



HubSpot

The Ultimate Workbook for Redesigning Your Website

A comprehensive resource for easily planning your next website redesign.



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Introduction



Every now and then your website needs a refresh.

There are many good reasons for a website redesign, whether it's a rebranding, moving onto a new Content Management System (CMS), the site is getting lackluster results or it looks like it was built in 1999 (eek).

Eventually, there comes a time when you've gathered all the low-hanging fruit possible. That's when you need a bigger change. Radical redesigns are a great way to transform your site into a beautiful new butterfly.

A redesign can be a huge success – or it could fail terribly.

That's why we're offering a complete guide on planning your website redesign. Follow along – and fill in your own data and ideas – as we show you all the important steps to planning and launching a website redesign.



Free Course: Growth-Driven Design Certification

Building & optimizing a website can be frustrating.
Save time and money with the growth-driven design methodology.

[Start the Course](#)

Part One

Assembling Your Redesign Team

Part One

How to Assemble Your Redesign Team

Before you get down to business, it's important that you take the time to pull together a thoughtful team of stakeholders to own and guide the redesign project.

The DARCI framework serves as a valuable starting point in assembling that core team and will help you understand who to involve and when to involve them.

The framework should be broken down like this:

Decision Maker(s)

Accountable

Responsible

Consulted

Informed



This approach to project management is designed to clarify accountability and roles, provide a shared language for assigning and tracking progress, and help teams increase productivity by encouraging transparency and follow through.

“A framework like DARCI makes roles and responsibilities super easy so you the project lead can just say, ‘This meeting is for people who are Responsible and Accountable only, we’ll be covering deadlines for next week’, or ‘This meeting is for people that need to be Informed, it’ll be a milestone check-in,’” [explains HubSpot Senior Marketing Manager, Christine White.](#)

[Click Here to Access a Free DARCI Template](#)

Pro Tip:

“Your team for the redesign should be a diverse, cross-functional group of people, comprised of no more than five to seven individuals, ideally from many different departments.”

Source: [IMPACT Branding & Design](#)

Part Two

Auditing Your Existing Website

Part Two

How to Audit Your Existing Website

Before you build a plan for improving your current website design, your entire redesign team needs to know what they're working with. To get everyone on the same page about your site's current landscape, it's best to start with a complete website audit.

"A website audit is an examination of page performance prior to large-scale searchengine optimization (SEO) or a website redesign. Auditing your website can determine whether or not it's optimized to achieve your traffic goals, and if not, how you can improve it to increase performance," [explains Kripalu's VP of Marketing & Sales, Rebecca Churt.](#)

Conducting a website audit annually is best practice – even when you're not planning a redesign. That being said, the task can often feel daunting – especially if you have a complex site with a lot of different pages.

That's why we recommend breaking the audit up into two parts:

- . a technical audit
- . a design audit.

