



# Dhīmahī Technolabs

## Website Redesign Planning Template

 [www.dhimahitechnolabs.com](http://www.dhimahitechnolabs.com)

 [hello@dhimahitechnolabs.com](mailto:hello@dhimahitechnolabs.com)

# Website Redesign Planning Template

**Subtitle:** Complete template for planning your website redesign project. Includes content audit, competitor analysis, and project timeline templates.

**Context:** India (Gujarat). Use Indian Rupee (₹) wherever currency appears.

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# **Part I — Foundations**

## **1. Introduction**

This handbook provides a complete, Gujarat-focused framework to plan, execute, and measure a website redesign project.

It covers the end-to-end lifecycle: discovery, research, content audit, information architecture, design, development, QA/UAT, launch, and growth.

The templates are tailored for Indian SMEs, with practical examples and budgets in ₹.

### **Why redesign now?**

- Current site is not mobile-first or aligned with Core Web Vitals.
- Brand messaging evolved; website no longer reflects value proposition.
- Low conversion rates, high bounce rates, weak SEO for Gujarat searches.
- CMS limitations, security concerns, or lack of WhatsApp/CRM integration.

### **Guiding principles:**

- Business-first: focus on leads, admissions, bookings, or sales.
- Data-driven: decisions from analytics & KPIs.
- Accessible & multilingual (English + Hindi + Gujarati).
- Secure & compliant with Indian regulations.
- Modular & scalable design system.

## **2. Objectives & Success Criteria**

Define measurable success criteria before design. Tie each objective to a KPI, baseline, and target.

### **Sample objectives:**

- Increase qualified leads from Gujarat by 35% within 120 days post-launch.
- Reduce page load to < 2.5s on 4G connections in Ahmedabad/Surat/Rajkot/Vadodara.
- Improve organic traffic from Gujarat keywords by 40% in 6 months.
- Lift conversion on CTAs (book demo, enquiry, appointment) by 25%.
- Decrease bounce rate on key landing pages by 15%.

### **Example metrics:**

- Leads/week: Baseline 25 → Target 55 in 90 days.

- Conversion rate: Baseline 1.2% → 2.5%.
- Avg load time: Baseline 4.8s → 2.3s.
- Organic sessions: Baseline 2,000 → 4,200.

### 3. Stakeholders & Governance

#### **RACI model (example):**

- Sponsor (Owner/Director): Approves scope, budget, launch.
- Project Manager: Coordinates timeline, risks.
- Marketing Lead: Owns content, SEO, analytics KPIs.
- Design Lead: Manages UI/UX, accessibility.
- Dev Lead: Handles tech stack, integrations, security.
- IT/Compliance: Consulted for hosting, data handling.
- Sales/Admissions: Informed for CRM/WhatsApp workflows.
- Finance: Involved for budgets & payments in ₹.

#### **Cadence:**

- Weekly stand-up (30–45 min).
- Monthly steering review with sponsor.

### 4. Current State Discovery (As-Is)

#### **Analytics & behaviour:**

- Traffic sources, device mix (especially low-end Android in Gujarat).
- Speed by region (Ahmedabad, Surat, Vadodara, Rajkot).
- Form drop-offs and WhatsApp chat rate.
- Search queries (English/Hindi/Gujarati).

#### **Technical & content inventory:**

- CMS, hosting, CDN, backup routines.
- Content types: pages, blogs, FAQs, PDFs.
- Images, videos, schema usage.
- Integrations: Zoho CRM, WhatsApp Business API, UPI payments.

**Brand & experience:**

- Message clarity: is the value proposition obvious?
- Can a new visitor find top 3 tasks in 2 clicks?
- Accessibility: contrast, labels, keyboard nav.
- Multilingual readiness.

## Part II — Research & Strategy

### 5. Audience & Personas (Gujarat Focus)

Define target personas with goals, pain points, and language needs.

**Persona Example:**

- Name: Rakesh, Small Business Owner, Ahmedabad
- Goals: Quick info, WhatsApp chat, see local case studies.
- Pain Points: Slow sites, unclear pricing, generic copy.
- Preferred Language: English + Gujarati
- Success: Book demo in 2 minutes, gets WhatsApp confirmation.

**Journeys:**

- Google search (Gujarati) → Services → Case study → Enquiry form.
- Ad click → Landing page → WhatsApp chat CTA → Callback.

## 6. Content Audit (Templates)

### Inventory columns:

URL, Title, Type, Owner, Last Updated, Traffic, Leads, Language, Action (Keep/Update/Merge/Retire).

### Quality rubric (0–3 scale):

Accuracy, Relevance, Clarity, SEO, UX, Localisation → Total /18.

### Rewrite guidelines:

- Add Gujarat proof (logos, testimonials).
- Show ₹ price ranges where possible.
- Include FAQs, WhatsApp click-to-chat, schema markup.

