

IS IT TIME FOR A

# WEBSITE REDESIGN?



## IS IT TIME FOR A WEBSITE FACELIFT?

Your website is often the first impression customers have of your business, making it a critical tool for building trust and driving engagement. In this presentation, we'll explore how to determine if your website is ready for a refresh and how an updated design can enhance your brand's success.

### ***ABOUT ME***

My name is Amanda Jeffers, and I am a creative designer with a passion for implementing brands and web solutions for businesses. I have been designing for over the past decade and specialize in web design, graphic and brand design, and WordPress development.

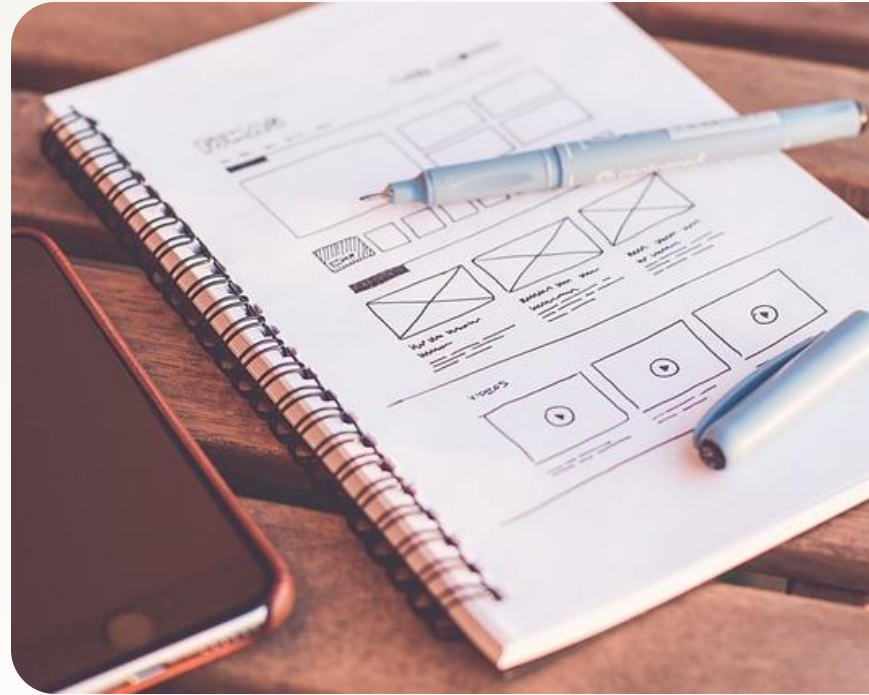
# WHAT DO YOU NEED? A REFRESH OR A REDESIGN?

## ***REFRESH***

A website refresh involves making updates without changing the overall structure of your site.

## ***REDESIGN***

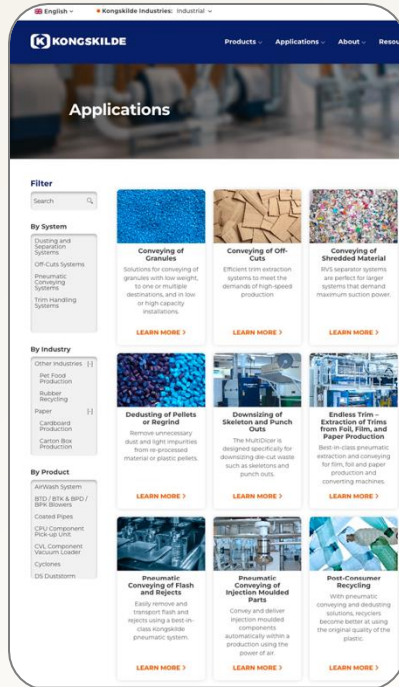
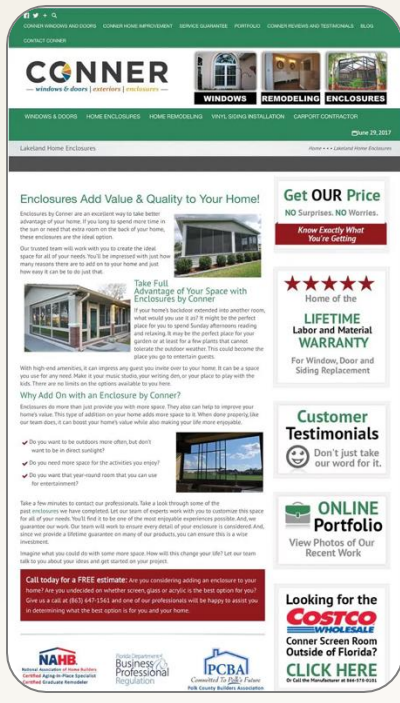
A website redesign completely transforms your website including the layout, site architecture, and design system.





