



6 things to consider before a website redesign



helpful resources to guide you through
your business' website redesign

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is it time for a redesign?

A complete website redesign can be a difficult (and potentially expensive) process. Choosing to overhaul your website is not a decision that should be made lightly; your new design has to be both visually appealing and functional. This requires testing and tweaking to achieve positive results.

It is important to redesign for the right reasons: to help your company be found by more prospects, convert more leads into customers, and improve branding. While a flashy new website will impress your employees and customers, your website must still hold its own once the initial excitement wears off. Redesigning for the sake of a different look without improved functionality can be confusing and frustrating to existing customers.

wrong reasons for redesign

“Our corporate office was just redecorated and so the website should look different as well”

“We have had the same layout for over a year”

“The owner thinks our site looks dated”

right reasons for redesign

“We want to be found by more prospects”

“We want our website to convert more prospects into leads—and eventually, customers”

“We want to improve branding in order to bring in more qualified traffic”

account for your current assets

keep what works

Your first step in the process is to consider what assets you can take with you from your old site. Thoroughly research the performance for all aspects of your current site so that you can take the best parts and continue to play off of their success.

potential assets include:

- Existing content
- Inbound links
- Keyword rankings



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making the switch

Transitioning your current assets into your new design with their search engine optimization setup intact can be a complicated and difficult process. An experienced SEO professional will help ensure a smooth transition and make sure that nothing valuable is left on the table.

homepage design

form(at) follows function

Your homepage cannot simply be visually appealing, the design must also contribute to the site's primary purpose: to generate leads for your business. Your home page does not have to be overly complex to be effective; in fact, studies have shown that 76% of users prefer a website that makes it easy to find what they need.¹

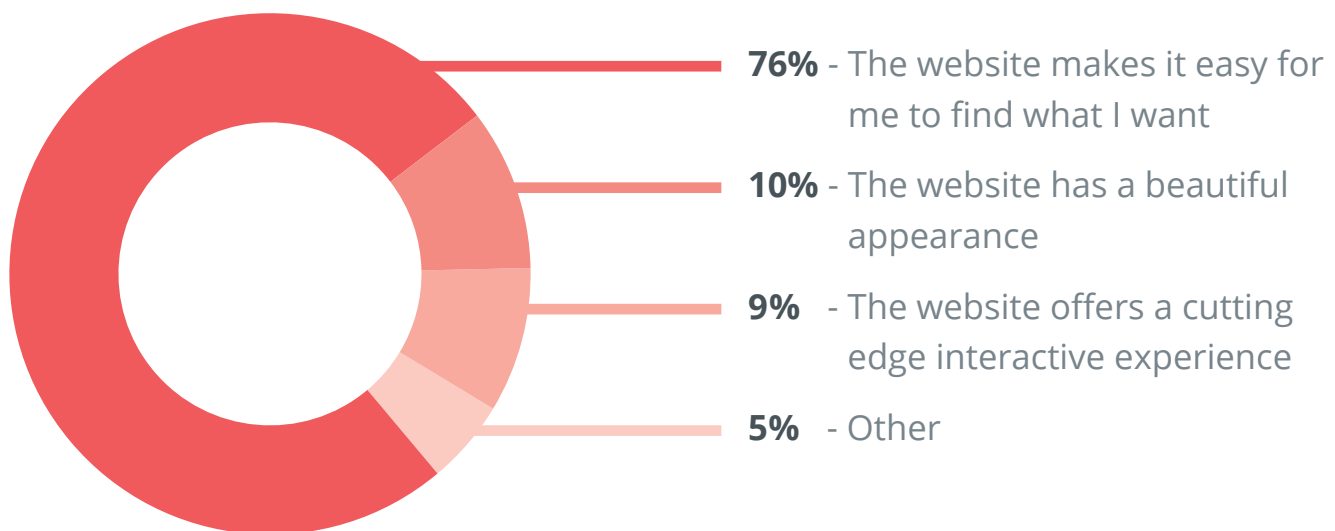
key things to consider:

- Link to your social media and your blog
- Keep it simple, less is sometimes more
- Limit the amount of choices a user will make when visiting your site

leave it to the pros

Your homepage needs to be both aesthetically pleasing and engaging for prospects. This can be a difficult task for the average user, and so—in a majority of cases— a professional designer is going to be your best choice to ensure your new design has the maximum impact.

What is the most important factor in website design¹



¹ HubSpot, The Science of Website Redesign

the power of original content

content is king

Creating original, compelling content is the most effective way to generate traffic for lead generation. For example, 82% of marketers who blog daily report positive ROI for overall inbound efforts.² Regularly adding new content will keep the search engines continuously indexing your site, resulting in more inbound leads.

publish with purpose

Anything that informs, entertains, or captivates your audience can be effective in generating website traffic. Offering your customers quality information will help you to establish yourself as an expert in your industry and express your brand's unique point of view.

