About page (with author(s), company information, credits, etc.), Testimonials, Reviews & Awards, Products description, FAQs, Copyrights, terms of use, & Privacy Policy

MARKETING & SEO

- Create an XML Sitemap
- Configure robot.txt
- Submit site to Search Engines
- Define headers (h1, h2, etc.) and paragraphs
- Optimize target keywords usage in content
- Make URLs meaningful & user-friendly
- Create the 301 redirects where needed
- Setup marketing automation

DEVELOPMENT

- Setup local dev environment
- Setup dev/staging hosting
- Setup dev/staging domain
- Setup git repository
- Install/Setup CMS
- Create custom theme
- Create custom 404 error page
- Add content/filler
- Cross-browser optimization
- Ensure that visitors receive confirmation after every action
- Make site responsive
- Protections & .htaccess functions (anti-spam, compression, caching, anti-hotlinks, etc.)
- Optimize the site for graceful degradation
- (X)HTML, CSS, and JavaScript validation & optimization
- Align illustrations/photo and text importance according to the site purpose
- Further website security (database, cgi-bin, etc.)



TESTING

- Accessibility testing
- Typography testing
- Content testing
- Design & Identity testing
- Links testing
- Marketing automation testing


GOING LIVE

- Upload site
- Statistics and optimization programs set up (Analytics, Feedburner, etc.)

LAUNCH

- Clean up backend and plugins
- Combine & minify scripts
- Combine & minify css
- Change DNS/Launch

MAINTENANCE & OPTIMIZATION

- Adding new functionalities (newsletter, lead magnets, etc.)
 - Periodic SEO technical audits
 - Analytics Reports
 - Links (optimization, negotiation, dead links, etc.)
 - SEO & Pagerank (update titles, keywords, tags, etc.)
 - Sitemap update
 - Security Backups
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IT AIN'T OVER TIL IT'S CLEANSED

WHAT ABOUT



POST LAUNCH?

Even if everything looks great in staging, once you set a site live, there are several steps to take to ensure you preserve your website's SEO rankings:

- Remove "No Index, No Follow" - this is a very easy thing to forget to do. It is the #1 item on our post-launch checklist when launching a site to make sure that is removed.
- Check if the 301 redirects are setup correctly.
- Make sure that schema.org tags are still implemented.
- Make sure tracking codes are all still up and running.
- One more thing: show your newly redesigned site to the world, either through ads, social media, newsletters.

MAY YOUR WEBSITE REDESIGN PROCESS BE AN EXCITING AND TRANSFORMATIVE EXPERIENCE! AND, WITH THE HELP OF THIS RESOURCE, AN ORGANIZED ONE.

Visit www.sfappworks.com for more info.