## THREE SIGNS YOU NEED **A REFRESH**

If you're unsure whether your website needs a refresh, here are some potential things to look out for.



# OUTDATED VISUAL ELEMENTS & GRAPHICS

## DOES IT LOOK MODERN?

Outdated graphics, an old color scheme, or a design that feels out of touch with current trends can make your website look unappealing and impact its credibility. Updating these elements gives your site a fresh and modern look that aligns with your brand identity.



# REPETATIVE USE OF DESIGNS THROUGHOUT

## IS IT MONOTONOUS?

Relying on identical design templates or layouts for various page types can cause your website to feel predictable and uninspired. Although maintaining consistency is crucial, overusing the same elements may result in a lackluster and disengaging experience. Incorporating variety and creative design choices can make your website more visually captivating and lively.



## DID YOU KNOW?

38% of people will leave a website if it doesn't look appealing?

# THERE ARE MINOR USER ISSUES

## *IS ANYTHING BROKEN?*

Minor usability issues that can be fixed in the current site could be addressed with a refresh. These might include:

- Broken Links
- Confusing Navigation





## SEVEN REASONS YOU NEED **A REDESIGN**

The purpose of a website redesign is to achieve a significant transformation in both aesthetics and functionality. It allows you to align your website with your current branding, improve user experience, and meet the evolving needs of your business.



# YOUR SITE IS OVER 5 YEARS OLD

## HAS IT JUST BEEN SITTING THERE?

There is no hard timeframe where you need to redesign your website, but odds are that if it is 5 years old, it runs the risk of SEO issues. Google is always changing its ranking factors and odds are there are things your site is missing out on. Plus design trends change regularly and if your site feels outdated you can lose credibility.





## IT IS NOT MOBILE FRIENDLY

### *IS YOUR SITE RESPONSIVE?*

Having a mobile-friendly website is essential in today's digital world. For SEO, Google prioritizes mobile-friendly sites in search rankings, giving them a significant advantage. Additionally, a website not optimized for mobile can create a frustrating experience for users, making it harder to navigate and driving potential customers away.

### **DID YOU KNOW?**

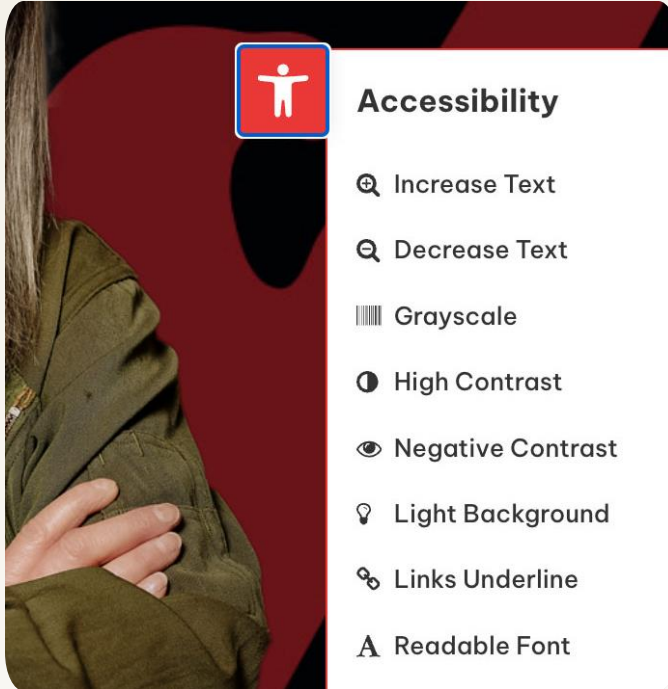
According to various studies, around 60% of people are likely to leave a website that isn't mobile-friendly.

