

## Questions to ask when considering a Website re-design

### [Similar questions should be considered for new web design and website development.]

Modern websites need to be updated or redesigned on a continuous basis. Even if you have a "static" site, you need to maintain current content. Older sites weren't built with Content Management Systems (CMS) and can be difficult to update, especially for people who aren't comfortable with coding. If your website isn't built on a CMS, it's probably time for a redesign.

Note: Keep your Internet marketing strategy (SEO/SEM, Social Media) in mind with your website redesign.

If you are trying to make a decision about redesigning your website, consider these questions from **Seth Godin** (a real marketer and bootstrapper). Call me if you have any questions.

From Seth... "Things to ask before you redo your website."

- *What is the goal of the website? In other words, when it's working great, what specific outcomes will occur?*
- *Who are we trying to please? If it's the boss, what does she want? Is impressing a certain kind of person important? Which kind?*
- *How many people on your team have to be involved? At what level?*
- *Who are we trying to reach? Is it everyone? Our customers? A certain kind of prospect?*
- *What are the sites that this group has demonstrated they enjoy interacting with?*
- *Are we trying to close sales?*

*Reinventing, Reinvigorating, Redesigning your website should be about your CUSTOMERS.*

- *Are we telling a story?*
- *Are we earning permission to follow up?*
- *Are we hoping that people will watch or learn?*
- *Do we need people to spread the word using various social media tools?*
- *Are we building a tribe of people who will use the site to connect with each other?*

- *Do people find the site via word of mouth? Are they looking to answer a specific question?*
- *Is there ongoing news and updates that need to be presented to people?*
- *Is the site part of a larger suite of places online where people can find out about us, or is this our one sign post?*
- *Is that information high in bandwidth or just little bits of data?*
- *Do we want people to call us?*
- *How many times a month would we like people to come by? For how long?*
- *Who needs to update this site? How often?*
- *How often can we afford to overhaul this site?*
- *Does showing up in the search engines matter? If so, for what terms? At what cost? Will we be willing to compromise any of the things above in order to achieve this goal?*
- *Will the site need to be universally accessible? Do issues of disability or language or browser come into it?*
- *How much money do we have to spend? How much time?*

And finally,

- *Does the organization understand that 'everything' is not an option?"*



When you are ready to start discussing these questions, give me a call and I can walk you through the process, and answer any questions you have.