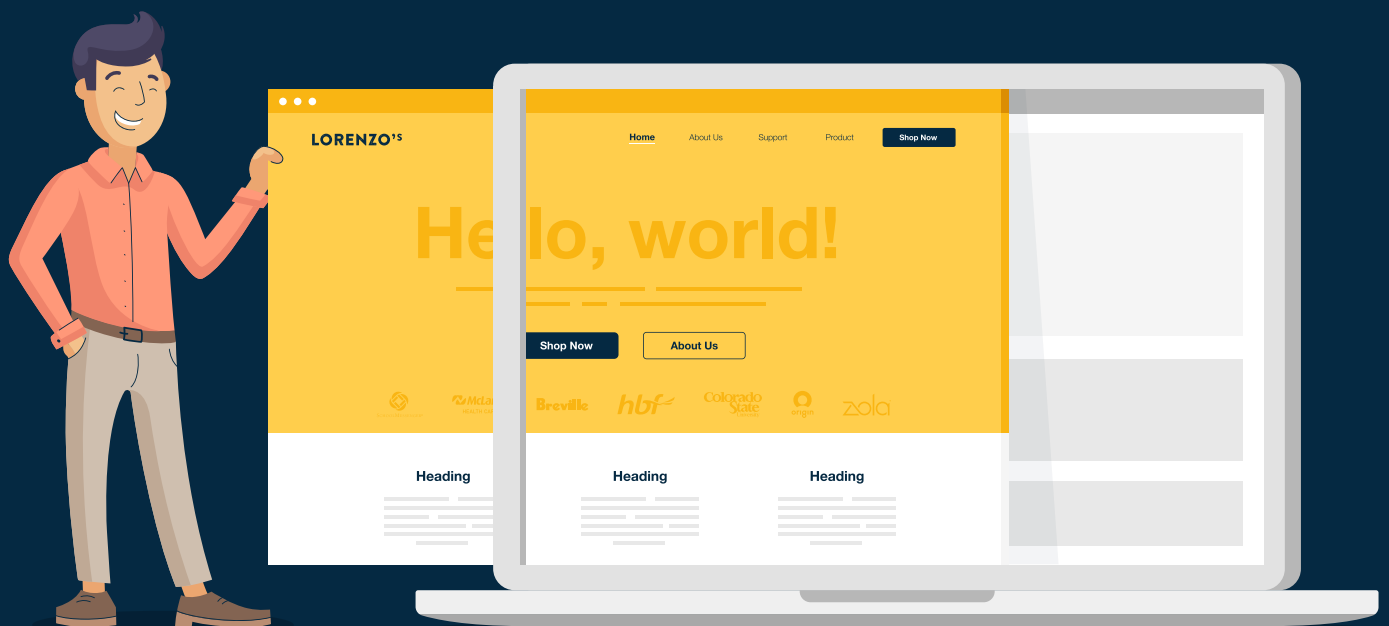# Website Redesign Playbook

The Guide to Building a Successful Redesign Game Plan

Chapter 1:

Every website will reach a point when small updates and little design refreshers are not enough to keep it functioning well and a complete redesign is the only way to go. A website redesign is the complete overhaul of the appearance, code, content, and structure of a website. Redesigns are usually initiated to encourage both short and long term benefits like improving the user experience of the website, lower bounce rates, improve SEO, increase engagement, and strengthen brand identity.

Quiz: Do I need a website redesign?

QUIZ TIME!

Research and discovery

There are many reasons to warrant a redesign project. It could be limitations in the current CMS, an issue affecting the user experience, renewed focus on driving greater community engagement, or simply as part of your school or district's rebranding. But a website redesign is both a complex and costly undertaking, so don't just jump into the project headfirst. Here is a quick quiz to help you determine how your site is performing and if it's in need of an overhaul.

What to do before a website redesign

Before you embark on this project, you will need to evaluate certain aspects of your website to determine the scope of the redesign. Below are the things that you will need to analyze to ensure that you have the right resources on hand to begin the project and that you know what you want to achieve from the updated website:

1 IDENTIFY THE MOST IMPORTANT PAGES ON YOUR WEBSITE

Dive into your website's analytics to identify the pages with the most traffic and conversions. These are the pages that you will need to be mindful of when redesigning because they have the most activity and visibility to users and you will need to ensure that any changes made won't negatively affect their performance. This exercise is equally as important to discover pages with low conversions and low traffic, so you can determine whether to remove them or improve them.