# YOUR CURRENT SITE LOADS SLOW

## *IS YOUR SITE FAST?*

Website speed plays a crucial role in user experience and overall performance. Core Web Vitals, a set of metrics used by Google, help measure how users interact with a webpage. The key takeaway is that slow-loading websites lead to poor user experiences and higher abandonment rates.





# YOUR WEBSITE IS NOT ACCESSIBLE

## *IS YOUR SITE ADA COMPLIANT?*

When reviewing accessibility, consider the following key factors to ensure that all users, including those with disabilities, can navigate and interact with your site effectively:

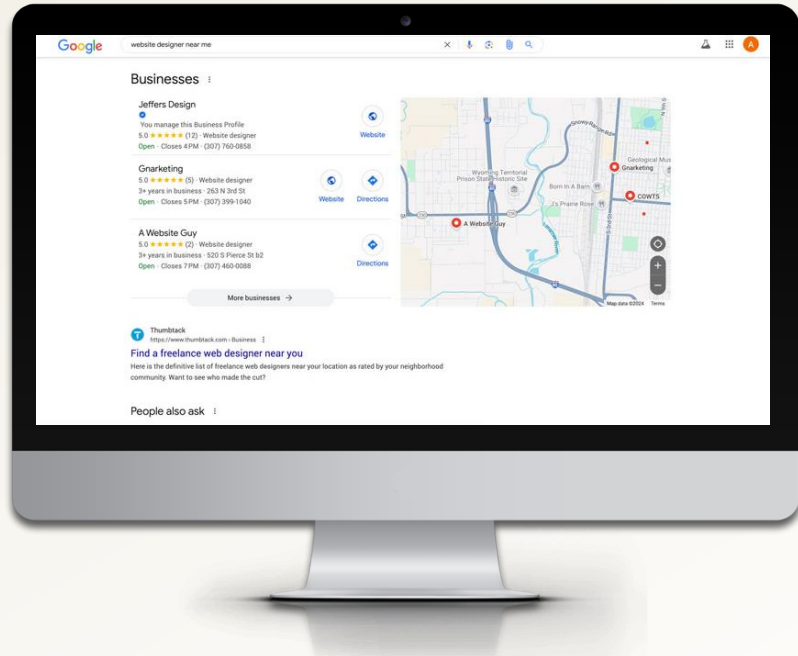
- Text Alternatives for Images (Alt Tags)
- Clear Structure and Headings
- Color Contrast
- Resizable Text
- Accessible Forms
- Consistent Navigation
- Captions and Transcripts



# YOUR BRAND NEEDS A FACELIFT

## ARE YOU LOOKING TO REBRAND?

If your brand, messaging, or target audience has shifted, it's a clear sign that your website needs an update. A new logo, color scheme, or overall brand identity should be reflected on your site to ensure consistency and effectively connect with your updated audience.



# YOUR SEO STATUS ISN'T MEETING EXPECTATIONS

## *CAN PEOPLE FIND YOU ONLINE?*

If your website hasn't been updated in years, its SEO may be outdated, affecting your rankings. An SEO audit during a redesign can pinpoint areas for improvement and align your site with current search trends to boost visibility.

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## Helping Your Organization Take Control Over Unruly Projects

Juggling multiple projects, budgets, and schedules is not easy, especially if you're not using the right tools or techniques. Take your organization's project management and leadership to the next level by bringing in Dr. James Brown, from SEBA® Solutions, for an onsite workshop. These workshops will not only help get your team on the same page and improve efficiency, but provide insight from an expert on techniques and methodologies that will help increase your bottom line.