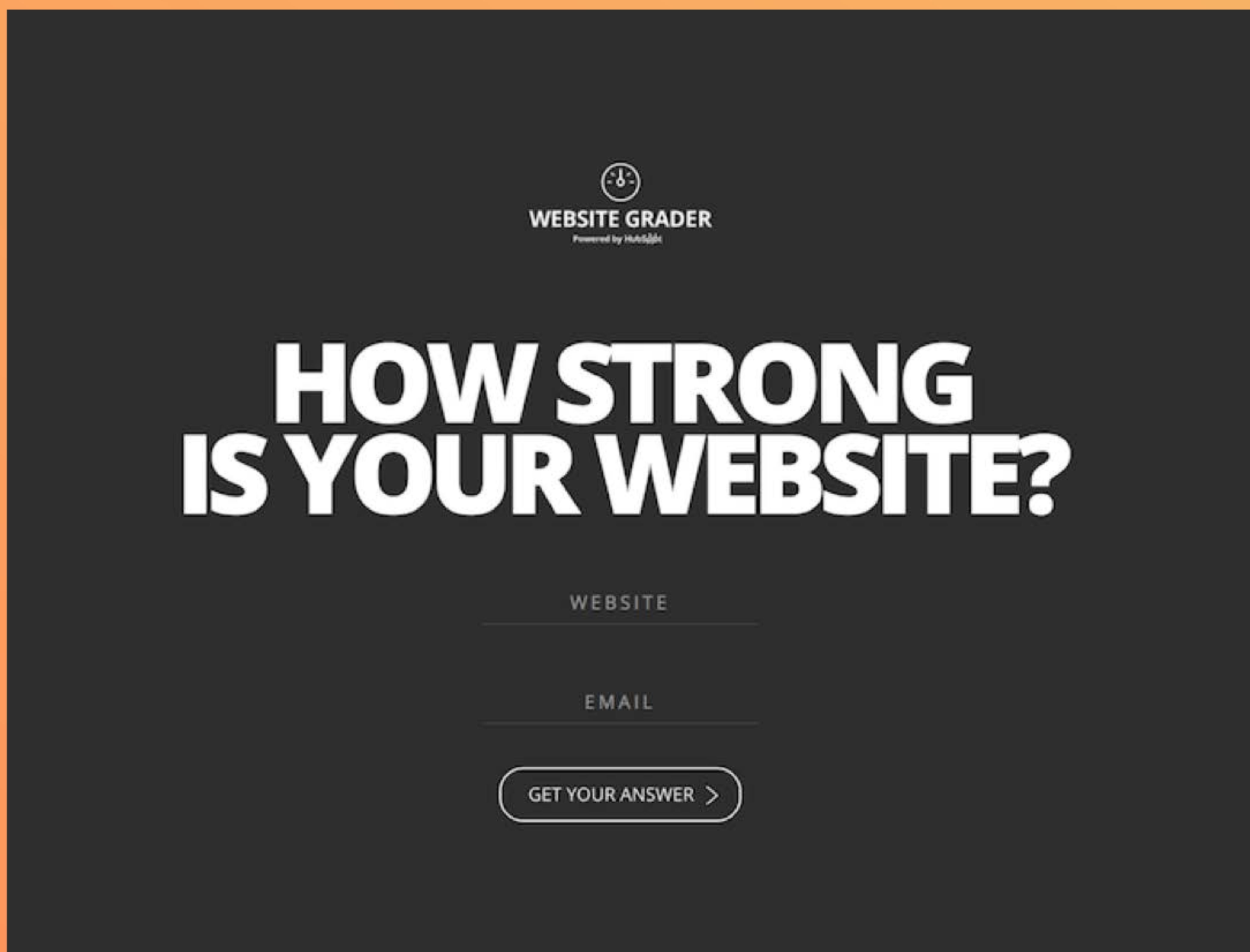
The technical audit will help you: better understand your website's performance, identify missed SEO opportunities, and uncover areas where your lead generation efforts could be stronger.

The design audit will help you: identify branding inconsistencies, assess usability and accessibility, upgrade your current design system to streamline future website updates.

[Click Here to Access a Free Website Audit Checklist](#)

Free Tool: Website Grader

[HubSpot's Website Grader](#) will give you a helpful overview of your existing website strengths and weaknesses. This assessment will help you narrow your focus in terms of where you need to spend the most time making improvements.

The image shows the HubSpot Website Grader tool interface. At the top, there is a logo consisting of a circle with a face-like icon and the text "WEBSITE GRADER" below it, with "Powered by HubSpot" in smaller text underneath. The main heading in large, bold, white capital letters reads "HOW STRONG IS YOUR WEBSITE?". Below this, there are two input fields: "WEBSITE" and "EMAIL", each with a horizontal line underneath. At the bottom, there is a rounded rectangular button with the text "GET YOUR ANSWER >".

WEBSITE GRADER
Powered by HubSpot

HOW STRONG IS YOUR WEBSITE?

WEBSITE

EMAIL


GET YOUR ANSWER >

Part Three

Evaluating Your Budget

Part Four

How to Evaluate Your Budget



Before we talk dollar signs, let's remind ourselves of one thing: your website is the cornerstone of your business. It's where people form first impressions -- and it can mean the difference between someone contacting you over your competitor.


If there's ever been a time to avoid cutting corners, it's now.

Unfortunately, asking how much a website redesign costs is a bit like asking, "How much is it to build a house from scratch?" There are many different items that get factored into the overall price.