## 7. SEO Audit & Keyword Plan (India)

### Focus areas:

- Keywords with Gujarat modifiers.
- Sitemap, robots, canonicals, schema.
- On-page: titles, meta, H1/H2, internal linking.
- Backlinks: Gujarat chambers, associations, edu/partner sites.

### Keyword examples:

- “website redesign agency Gujarat”
- “web design Ahmedabad pricing”
- “Shopify expert Rajkot”
- “UI UX company Surat”

## 8. UX Research & Analytics Review

- Heatmaps & session replays to find rage clicks.
- Top task tests: can users find “Pricing” or “Book demo”?
- Surveys in Gujarati/Hindi.
- Funnel analysis, attribution, pre/post redesign comparison.

## 9. Competitor & Benchmark Analysis (India/Gujarat)

**Audit scorecard:** Speed, mobile UX, accessibility, depth, trust, pricing clarity (₹), WhatsApp readiness, backlinks.

**Outcome:**

- Identify gaps (e.g., Gujarati-first UX, transparent ₹ pricing).
- Compile screenshots for alignment.

## 10. Brand & Messaging Strategy

- Positioning: Gujarat SMEs as primary audience.
- Tone: professional, grounded, clear.
- Proof: case studies, client logos, testimonials.
- CTA hierarchy: Primary = WhatsApp/Book Demo, Secondary = Email/Download.



## Part III — Information Architecture & Content

### 11. Site Map & Navigation

- Home, Services, Work, Pricing (₹), Resources, About, Contact.
- Footer: address, GST, WhatsApp link.

### 12. Page Templates & Wireframes

- Hero → Trust badges → Proof → CTA → Footer.
- Pricing page must show ₹ values or ranges.

### 13. Content Strategy & Calendar

- Weekly cadence: Guide → Case study → FAQ → Checklist.
- Always multilingual-ready.

### 14. Multilingual & Accessibility

- Translate to Gujarati/Hindi for key pages.
- Use WCAG AA contrast & alt text.

## Part IV — Design & Development

### 15. Visual Design System

- Typography, colours, components, icons.

- Imagery with Gujarat context.

## 16. Technical Architecture & Stack

- Next.js or WordPress with Indian CDN.
- Git-based CI/CD.

## 17. Performance, Security & Compliance

- LCP < 2.5s, CLS < 0.1.
- TLS, HSTS, cookie consent.
- Data backups weekly.

## 18. Integration Plan

- CRM (Zoho/HubSpot).
- WhatsApp Business API with Gujarati templates.
- Payments: UPI-first via Razorpay/PayU.

# Part V — Project Management

## 19. Budgeting & Procurement (₹)

### Illustrative Ranges:

- Strategy: ₹50,000–₹1,50,000
- Design: ₹1,00,000–₹3,00,000
- Development: ₹2,00,000–₹6,00,000
- Content: ₹50,000–₹2,00,000
- Monthly Care: ₹10,000–₹50,000

**Tips:**

- Milestone-based payments in ₹.
- Vendor SLAs and case studies from Gujarat.

## 20. Project Timeline & Gantt

10–16 weeks typical.

Phases: Discovery → IA → Design → Dev → QA → Launch.

## 21. RACI & Roles

Sponsor, PM, UX, UI, Dev, QA, Content, SEO, Finance.

## 22. Risk Register

- Scope creep → Change control.
- Content delays → Assign owners.
- SEO loss → Redirect map.

## 23. QA/UAT & Launch Checklist

- Browser/device tests.
- Accessibility tests.
- SEO redirect tests.
- Analytics event tracking.
- Backup & rollback plan.

## Part VI — Measurement & Growth

### 24. Analytics & KPIs

- Leads, conversion, CPA (₹), LCP, bounce, WhatsApp vs forms.

### 25. CRO Backlog

- Test Gujarati vs English CTAs.
- A/B test pricing in ₹ vs “Contact Us”.

### 26. Content Governance

- Monthly review cycle.
- Ownership matrix.

### 27. Post-Launch 90-Day Plan

- Day 0–7: Hypercare.
- Day 8–30: SEO push.
- Day 31–60: CRO sprints.
- Day 61–90: Iterations.

## Appendices

### A. Worksheets

- Content inventory template.
- Competitor audit.

- KPI tracker.
- Risk register.
- Launch runbook.

## B. Forms & Templates

- RFP questions.
- Copy deck structure.
- Redirect map.
- UAT script.

## C. Glossary

- Core Web Vitals, hreflang, RACI, UAT, WCAG.

## D. Vendor Directory (India)

- Hosting/CDN with India POPs.
- WhatsApp BSPs.
- Zoho CRM.
- Razorpay.

## E. About Dhīmahī Technolabs

Dhīmahī helps SMEs in Gujarat with Website Design, AI & Automation, and Digital Marketing.

We specialise in WhatsApp-first journeys, multilingual EN/HI/GU, and measurable ROI in ₹.