GoMilestone

Website Redesign Assignment

Contents:

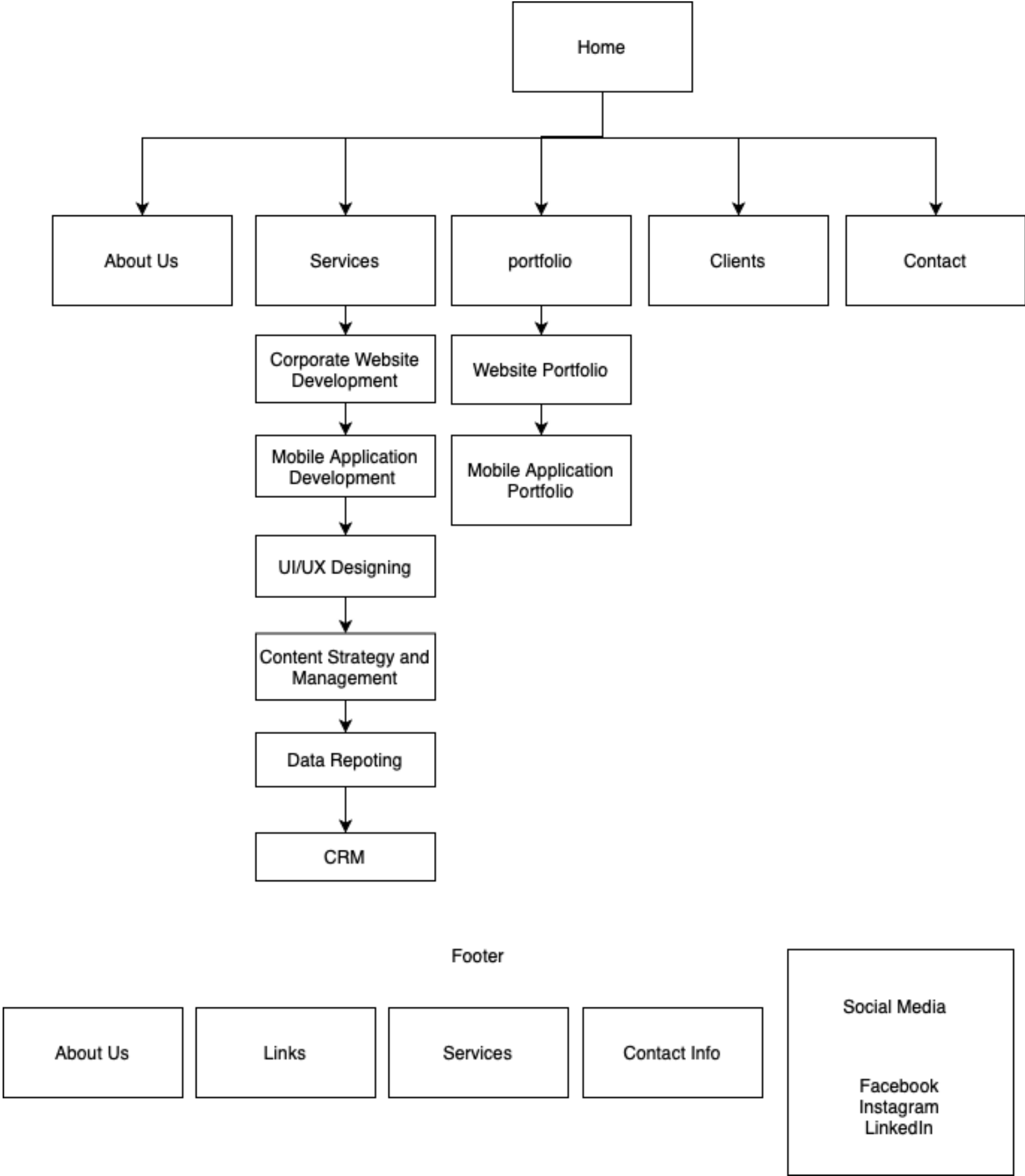