### Onsite Workshops by Dr. James Brown

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Many professionals and project managers exist in an environment where "everything" is considered top priority. Can that really be true? Can everything really be top priority? This course provides the answers.  
[Value Based Project Selection and Prioritization](#)
- Project Management Solutions**  
Get a comprehensive knowledge base of practical, "hands on", project management skills that can be immediately applied in the work environment.  
[Project Management Solutions](#)
- Project Risk Management Strategies and Tactics**  
Identify project risks and manage those risks throughout the project life cycle with a specific emphasis on having a proactive mindset with response to risk for effective project management.  
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# YOUR INFORMATION IS HARD TO FIND

## IS YOUR SITE HARD TO NAVIGATE?

A website with overly wordy content or information buried several pages deep can frustrate users and make navigation difficult. Visitors expect clear, efficient access to information, so streamlining your content and simplifying navigation is key to creating a positive user experience.



## **MAYBE IT IS TIME. HOW TO START?**

Embarking on a website redesign can seem daunting, but by following a structured approach, you can transform your online presence to better meet your goals and serve your audience.



01

## WEBSITE AUDIT

Evaluate your existing site to identify strengths and weaknesses. Analyze user feedback, traffic data, and SEO performance to understand what is working and what needs improvement.

### ***OUTSIDE YOUR EXPERTISE?***

Request a consultation with a web designer and get professional insight into these questions.



02

## GOALS & OBJECTIVES

Establish clear goals for the redesign. Determine what you want to achieve, such as improving user experience, increasing conversion rates, or updating branding, and prioritize these objectives.

***WHAT DO YOU WANT TO ACCOMPLISH?***

2022

2023

2024

2025

03

## CONSIDER BUDGET

Budgeting for a website redesign depends on factors like the site's size, platform, and the designer's fees. Smaller, simpler sites are more affordable, while complex sites with custom features or e-commerce functionality require a larger investment. The platform you choose, such as WordPress or Shopify, can also impact costs. To create a realistic budget, outline your specific needs, gather quotes from designers or agencies, and prioritize features that align with your goals.

***UNDERSTAND YOUR CURRENT & FUTURE BUDGET***



04

## RESEARCH DESIGNERS

Research and evaluate potential web designers or agencies that align with your vision and budget. Review their portfolios, check client testimonials, and ensure they have experience in your industry to find a suitable partner for your redesign.

***MOST OFFER A FREE CONSULTATION***



05

## PLAN & CONTENT

It's essential to outline a clear plan for each page's layout, determining the key elements such as headings, images, and calls to action. Collaborate with your designer to collect content that reflects your vision, and gather all text, images, and videos, to ensure that each page effectively communicates your message and meets user needs.