To help, HubSpot's resident Growth Driven Design expert Luke Summerfield broke down some of the most common factors that affect a website redesign price below:

The Redesign Team: If you're completing the redesign in-house, you'll need to consider the opportunity cost of having your redesign team's time dedicated to the project. If you're outsourcing the redesign, we urge you to work with an experienced team, as a less experienced team can easily overlook costly aspects that have the potential to throw your project out of scope. It would also be advantageous to find a team that specializes in the vertical or niche your business operates in. If you are an software as a service (SaaS) product, it would make sense to work with a web design agency that specializes in building websites for SaaS companies. Finding a specialty agency can also sometimes come with a bit of a price, but it's an investment well worth the cost.

The Process: Whether you're handling things in-house or partnering with an agency, in-



vesting in the planning process can increase the overall project cost. However, the more thought and process that goes into a redesign, the better the end product - and the more likely you'll be to achieve your goals. We urge you to think critically about the return on investment (ROI) here.

The Functionality: If your website requires more advanced functionality -- a registration system, forum, or in-depth calendar -- there's a good chance this will increase the price. To get a better grasp on this, make a list of all the required functionality you need (critical) based on your audit and the functionality you'd like (non-critical). This will help you accurately determine the scope of the project and the associated costs.

The Content: Content creation is one of the most time consuming yet important parts of a website. This is where you build powerful connections with users to drive action and build your brand. Content includes not only the text of the website, but also the photos and videos being used. Get ahead of this early by determining your content needs and identifying which ones you can handle in-house vs. outsourcing. If you underestimate how much time and effort you will need to put into content creation, the quality of your content will suffer as a result.

[Click Here to Access a Free Budget Planning Template](#)

Part Four

Identifying What Success Looks Like

Part Five

How to Identify What Success Looks Like

The website audit we talked about earlier should have helped you define objectives for your website redesign – things like increasing leads, improving search rankings, and so on.

Next, it's time to take things a step further by setting SMART goals to make those objectives a bit more measurable.

As you know by now, website redesigns require a significant investment of time and resources, so you want to be sure

you're prepared to prove out the ROI of your efforts through quantifiable increases.

Let's say, for example, one of your redesign objectives is to increase landing page conversion.

Rather than stop there, dive deeper by defining the exact improvement you plan to make and the estimated impact that change will make. Take a look at the example below to see this in action.



Redesign Objective Example: Increase landing page conversion.

Landing Page Performance SMART Goal Example: Six months after we launch the new website, our landing pages will generate 30% more leads by switching their forms from one-column to two columns.

Here's what that goal looks like when we break it down:

- . **Specific:** I want our landing pages to generate more leads by switching from a one column form to a two column form.
- . **Measurable:** A 30% increase is our goal.
- . **Attainable:** When we A/B tested our traditional one column form vs. a two column form on our highest traffic landing pages, we discovered that two column forms convert 27% better than our traditional one column forms, at a 99% significance level.
- . **Relevant:** If we generate more content leads, sales can close more customers.
- . **Time-Bound:** Six months from now.

[Click Here to Access a Free SMART Goal Template](#)

Free Master Class: The Power in Setting S.M.A.R.T. Goals

ft. Charles Duhigg



BONUS CONTENT

Website Redesign Inspiration Guide



If you've made it this far, you're probably feeling pretty excited about getting the ball rolling. It's finally time for your strategic planning stars to align and make your redesign dreams come true.

Before we let you go get after it, we wanted to leave you with a healthy dose of design envy. Just a little something to get those creative juices flowing.

For that, we've compiled **77 homepage, blog, and landing page examples to inspire your redesign efforts**. Categorized by industry, this PDF guide features high-quality images and descriptions of how each site successfully outshined the competition.

[Click Here to Get Inspired](#)

Conclusion



A successful website redesign starts even before the site is being "designed."

Often times, people get caught up in how the website looks and this focus overshadows how well it is working.

Here's the simple truth: a website is not a silo. Its integration with other functions, such as social media, email marketing and lead generation, is critical. This is your chance to turn your website into an inbound marketing, sales, and service machine – so don't rush it.

If the planning process ever starts to feel daunting or you can't fight the itch to get started, remember: a strong plan now will make for a smooth process along the way.



Want to build and manage a website that's optimized for every device and every visitor?

See why thousands of customers use HubSpot's CMS to host, manage, and optimize their websites.

[Request a Demo](#)