

HIGH LEVEL STEPS IN A WEBSITE REDESIGN



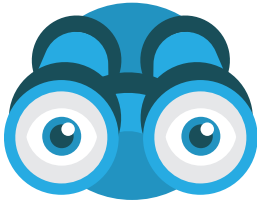
Evaluate Your Current Site:

- Can users navigate your site?
- Are users taking the path you want them to take?
- Are you getting the results and actions you want?



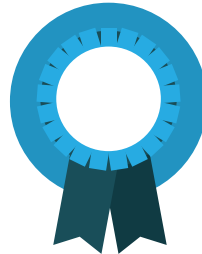
Who Are You?

- What is your brand's personality, and how can you reflect that in your colors, design, photography, text?
- What makes your organization unique?
- What is your primary mission message?



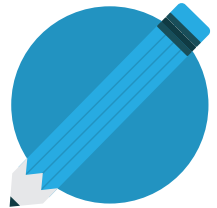
Scope Out Your Competitors:

- How do other sites accomplish the same goals?
- What features are attractive?
- How can you distinguish yourself in the market?



What Are Your Goals & Priorities?

- Increase event registrations?
- Build brand awareness?
- Connect event participants to your mission?
- How will you measure your success?



Take Stock of Your Resources:

- Do you have the budget and time for photography, illustration, design, outside experts?
- How much of your current content can you repurpose?
- Do you have too much stuff you need to find space for, or too much space to fill and not enough existing content?
- Which internal stakeholders need to have a say, and who has the final one?



Think to the Future:

- Make it scalable and flexible
- Make it mobile friendly
- Make it adaptable to new marketing campaigns

STEPS to
LAUNCH

1. WIREFRAME
2. DESIGN
3. BUILD
4. TEST!
5. EVALUATE

YOUR
New
WEBSITE