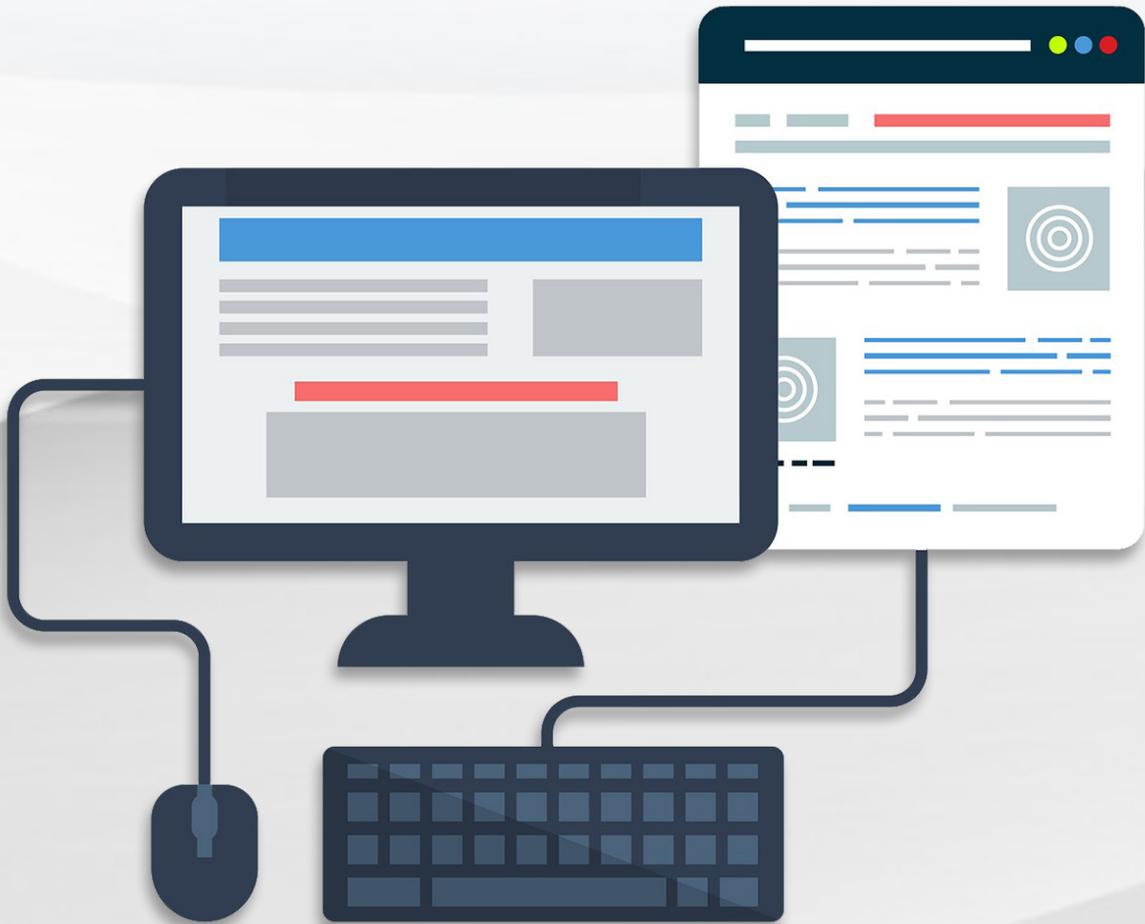




8 Steps To A Stellar Website Redesign



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Introduction

In this whitepaper, we'll take a detailed look at how to create a new website design, or redesign your current site. There are a number of steps you can try yourself, but hiring a website design firm will help catapult your new website to greater success.

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8 Steps To A Stellar Website Redesign

1. Analytics

Vital to any new website is knowing what you want to do differently. To do that, you need to understand how people are finding and using your site now, and in the past.

[Google Analytics](#)* - or whatever analytics service you use, such as KissMetrics, Open Web Analytics, Piwik, etc.* - is going to be your best friend. Hopefully, you've had your analytics installed on your website for at least one year, so you have a good idea of who is visiting your site, from where, and what they spend the most time on.

It's essential to have a grasp of your most popular pages, weakest pages, and keywords people are searching to find you. [Google's Search Console](#)* is another great way to get keyword data. [Answer The Public](#)* is a great way to research what questions people are searching around particular keywords.

2. Goals

Make sure you have clear goals for what your new investment will bring you. Do you need more sales of Widget X on your e-commerce website? Or do you need X contact forms filled out every month to make your meeting quotas?

Setting clear goals helps inform the design, and make sure you know what to measure before and after the new site is live.

3. Website Analysis

Besides knowing what to measure, you also need to see how you measure up against the competition.

Two tools you can use to compare your current website against competitors (and inform your new website design) are [Lighthouse from Google](#)*, and [Website Grader from HubSpot](#)* - there are other tools out there, be sure to do your research.

Both tools provide insights into SEO, the responsiveness of your website to different screen sizes, accessibility, technical aspects and more. These website analyzers can help you shore up the places where your current site is weak, and power-up the best features.

Plus, checking in on the competition can help you understand why they may or may not be ranking above you in search results.

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4. Website Inventory

Taking a full website inventory is a must:

- URLs for every page, image, and file.
- Backups of the entire site.
- Noting what content and calls-to-action (CTAs) you have and whether they're working or need changes.

If pages, images or files are not being brought with to the new site, you'll need to prepare redirects - if someone tries to get to this old URL, what new URL should they be served with instead?

5. Design & Content Strategy

Creating a content and design strategy is essential. Each of the previous four entries will play a huge role in your approach, but pulling them all together may take some professional help.

At Cohlab Digital Marketing, we have website designers and developers on staff to handle the technical pieces, while your account manager pulls all the pieces together to make sure it works for you. If you're lucky, your account manager will be me!

6. Security & Functionality

The most basic security piece you can have for any site is an SSL, which encrypts the traffic between your website and the visitor's browser. Google has begun demoting websites in their rankings which do not have an SSL, and people will distrust your website if it doesn't have one.

Here are some other security and functionality features for [different website options we offer](#).

Trustdyx

With Trustdyx, every change is immediately backed up. If anything happens to the website, we can restore to precisely what it was, no questions asked.

Also, Trustdyx has no way for a hacker to log-in to the website. Only Cohlab staff have access to the data to make changes, so your site is highly secure.

WordPress

For WordPress, there are some plugins you can add to increase security, such as CAPTCHA, Limit Login Attempts, IQ Block Country, and more to prevent hacking. WordFence is a plugin which combines many security functions into a single package, though it does cost more.*

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7. Searchability

When you take your website inventory and do some of the earlier steps, you'll want to ensure your site is searchable from Google. Part of this is creating an accurate XML sitemap. Other elements include your keyword research, and making sure your content is geared towards the terms you want, and the terms your clients are searching for.

8. Cohlaboration

Paramount is a great website design team. You need someone you can trust to guide you through the entire process and make sure everything is working smoothly so you can get back to running your business.

Get in touch with me today to learn more about how we can design a stellar website for you.

 [Contact Heather At Cohlab](#)

*Remember to do your own research and due diligence before installing plugins or other software on your website, or partnering with a website design agency.

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