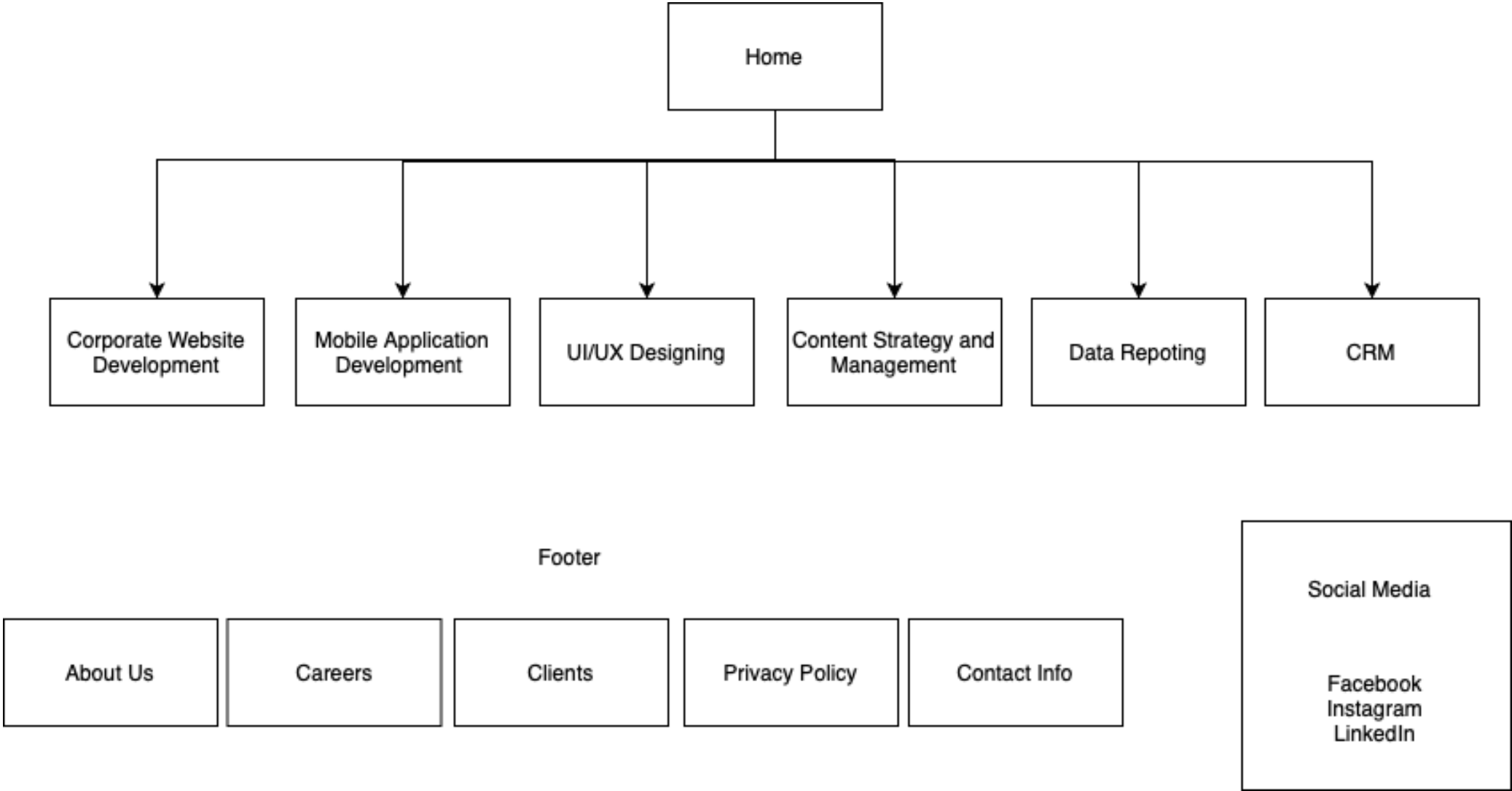## Improvement Areas and Key Suggestions:

- **Navigation Panel:** The navigation panel in the new website can include the most important pieces of information, such as the services provided by the company that the user may visit the website for. The user can easily navigate to the service page that they want to purchase and read more about it. If they want to contact the company, they can use the contact us form, which is located at the bottom of each page. The about us page can be included in the footer of the website.

- **Home Page:** According to a Nielsen Norman Group study from 2018, 74% of the viewing time on a website page was spent in the first two screenfuls, up to 2160px horizontally. The current home page is not as visually appealing and does not properly showcase the company's portfolio. The home page of the new website can include specific websites and applications that the company has created to make it visually appealing and catch the users' attention. By the time the new user reaches the bottom of the home page, they will have a good idea of the company's services and will be eager to fill out the contact us form.

- **Client Testimonials:** According to studies, when users see compelling testimonials from real people, they are 58% more likely to purchase your product. Although the current website includes client logos, it does not include their reviews. A section of the new website's home page can display client testimonials on cards, with each card displaying the company's logo, the testimonial, a picture of the client, their name, and designation.

- **Colours and Images:** Color influences 85% of consumer purchasing decisions. The current website uses a lot of clashing colours, which causes friction and makes deciding where the user should pay attention difficult. In the new website, the colours can be chosen so that the user is not distracted by all the colours and instead their attention flows in the order we want it to. The current website could benefit from more images, and the old ones could be replaced with less stocky images to make the website appear more credible.

- **Careers Page:** According to a LinkedIn recruitment trends survey, 61% of Talent Acquisition leaders believe that the company career page is the best for employer branding. To attract talented people to the company, the new website could also include a careers page. This feature may not be a top priority, but it will undoubtedly add value to the company in the long run. To attract job seekers, the new careers page should include benefits and information about current employees.
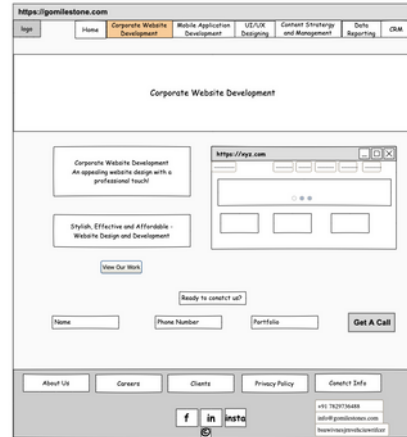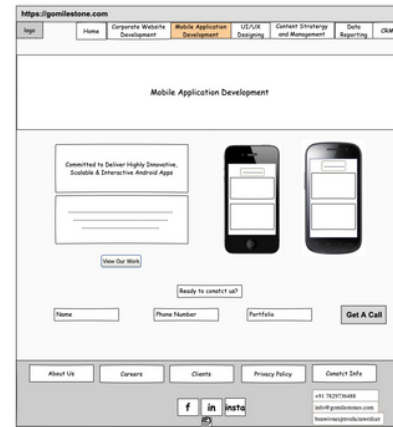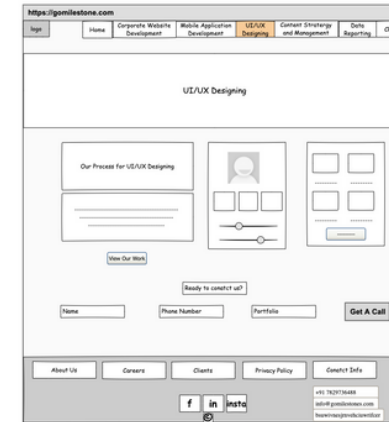
Old Sitemap:

Home

- About Us
- Services
  - Corporate Website Development
  - Mobile Application Development
  - UI/UX Designing
  - Content Strategy and Management
  - Data Repoting
  - CRM
- portfolio
  - Website Portfolio
  - Mobile Application Portfolio
- Clients
- Contact

Footer

- About Us
- Links
- Services
- Contact Info
- Social Media

  Facebook
  Instagram
  LinkedIn

New Sitemap:

Home

- Corporate Website Development
- Mobile Application Development
- UI/UX Designing
- Content Strategy and Management
- Data Repoting
- CRM

Footer

- About Us
- Careers
- Clients
- Privacy Policy
- Contact Info
- Social Media

  Facebook
  Instagram
  LinkedIn

Wireflow:

Corporate Website Development Page

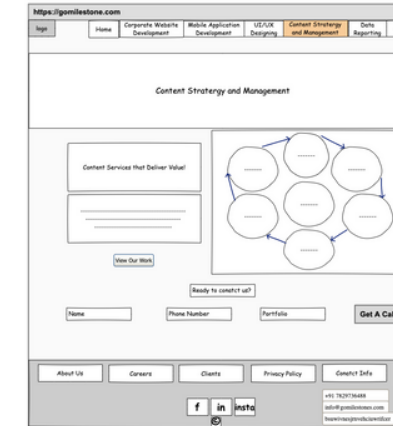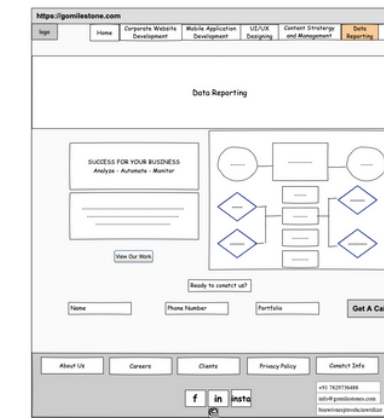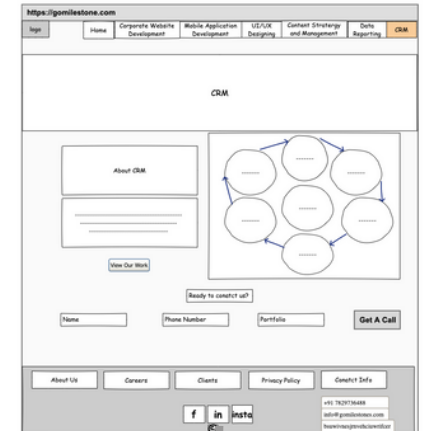Mobile Application Develpment Page