***COLLABORATE WITH YOUR DESIGNER***

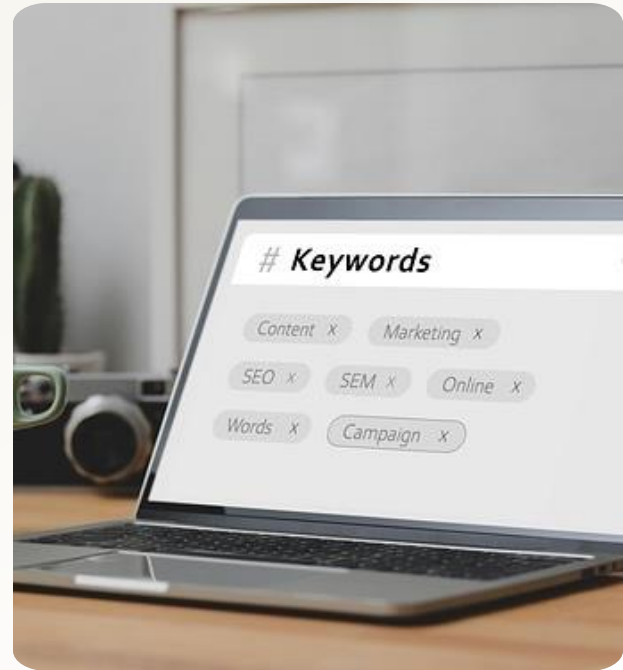


06

## OPTIMIZE SEO

Develop a keyword strategy based your audience's needs. During the redesign, implement on-page SEO practices, such as optimizing titles, meta descriptions, and alt tags. Redirect old URLs to new ones to preserve link equity and avoid 404 errors. After launching, monitor performance using analytics tools, refine as needed, and consistently update content to maintain rankings.

***ASK YOUR DESIGNER IF THEY CAN HELP WITH THIS***



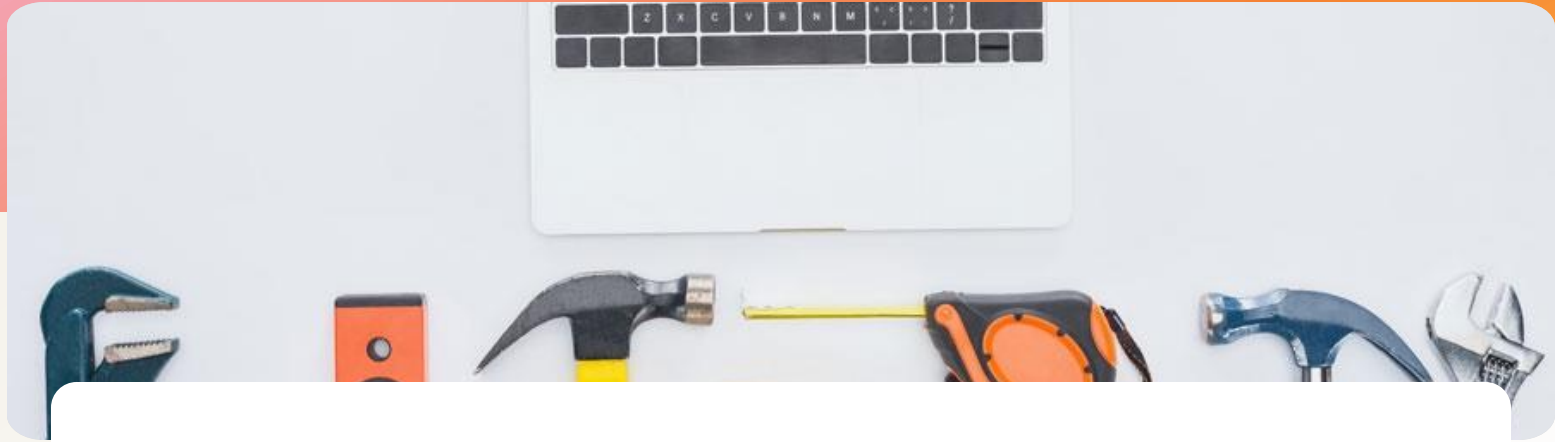
07

## TIMELINE & TESTING

Outline a timeline for the redesign process, including content creation, design, development, and testing phases. Once the new site is developed, be sure to conduct a thorough review and testing to ensure functionality and responsiveness across devices before launching.