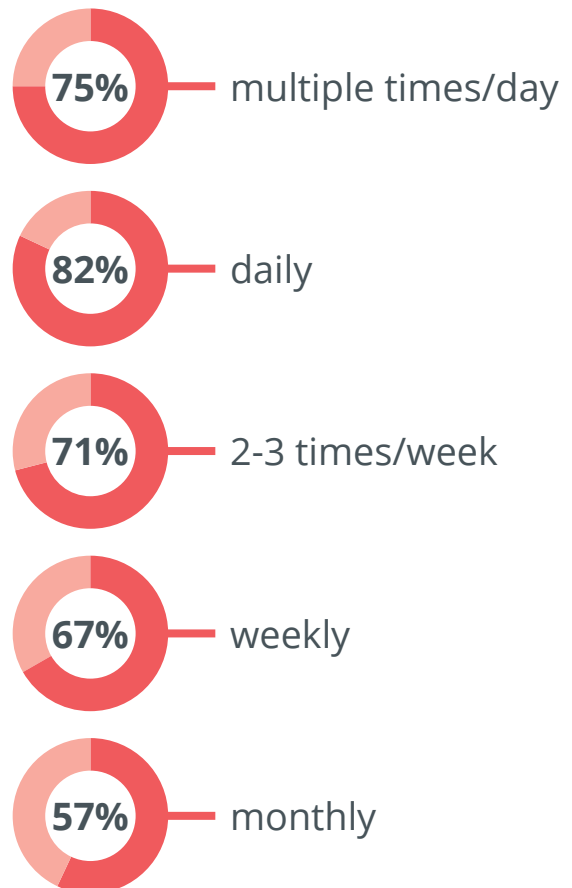
have a strategy

It is important to have a plan when developing content. An experienced inbound marketing professional can help you develop a successful strategy for content generation.

other content channels:

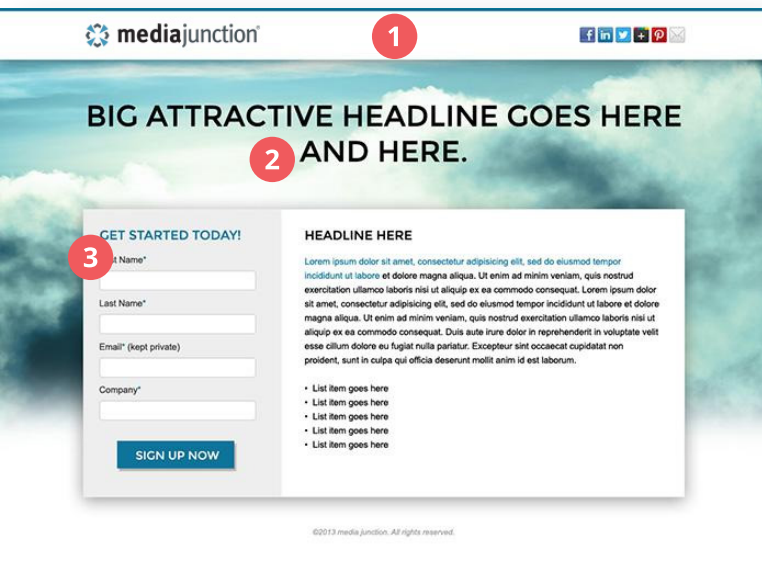
- Presentations (Slideshare)
- eBooks
- Photo/video content (Flickr, Youtube)

Percentage of marketers that agree to reporting positive ROI for inbound efforts in relation to how often they blog²

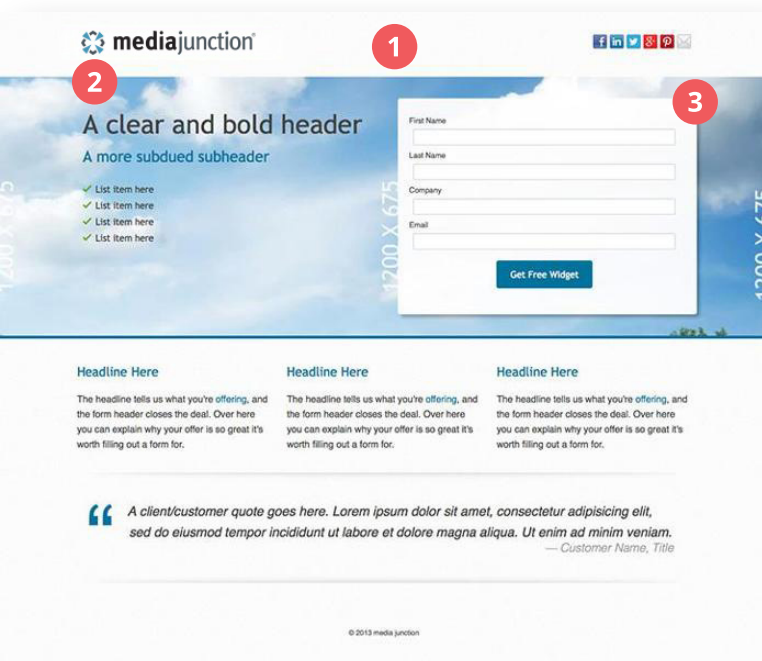


² HubSpot, State of Inbound Marketing Report, 2013

effective landing pages



Cloud City template available to HubSpot customers on marketplace.hubspot.com



Refuge template available to HubSpot customers on marketplace.hubspot.com

landing page defined

Landing pages are dedicated pages within your website that are designed around specific offers that include forms for prospects to give you their contact information in exchange for content, deals, or other services you have to offer. Landing pages are a must for lead generation; however, they must be designed correctly in order to be effective.