UI/UX Designing Page

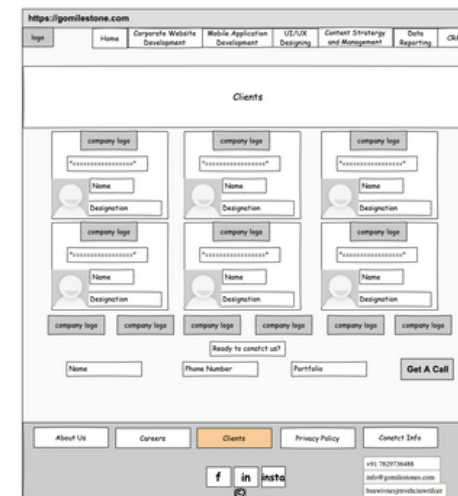Content Startegy and Management Page
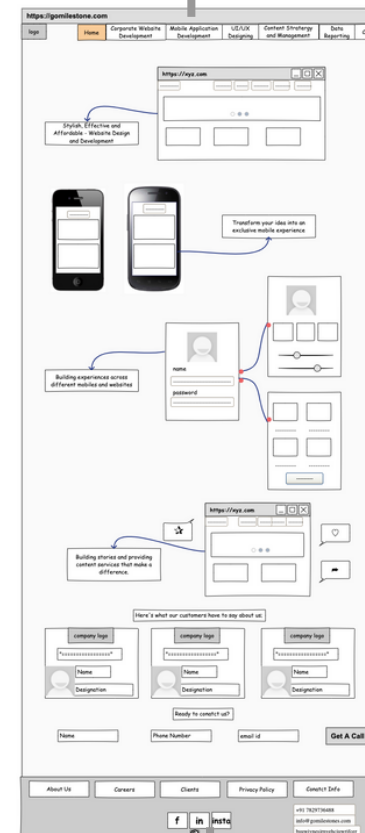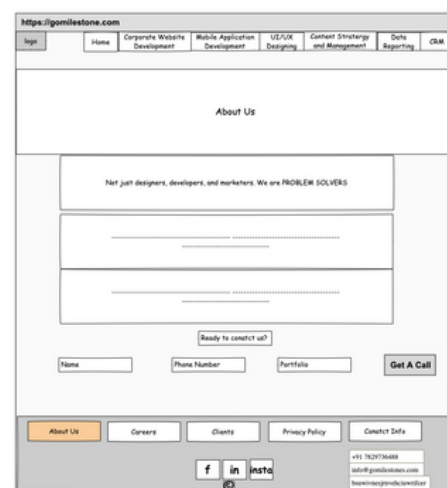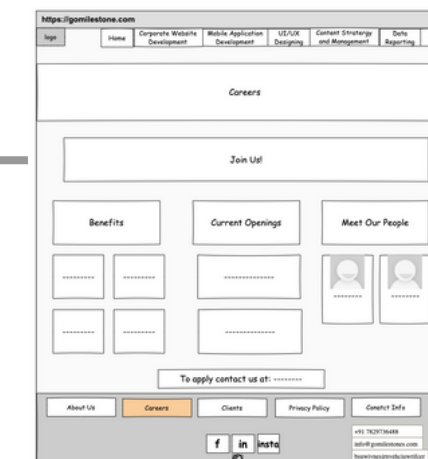
Data Reporting Page

CRM Page

Clients Page

Landing Page

About Us Page

Careers Page

Annexure:

1. https://www.impactplus.com/blog/tips-for-improving-your-web-design

2. https://blog.hubspot.com/marketing/improve-your-websites-user-experience

3. https://www.impactplus.com/blog/website-redesign-checklist-creating-a-smooth-transition

4. https://www.westchesterputnamonestop.com/resources/the-importance-of-an-online-career-page

Thank you