10-Step checklist for Website Re-Design

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Analyse your Current Metrics: Before doing anything new, start with analysing your current metrics in context with number of visitors, Bounce Rate, your SEO rankings for important keywords, Leads generated and deals matured. Use analytical tools like Google Analytics to track the site performance and get the exact picture. These figures will help you understand customer preferences and their likings. This data will further help you to decide on what to keep on your site and what to remove from it.

Determine your Goals & Define your audience: It is very important to determine the goal of getting your website redesigned. It just cannot be that 'nothing new has been done for quite a long time' or ' want the website to look lavish and business to look bigger' that enables you to redesign your website. You need to pin point the goals and chalk them down so that strategies and redesigning can be planned thereof. Setting measurable or quantifiable goals will help you track the level of success achieved. After determining the goal the next important thing is to define your audience. You must be well aware of whom you want to focus on and benefit from your site. Finely defining your audience will help you understand their expectations and the kind of information they want to fetch from you.

Analyse the competitors: Analysing your competition is as important as analysing your own business. You can get enlightening ideas from your competitors and even see what does a visitor like about their site. Not only from your competitors but you can get innovative ideas from other sites as well. As visitors are attracted towards anything new to them or different from usual, put your self-analysis and your competitor's analysis together and work out on improvement areas differently.

Define your Unique Value Proposition (UVP): Defining your Value Proposition is the most basic part of a business. Before proceeding with any other content, you must first describe the value your product/service will be adding to the consumers and it should be consistently visible across your website. No one else can be equally passionate about your product or service as you are. So it is you who can chalk out the reasons of what is unique about your business? Why should your visitors' buy/convert/stay on your website rather than your competitor's? And even make them familiar with what you do is right for them.

Review Analytics: Reviewing analytics helps you understand and pin point the areas that had failed working. Some of the very impressive and helpful tools are Google Analytics and Google Webmasters Tools that help you find the broken lines. In turn these broken lines help you trace the pitfalls and give you an opportunity to mend them by discussing it with your developer for improvements.

Designing around Buyer Persona: Once you have identified the loopholes and defined your value proposition, it's time to match them with the buyer. A buyer persona is studying your marketplace and segmenting it into group of individuals who are ideal customers or prospective buyers on the basis of demographics. To convert these prospective buyers you need to communicate them about your product/services and tell them "what do you have that is best for them?" your content should be talking more about your aptness and suitability to them.

Work on sitemaps & create wireframes: On deciding all the pillars that will build up your website, now it's time to work on sitemap. A sitemap gives details about the hierarchy & structure of the site. It is a simple document explaining the flow of each page and its relation to the other one. Creating Wireframes is the next step to chalking out sitemap. This part of building a website gives a rough layout of content & structure for some unique pages like Homepage, Product pages, Blog etc.

Optimise your Website: When it comes to optimising your website you must also evaluate the performance of your site on the following areas:-

> 1 Is your site multi-browser.
> 2 Is navigation simple & intuitive?
> 3 is your site mobile responsive?
> 4 Are analytical tools installed and properly working?

Optimising your site means getting found online, this improves your site metrics. If no one lands on your site then there is no fun of designing it anyways. As website is your marketing mechanism online, if one comes to you them how can you increase leads, downloads or sales? For optimising your site you must go for Keyword Analysis, Link Tracking and Page Level SEO.

Create a Content Strategy: A content strategy should be an ongoing one which means that when your website has something new to offer then not only traffic to your site increases but your business also grows faster. Constant flow of fresh content should be your strategy to attract more visitors to your site over time. Some tips to be active on this strategy are:

> 1 Start a Blog
> 2 include Press releases or updates about your company.
> 3 Always strive to add a pinch of innovation and consider some new
>   ideas for your visitors to enjoy.

Create a Content Strategy: Your site must continue to look like an extension of your brand. Consistency is the key and everything related to your brand should maintain its brand identity.