***HAVE A CLEAR UNDERSTANDING OF  
YOUR DESIGNERS PROCESS & TIMELINE.***

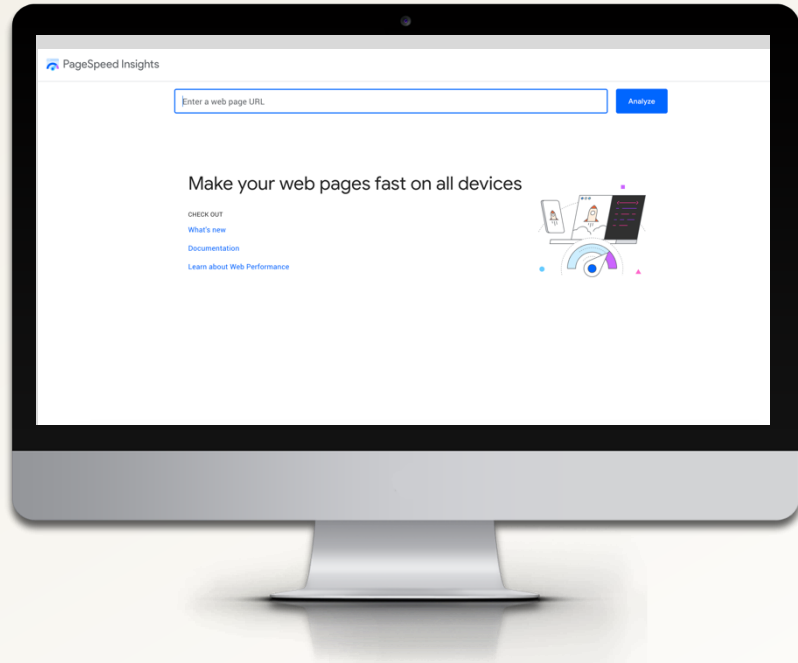




## ONLINE TOOLS TO **ANALYZE YOUR SITE**

Utilizing online tools to analyze your website can provide valuable insights into its performance, user engagement, and areas for improvement, enabling you to make data-driven decisions for a successful redesign.

