

WEBSITE REDESIGN PRE-CHECKLIST

**A COMPREHENSIVE
GUIDE FOR A
SUCCESSFUL
WEBSITE REDESIGN**

thousand+

Do you need a new website?

Your website is the digital embodiment of who you are as a business. For many, it's your only chance at making a first impression. It's that mesmerizing blog post that captures curious eyes, turning them into lifelong followers. Or it's that questionable landing page from 1999 making people wonder if they're being scammed, even though you're 100% genuine. Either way, your website can make or break your game.

You want your website to be the pinnacle of your business, not a stagnant entity chipping away at your credibility. If you feel like your website isn't doing the best it possibly can, it might be time to consider redesigning it.

If you aren't sure yet, ask yourself these questions:

- Are you invisible to search engines?**
- Is your website mobile-friendly?**
- Is it slow or laggy?**
- Is it slow in keeping up with your business?**
- Is the bounce rate high?**
- Does it have an outdated design?**
- Does it suck at converting leads?**

If you've answered yes to more than one, you might want to start thinking about it.

If you would like a free and no-obligation assessment of your website, email us at hello@thousand.plus and we'd be happy to help you. In addition, you can use our free website assessment tool at <https://thousand.plus/website-assessment/>.

WEBSITE REDESIGN PRE-CHECKLIST

Research & Planning

Clarify your marketing goals

What ultimate purpose does your website redesign serve? Is it to increase your conversion rate by 15%? To get 9% more sales? Make it specific.

Analyze your current website

1. Click [here](#) to get a free report from our website assessment tool.
2. Go on Google Analytics and find the highest converting elements.
3. Find out where you rank on Google.

Get reviews from your current customers

Interview them. Get a feel for what they were compelled to click on, what was frustrating for them, and what made them stay or leave.

Look at competitors' websites

How do they position themselves, rank, and perform compared to you? What do they have that you don't (yet)?

Set a budget

Discuss with stakeholders how much you should invest and compare it to the gains you expect to get out of it.

Decide whether you want to hire an agency

Determine your budget, timelines and technical capabilities to see if hiring an external agency is right for you.

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Structure

Pages and Menu

Make a list of your pages and highlight which ones will be deleted, replaced, or brand new to your website.

Number of Pages

Based on your menu, do not forget to calculate the inner pages in each column as well as some redirect pages.

System and Features

Features

Necessary functions that you want for your business: navigation, flow, calls-to-action, exit intents, mailing list subscription, sign up forms, map, social media integration.

Content Management System (CMS)

List the features you deem essential and nice to have from a CMS before making your decision. Alternatively, you can consult an agency.

Website Content

Brand Image

Consider what image you want to portray with your website. Will you take a different angle, or will your message be the same? What do you want your redesign to signal to people?

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Web Content

The content

Write down the text you want on each page. Plan where you want to place elements such as contact information, forms, images and buttons.

Design

Color

Determine what colors you want your new website to have. Select a dominant color(s) to represent your brand image, as well as a background color.

Style

Choose a style for your website. E.g. Modern, minimalist, fun, friendly, professional.

Imagery / Photography / illustration

Identify what images you want to have on your website and where you'll source them. E.g. Illustrations from a freelancer, stock photos from online.

Examples of websites you like

Take a look at websites that you like, or inspire you and note down at least 1-3 examples. Note: these sites do not have to be from your specific industry.

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Documentation

Make a list of requirements

Based on the tasks in this checklist, create a formal document outlining your goals, budget, timeline, structure, features, content, and design.

What you need if you choose to hire an agency

Examples of websites you like

List of requirements

Existing Imagery

Logo(optional)

Brand guide(optional)

Other Relavant Assets(optional)

Last Tip:

When choosing a web development agency, it's important to find one that shares your vision. If that agency happens to be us, come check us out at <http://thousand.plus>.