

## Does Your Website Need a Redesign?

### A Website Audit Worksheet

A website's lifespan depends on many factors. Technology improves, user interfaces go in and out of style, and your business changes. Below is a simple checklist to use when determining if you're ready for a website redesign.

#### 1) Are you still saying the right things?

Every 18-24 months, you should have a discussion about your brand. Check the messaging on your site to see if it communicates effectively to your current target audiences. Does your site funnel users through accurate marketing channels efficiently? Are you converting?

#### 2) Is the design outdated?

Current trends use large images and video, home pages are taller, and the design tends to be cleaner and simpler. How does your site look compared to your competitors? Does it match your other marketing materials?

#### 3) Is your site optimized for mobile devices?

First, does it work on a phone? Secondly, how well does it work? Responsive sites can show or hide content depending on screen size. Users interact differently with your brand when they're on a phone vs. sitting at a desk.

#### 4) Are you search optimized? (S.E.O.)

The site should be coded with S.E.O. in mind, and content should be optimized using proper keywords. When was the last time you made a list of the keywords you are trying to optimize your site for?

#### 5) Is your site secure?

How easy is it to update the CMS and plugins on your site? Have you been told that updates could "break your site"? Are there outdated technologies like Flash still being used?

#### 6) Does your site do what you need?

Make a wish list. What else do you need the site to have or do? This can include adding a resource center, having more robust forms, or adding reporting tools.

#### 7) Can you make some money from it?

Adding e-commerce isn't as big a deal as it used to be. What can you sell on your site? Gift cards? Consumables? Research reports?

#### 8) Are you automating tasks?

Forms can be integrated with a CRM like Salesforce. Content can be customized for different users. What else can your website be doing for you?

#### 9) Are you ready to take it to the next level?

Many of these items can be added to a site without a full redesign. But if you're serious about a new and improved look and functionality, it may be time to start the redesign process.