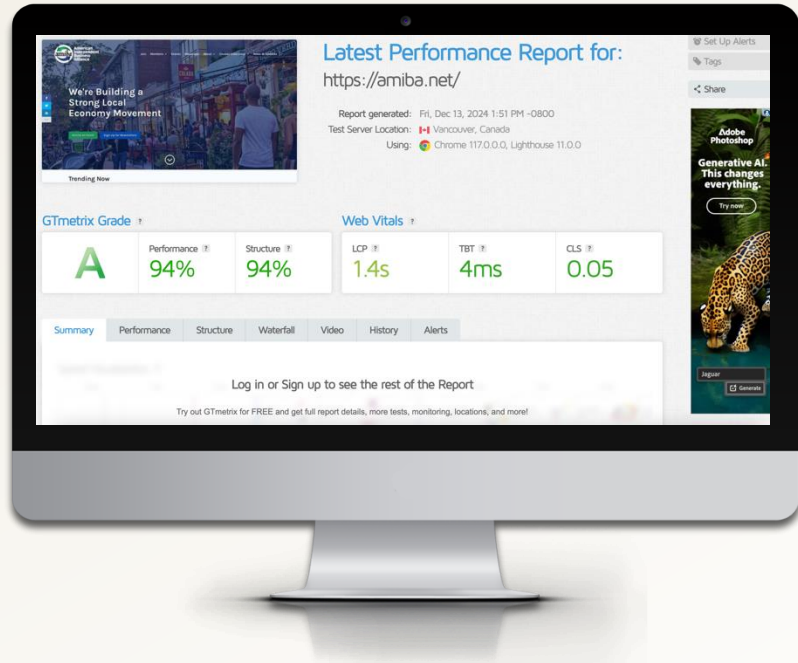




## PAGE SPEED **INSIGHTS**

*[pagespeed.web.dev](https://pagespeed.web.dev)*

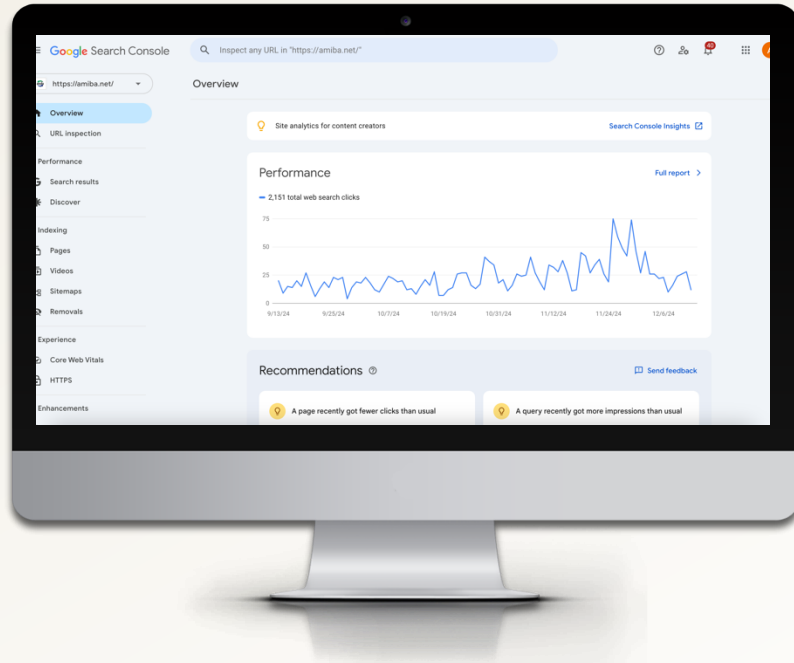
This Google tool analyzes the content of a web page and provides suggestions for improving its speed and overall performance on both mobile and desktop devices.



## GT METRIX

*[gtmetrix.com/analyze.html](https://gtmetrix.com/analyze.html)*

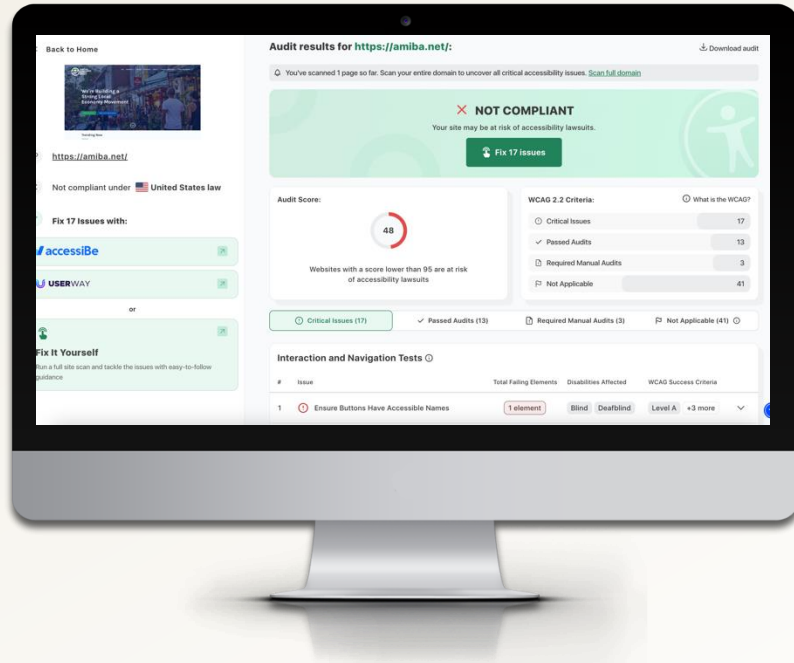
GTmetrix analyzes your website's speed and performance, providing detailed reports and recommendations to improve loading times and user experience.



# GOOGLE SEARCH CONSOLE

*[search.google.com/search-console/about](https://search.google.com/search-console/about)*

This tool allows you to monitor your site's presence in Google search results, offering insights into search performance, indexing status, and potential SEO issues.



# ACCESSIBILITY CHECKER

[www.accessibilitychecker.org](http://www.accessibilitychecker.org)

This tool evaluates your website's accessibility and provides feedback on design elements that may hinder usability for individuals with disabilities.



START

## IS IT TIME FOR A **WEBSITE REDESIGN?**

If this presentation has answered the question of whether you need a website redesign, then follow these steps with confidence and take the necessary action to get it done—your business and audience will thank you for it!

# THANK YOU

ANY FURTHER QUESTIONS?