successful landing pages have:

- 1 No navigation, keep your user focused
- 2 A clear, concise description of offers
- 3 A short form, with less than 8 fields

achieving results

Your new landing pages should follow current best practices and match your overall design; they must also be properly configured for lead capturing. Landing page optimization is a complex process that requires experience with search engine optimization.

built to convert

quality control

The primary purpose of your website is to convert prospects into customers. Experimenting with new techniques and design elements will help you figure out what works best. If your conversion efforts aren't reaching their maximum potential, it is essential to perform testing.

free tools for usability testing:

- fivesecondtest.com
- loop11.com
- trymyui.com



adjust as necessary

If your conversion events are receiving negative feedback or constructive criticism, then it's time to adjust your tactics. Maximum conversion rates can only be achieved through careful tweaking and monitoring. Hiring an experienced inbound marketing professional is the easiest and most efficient way to make sure that your conversion rates are as high as possible.

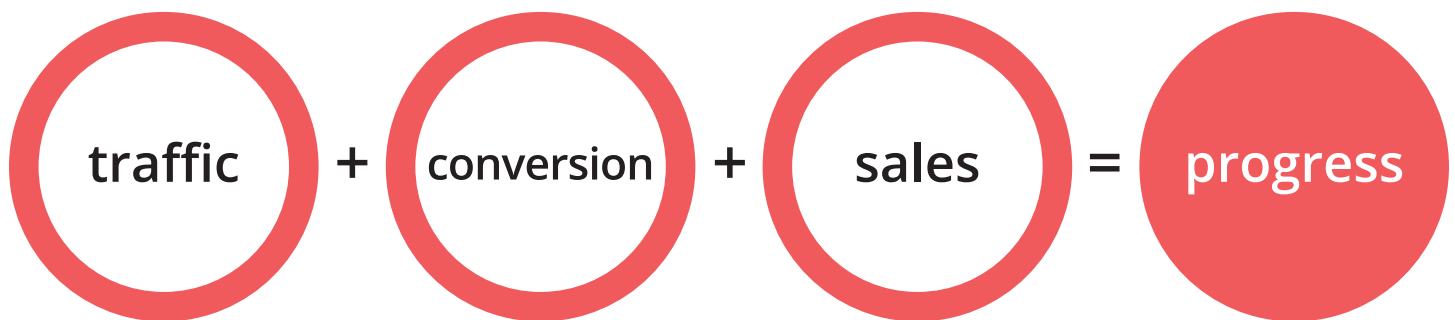
track your progress

persistence pays off

Website redesign is a continual process. Even when the brunt of the work is done and the new layout is in place, the site will require monitoring and tweaking to maintain maximum effectiveness. Although the process never truly ends, you should not feel overwhelmed or obsess over every performance detail of your new site.

focus on:

- Traffic (How many people are visiting my site, & where are they coming from?)
- Conversion (What are my conversion rates, and best conversion assets?)
- Sales (How much have sales increased as a result of the new design?)



measuring your success

From these three main indicators of progress, you will be able to locate opportunities to improve your website's functionality. This data is available to you through various channels; however, it can sometimes be difficult to interpret exactly what the metrics are telling you. Consulting an inbound marketing expert is recommended in order to successfully decipher your data and use the results to improve your marketing efforts.

conclusion

Website redesign is best left to the professionals. There are many variables to consider, and tackling the task on your own may prove more of a challenge than it's worth. Should you decide to redesign, consider hiring a professional inbound marketing agency who is dedicated to the success of their clients.



how we can help

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The best of the bunch. Highly responsive, professional & delivered on time. We highly recommend media junction.®

Dustin H, *Velocity Network Solutions*

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media junction® specializes in designing complete inbound marketing strategies for our clients, a major component of which is a professionally designed website. We offer a variety of redesign options, including both custom and CMS-based site creation. Our in-house design team and on-staff inbound marketing and search engine optimization professionals will create a beautiful website that is optimized to provide an excellent return on your investment via increased website traffic and qualified inbound leads.

schedule your free consultation today!

about media junction®



who we are

media junction® is an inbound marketing agency located in St. Paul, Minnesota. We are known for creating beautiful user centric websites for businesses of all sizes throughout the world. We are a small group of humble visionaries, strategists and techies who love what we do and are passionate about improving user experience—one website at a time. We are always open to working with new clients who share our vision.

connect with us online



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