

10-STEP CHECKLIST FOR YOUR NEXT WEBSITE REDESIGN



CONTENTS

- 01/ Benchmark Your Current Metrics
- 02/ Agree Your Business Goals
- 03/ Avoid Pitfalls. Inventory Your Assets
- 04/ Analyse The Competition
- 05/ Identify Your Unique Value Proposition
- 06/ Design Your Site Around Personas
- 07/ Optimise Your Site For Search
- 08/ Identify Calls-To-Action
- 09/ Create An Ongoing Content Strategy
- 10/ Don't Forget The Extras
- Conclusion** / Create a Lead Generating Machine

INTRODUCTION

Your company website will likely need to be redesigned every few years for any one of a number of reasons:

- technology is old, out-dated, and inefficient
- it no longer represents your brand personality
- your competition have upped their game
- the business goals for your website have changed
- it does not perform in terms of traffic and lead generation
- plus any number of other internal reasons.

A redesign can be a huge success – or it can fail terribly - usually because it becomes a long and tedious process, or that in the end, it does not deliver on the business goals that it should. That's where checklists and a proven process can help.

While many detailed and tactical checklists are available online, the one thing commonly overlooked – that can make or break your redesign – is how the redesign will support (and improve) your overall marketing and sales results. Your next website **MUST** be an integral part of your sales pipeline - and deliver growth - otherwise it misses the point.

Because your website can no longer be a silo. Your buyer start their buying process online, and your website needs to attract and convert them into leads to be managed and nurtured into genuine prospects who want to talk to sales as fast as possible.

This means you need to go well beyond the design itself and consider how your website truly becomes the front end of your lead generation and sales pipeline process.

So with that in mind, let's get started.



CHAPTER / 01

BENCHMARK YOUR CURRENT METRICS



01 / Benchmark Your Current Metrics

First things first. Start by documenting your current website performance metrics. You'll be pleased you did. This first step is essential to know whether you improve the way your new website helps drive business, or not.

Take a look at Google Analytics and note:

- Number of visits/visitors/unique visitors
- Bounce rates
- Time on site
- Current SEO rankings for important keywords
- Domain authority
- Lead conversions
- Lead to customer ratio
- Social shares
- Back-links
- Revenue generated from search to sale
- Geographical location of visitors
- Plus, any other elements you feel are important to attracting the right type of buyers to your website.

With the right tools, such as SEMRush, we can also help you compare your current website to your competitors, and learn what they are doing well, and not so well, so you can take that information and leverage it in your new design.



CHAPTER / 02

AGREE YOUR BUSINESS GOALS



02 / Agree Your Business Goals

A new website must be an integral part of a new go-to-market strategy. This means it also needs to be on the hook to achieve a range of specific business goals - just like your sales people.

This means you need to go past basic website metrics now and venture well into the sales pipeline to include full-funnel metrics such as reach, influence, community, visitors, conversions, prospects, leads, MQLs, SQLs, customers and revenue.

It's no longer just about how your website looks, but how it works in terms of attracting, converting and nurturing prospects through the pipeline and into the waiting arms of your sales people.

Get this right, and your sales people can start focusing on closing business, rather than looking for it - which improves efficiency and ultimate success.

Work with sales and your senior management to articulate these aspirations into SMART business goals. You know the ones. Specific. Measurable. Attainable. Relevant. Timely.

For example: "Our new website is designed to increase site traffic from the Australian region by 120% to 4,200 uniques, over the first 12 months from go-live, resulting in 210 prospects, 130 Marketing Qualified Leads (MQLs), 40 Sales Qualified Leads (SQLs), and 10 new customers with an average sales value of \$75,000, resulting in \$750K of revenue generated directly from the new website (and content -driven inbound marketing and sales activity) in the first 12 months."

This sets the bar - and enables a business case for the new redesign and likely new technology platform you will require.



CHAPTER / 03

INVENTORY YOUR ASSETS



03 / Inventory Your Assets

Your existing website almost certainly contains content assets that you have likely developed over the years. These can include images, interactive tools, ebooks, infographics, optimised page content, URLs, blog posts, and more. Make sure you retain the ones that work through the website redesign process.

Otherwise you may throw the baby out with the bath water. For instance, such assets might include:

- Most shared or viewed content
- Most trafficked pages
- Best performing pages you rank for associated keywords
- Number of inbound links to individual pages.

For example, if you remove a page that has a higher number of inbound links, you could lose a lot of SEO credit, which could decrease keyword rankings. This is a disaster, and something many businesses do when they redesign their website.

This is a business approach to website design. So do not rely on your website designer to consider this. They may be more keen to design fresh material, than help you leverage your winning existing assets, when the likely answer is a bit of both.



CHAPTER / 04

ANALYSE THE COMPETITION



04 / Analyse the Competition

With the advent of new software and technology, marketers and business owners have the ability to know more about their competition than ever before.

So it's extremely important to regularly conduct a thorough competitive analysis in order to stay one step ahead. This is especially important prior to conducting a website redesign.

