

WEB DESIGN TIME?

KEEP THESE 9

ELEMENTS IN MIND



Design & **Promote**

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Design & **Promote**
OUR BUSINESS IS TO GET YOUR BUSINESS NOTICED

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INTRODUCTION

So you're thinking about redesigning your website? Congratulations – you've just taken the first step toward greater business success!

THINK OF YOUR WEBSITE AS A POWERFUL **LEAD GENERATION TOOL** THAT CAN HELP YOUR BUSINESS GROW.

That is, your website has a job to do.

As you're thinking about your redesign, it can be helpful to understand which critical elements your website absolutely needs to get this job done right. Ignore these components, and you'll end up with a website design that can't produce – which means you'll have wasted your time and money.

Use the following 10 questions as a guide to help make sure your new website design is a success and not a flop!

① DOES THE DESIGN AND LAYOUT OF MY WEBSITE SPEAK TO MY TARGET AUDIENCE?

The Golden Rule of Marketing states that the customer always comes first – and this is especially true when it comes to your website. As a business owner or marketing director, the goal of your new website is not to make you happy; the goal is to make your customers happy. Every visual element of your site, from the colors to the images to the overall layout of each page, should directly engage the audience you wish to attract.

② IS MY NEW WEBSITE DESIGN GOING TO BE SEARCH ENGINE OPTIMIZED?

Landing at the top of the search engine results doesn't happen by accident. It requires a carefully planned, carefully executed strategy that starts – but doesn't end – with your website redesign. Search engine optimization should be a central part of your website redesign process. This means choosing the right keywords, optimizing your images for search and maximizing the links back to your website.

③ WILL MY NEW WEBSITE DESIGN ALSO LOOK GOOD ON PHONES AND TABLETS?

It's a fact: There are more mobile-only Internet users than desktop-only users in the U.S. And more than 75 percent of people use both desktops and mobile to access digital content. If your website doesn't incorporate a responsive design, your site might not render very well on a smaller screen – and you risk frustrated customers leaving your site and going to a competitor's instead. If that's not enough reason, responsive design is also a ranking factor for Google. Are you sure you want to leave that out?

④ CAN MY AUDIENCE EASILY FIND WHAT THEY NEED ON MY WEBSITE?

This speaks to two important needs: having the right content on your site and organizing the content for a better user experience. Start by identifying the questions that your customers are asking you, and create content on your website that answers those questions. Next, categorize that content in a way that will make sense to the people using your website. Keep in mind that this may be an intern who has been tasked with finding resources, rather than an experienced CEO.

“ WE DON’T JUST
DESIGN AWESOME
LOOKING WEBSITES.
WE BUILD **LEAD**
GENERATION
PORTALS THAT
WHEN COMBINED
WITH **SEO + SOCIAL**
MEDIA, ATTRACT
THE RIGHT TARGET
AUDIENCE. ”

—Bruce Jones, CEO Design & Promote

⑤ DOES MY NEW WEBSITE DESIGN COMPEL MY AUDIENCE TO TAKE A NEXT STEP?

If you don't steer your prospects down a path, they'll just keep doing what they have been doing (i.e., Google searches). Every element of your site should move prospects through your marketing funnel, with each step bringing them closer to a sale; think of it like a popcorn trail. On every page, tell your prospect what to do next – for example, download a special report, browse through your portfolio, or call you to set up an appointment.

⑥ DOES MY WEBSITE INTEGRATE WITH MY SOCIAL MEDIA ACCOUNTS?

There are three components to website/social media integrations. First, you must make it easy for people to find your company's social media profiles. Second, you must make it easy for people to share your website's content on their social profiles. You can also consider a third component, which is adding your social media feeds to your website to highlight what's happening there.

⑦ CAN I MANAGE MY WEBSITE MYSELF?

If your website is so complicated that you need to engage a website professional every time you want to add a blog post or make a tweak, you're going to struggle to keep the content fresh. A content management system like WordPress allows you create, edit, manage and maintain your website pages via a single, user-friendly interface. This ensures that you can work more efficiently and that your content always has a consistent look and feel.

⑧ CAN I TRACK MY WEBSITE'S PERFORMANCE?

The old maxim "If you can't measure it, you can't improve it" is absolutely true for your website. There are many tools available to track your website's performance against virtually any metric you choose, from total number of visitors to complex conversion pathways. To take things a step further, A/B split testing allows you to test different designs and call to actions so you can optimize every element of your website design and determine which version of a web page works best. Take time up front to understand what your goals are, so you can accurately calculate your return on investment.

“ ULTIMATELY,
THE **GOAL** OF
YOUR WEBSITE
IS TO *ENGAGE*,
INFORM
AND *INSPIRE*
YOUR TARGET
AUDIENCES. ”



CLICK TO TWEET

⑨ IS MY WEBSITE SECURE?

It seems every day we hear new horror stories about websites being hacked. Malware, viruses and malicious individuals are real threats to any website. Fortunately, your website redesign provides the perfect opportunity to incorporate front- and back-end security protections that will safeguard your site's integrity, bringing peace of mind to you and confidence to your customers.

FIN!

Hopefully now you understand that your website is more than just a pretty face. Here at Design & Promote, we live web design. We know the key differences between websites that perform and websites that don't. And we've put together this resource to share our insights with professionals like you who are tasked with updating your website's design. We hope that you think of us when you're ready to start your web redesign project!

If you want to get the most from your website redesign, contact Design & Promote today at [630-995-7109](tel:630-995-7109) to set up a free consultation.

*Cheers,
Design & Promote*