If you need a little help identifying your strongest direct competitors, Google your service or product and make a note of the top listings. These are the people you need to compete with for prospects online.

Browse their websites and analyse their content to determine industry terms, service structures, and what opportunities you have to help outperform them.

This also enables you to check out the SEO structure of all that content, and what type of keywords they are utilising.

Next, determine how your competitors are using social media and integrating it into their marketing. This is key to generating reach and influence as you build community around your brand.

Once you run the analysis, put together an action list of the areas you consider opportunities to improve - and take advantage.



CHAPTER / 05

IDENTIFY YOUR UNIQUE VALUE PROPOSITION

05 / Identify Your Unique Value Proposition

Creating content without ever really articulating a compelling value proposition can be a waste of time and resources - and opportunity.

In its simplest terms, a value proposition is a positioning statement that explains the benefits you provide for who and how you do it uniquely well. It describes your target buyer, the problem you solve, and why you're distinctly better than the alternatives.

Start by defining the problem you are setting out to resolve. It needs to be critical for a business to resolve, and urgent if at all possible. This will reduce the amount of early stage content you need to produce.

Then build your value proposition using the framework based on :

- Who is it for? (target customers)
- Dissatisfied with what? (the current alternative)
- Your service contains? (features)
- That provides (key benefits and outcomes)
- Unlike (the competitive alternative).

From here, the website content will also focus on you as a team of people with personality, expertise, and value. This is key to the decision making stage of the buyer's journey. What problems do you understand uniquely well? What solution can you deliver uniquely well? Be true to yourself as a thought leader and you will easily create compelling content for your new website.



CHAPTER / 06

DESIGN YOUR SITE AROUND PERSONAS



06 / Design Your Site Around Persona's

Understanding your buyer persona's will help you create an online presence that will resonate with the problem statements experienced by your prospects - and attract more of the right type of visitors - driving them right through their own buying journey and into the waiting arms of your sales team.

Get this right, and you'll reduce the effort and cost of the selling process because the qualification process has already begun.

The bottom-line is, when a visitor arrives at your site, they want to know immediately, "what's in it for me?" (WIIFM), and your site needs to tell them pronto - or risk losing them to a competitor before the sales process has even begun.

Your buyer persona's — detailed profile descriptions of your ideal customers — ensure a level of strategy directs your website redesign. Complete buyer persona's include demographics and psychographic information, as well as the challenges and opportunities that they, and the organisation they represent, are hoping to resolve.

As a B2B marketer, you'll also address frequently asked questions (speak to your sales team or research partner for these) and information about their decision-making processes.

This insight will help you create a business-focused website that works hard to attract the right type of visitors, convert those visitors into leads, and help the sales team close into customers.

Consider the following when building your buyer persona's:

Segment by demographics

Start developing persona's by researching your existing customer base to identify the most common buyers of your products and services. You may have several different types of buyers, so give each one a detailed description, including a name, job title or role, industry or company info, and demographic information.

Identify their needs as problem statements

What are the biggest problems they are trying to solve? What do they need most? What information are they typically searching for? What trends are influencing their business or personal success? How can you help?

Develop behavior-based profiles

What do they do online? Are they active on Twitter or LinkedIn, or other social networks? What kind of search terms do they use? What kind of information do they tend to consume online? Which of your products do they spend the most time researching? How do they use these products or services? Are they researchers or decision makers?

Your website is a great way to match your messaging to the needs of different buyer persona's. Build your pages into categories to fit these persona's, problem statements, or categories, and offer content in a way that your prospects can easily find what's relevant for them.



Which Channels Drive Your Best Traffic And Leads?

Do you know which of your marketing channels bring the people who are most likely to become customers?

Understanding top performing channels - in terms of visits, leads and customer acquisition - is important so you can make your marketing investments work harder, focus on what is working, change what is not, and take advantage of anything that hits gold.



CHAPTER / 07

OPTIMISE YOUR SITE FOR SEARCH



07 / Optimise Your Site for Search

With over 80% of all business projects starting with an online search - you're in trouble if no one is coming to your site. How can you increase leads, downloads, or sales? So you need to get search optimisation right, to get traffic rolling, to start the pipeline.

The goal of search engines, such as Google and Bing, is to serve the right content to the right person at the right time. Search engines want to provide relevant and credible results. So they essentially want to index unique pages based on one topic, or keyword, with solid SEO fundamentals. There is plenty to this part of the redesign process, however here are some basic tips to get started:

Document your most search-value pages

Know what pages have the strongest SEO juice, the most traffic, inbound links, and keywords rankings. If you plan to move highly ranked pages, create accurate 301 redirects so you don't lose any of that value along the way as per below.

Create a 301 redirect strategy

This may be THE most important step in terms of retaining traffic and rankings. Create a spreadsheet to record and map out all your 301 redirects. Has your designer discussed this with you?

Do your keyword research

For every page, pick one to two keywords as the focus of the page. Once you determine the keywords, use on-page SEO tactics, such as natural language, internal link building, and optimising your alt-tags and meta descriptions, as well as the header tags (H1, H2, H3, etc.)

Get this right - and free traffic will arrive at your site over time.

CHAPTER / 08

IDENTIFY CALLS-TO- ACTION



08 / Identify Calls-to-Action

Calls to Action are the elements on your website that drive visitors to take an action, whether it's a white paper download, contacting sales, or even purchasing a product.

Your website shouldn't be a static brochure. This is about business.

We need to engage them enough that they will actually do something to further interact with your business. So when you're planning for the redesign, think about all the potential opportunities for conversation, such as:

- Ebooks and whitepapers
- Contests and promotions
- Product purchases
- Email newsletter subscription
- Free trials/ assessments
- Contact us / consultation / demonstration / etc.

While the "design" of your website is important, focus on functionality too. Make sure there are plenty of calls-to-action so you convert as many visitors into nurtured leads as possible. HubSpot allows you to easily build, A/B test, embed and track impressions, clicks and lead submissions, from the call to action buttons on your website.

Note here that our ultimate goal is to have the website visitor CALL YOU ON THE TELEPHONE to talk to a human as early in the buying process as possible. We want leads - not just conversions. So while some people will go through the longer process of visit>form conversion>nurture - others will want to talk (or at least online chat) to a real person - and this is a acceleration of the pipeline process that we would encourage.

CHAPTER / 09

CREATE AN ONGOING CONTENT STRATEGY



09 / Create an Ongoing Content Strategy

You can spend a lot of money and resources working on a B2B content strategy if it is not carefully mapped to the three key stages of the buying journey (Awareness, Consideration, Decision) by persona. The result can be chaos with poor priorities and marketing materials that don't seem cohesive or tell a clear story.

Yet, most content marketers are so eager to get started creating content, they skip the planning stage. In fact, only 44% of B2B content marketers have a documented content strategy. This is a big problem. Not knowing where you're going will lead you to wasting energy and ultimately stalling in your content efforts.

You MUST build a plan to know where to start and then where to go as you add content to your website over time. Because if you have more content, on average you will have more visitors and more leads, so long as it is the right content. Here are some tips:

- Plan your ongoing content efforts, ensuring you have a road map in place to minimise roadblocks
- Create content that resolves for both the search engines and the human visitor
- Effectively promote and amplify your content
- Grow your content into an authoritative source on a specific topic.

A Blog is one of the best ways to have an on-going flow of great content. In fact, companies that blog have 55% more website visitors and 88% more leads than those who do not. Should you suffer from lack of time or resources for content?

We can help you produce the content you need to keep the website fresh and the traffic high. Ask us about our Content Planning Workshops and Content Producer Programs.



CHAPTER / 10

DON'T
FORGET
THE EXTRAS!

10 / Don't Forget the Extras

Any website built today should include the basics of a home page, product pages, resources and a contact us page. However, as a B2B website, that means business, you will also want to consider a few more items.

These elements span design techniques, optimisation strategies, foundational information and call-to-actions that guide visitors throughout the site or to other relevant pages that support build the all important 'social proof'. Here are a few specific items you also want to make sure you have on your new business website:

RSS subscription to allow content from your website to be automatically pushed out to other websites and increasing the reach of your content.

Shareability using social media sharing buttons that link all your pages and make it easy for people to promote your content.

Real images wherever possible to build a genuine brand that wants to build real relationships with real people.

Accessibility support such as making sure keyboard navigation works well and you have alt tags and ARIA roles on your images and input fields.

Fast loading because Google uses it as a metric for determining site rank and humans only give you four seconds to deliver.

Good content ratio to balance text to graphics in a way that makes it easy to scan the page for relevant information and keep your visitors on your site longer.

Analytics to measure the performance of your business website from the start so you can measure and improve over time.



CONCLUSION

Create a lead generation machine

A successful website redesign starts before the site is being “designed”. Often times, people get caught up in how the website looks, and forget to focus on how well the site is working to build brand, and pipeline.

Remember, a website is not a silo. It’s now an integration of other functions, such as social media, email marketing, social connection, and all your sales and lead generation activity critical to pipeline success.

So if you are in control of redesigning a website for a B2B business, then take the opportunity to make a positive impact on the business by applying these steps, and instead create a genuine lead generation machine.

Our team can help with the following services:

- Business Goal Setting Workshop
- Buyer Persona Development Workshop
- Content Marketing Plan Development
- Website Architecture and Wireframes
- Website Design and Development
- HubSpot Implementation



About the author

Take advantage of Paul's experience and passion for all things b2b marketing.

Arguably one of the most experienced pipeline-focused b2b marketers in Australia, Paul has worked with many of the world's leading business technology brands from both sides of the desk. Now he and his team are ready to help you go to the next level in the way you build a pipeline through integrated sales and marketing technology, and techniques.

Can we help?

If you have any questions or feel we can help you improve the way your website generates leads directly into your pipeline, then contact Paul directly via email or telephone for an initial discussion.

paul.jones@alexim.com.au | 0413 455 408

alex
INBOUND MARKETING