2 UNDERSTAND YOUR WEBSITE VISITORS ARE VIA PERSONAS

Use personas to guide your website redesign process and to help you create an optimal user experience.You need to know who you are redesigning for and what they want from your website. Personas are a foundational element to your website and marketing strategy as they provide you with an idea of the different types of users you are providing information to, including students, parents, faculty and more. By evaluating personas, you should also be able to determine what their intent is when visiting your site, giving you a better understanding of who you will be redesigning your website for and how you can do it to best suit their needs.

JOHN, 45
IT Director

IT Director for a K-12 School District with eight schools. Manages a team of 3. Works 40 hrs a week.

Wide tech knowledge. Owner of all IT-related projects in the school district, including computer labs, printers and school district website.

Seeking to improve the website user experience, especially in terms of quality assurance. Exploring how to improve the accessibility of their website to better meet the Americans with Disabilities Act (ADA) regulations.

3 MAP OUT THE CURRENT USER JOURNEY ON YOUR WEBSITE

Examine your analytics and utilize tools like heatmaps to learn how your users are currently interacting with your website to learn what pages or elements they are engaging with the most and where they are meeting obstacles or leaving your site. You want to ensure that you are not carrying over elements of your site that are limiting, distracting, or frustrating, into your new design. This analysis can also help you retain and optimize the areas of your site that are already successful. You wouldn't want to revamp a highly successful page only to see your fewer conversions after!

You can also gather feedback from students, parents/guardians and other users on pages using onsite surveys and through feedback mechanisms like chatbots, so that users can notify you if they are experiencing issues as they explore your site. They can also be used to help gather ideas for enhancing the user journey with the redesign.

4 MANY TEAMS ACROSS THE SCHOOL DISTRICTS WILL BE AFFECTED BY THE REDESIGN - SO PLAN FOR THEIR INVOLVEMENT

Your website has an influence that spans all aspects of your district's operations and it's a project that involves teams across the school district. Here are some stakeholders that (depending on your organization) should be involved in the redesign process.

IT Directors and webmasters - IT directors and webmasters are truly vital to the website redesign process. Not only are they the decision makers on technology for your school district, but they also help maintain your IT infrastructure and can help make decisions about the hosting and security of your website. Depending on your school district, the webmaster may play a central role in the project management, implementation, and coordination of the website redesign.

Marketing, Communication & Public Relations Team - Marketing is the driver of brand equity, and marketers work on solving problems with content and material that appeals to their target audience. With websites being marketing assets, marketing and communications is usually the team with the best understanding of the purpose and usage of a website, besides being the ones to set the goals and strategy for a website redesign. Within a marketing and communications team, some core roles in a redesign include:

Content - your content writers will be overseeing the copy and content of the new site, acting as custodians of your school's overall writing style and tone of voice, and collaborating with designers to determine how website copy will be presented as part of the overall redesign process.

SEO - SEO is vital to every website's success and SEO specialists will have to maintain current rankings and optimize the new website for better ones. They will be responsible for onsite tasks like ensuring pages are optimized with the right keywords, meta descriptions, URLs, alt text, etc. Equally, if not even more important when working with a redesign is technical SEO. Exercises like ensuring proper URL migrations, checking for correct 301 redirects, and ensuring that there are no errors in the process like broken links or orphaned pages are critical to the success of a website redesign.

Design - designers that work with your organization's visual design and UI/UX design should be involved from the very start of the project to ensure that they have a say in how the overall visual design of the site should be presented to ensure that the new design is engaging, accessible, and provides best possible user experience.

Superintendent - Your website should include all facets of the daily operation of your school district. Superintendents can provide valuable input to what kind of content needs to be added to- and prioritized for your website redesign. This is especially important as updates to school operations, for example pick-up and drop-off areas, can ensure that actual in-person operations run smoothly. Other important information, such as your school district's ranking and academic performance, can be vital for new students moving to your district.

Administration, Principal and Front Office - Your website needs to work for a variety of purposes including student enrollment, administrative processes such as requesting transcripts, and the recruitment of new staff. Involve the administrative, principal, and front office of your school to ensure that all practical administrative aspects are well represented on your school district's website.

School Departments - Depending on the size of your school, you may want to include a website section for each individual department. By including all departments, it creates a greater sense of ownership, pride, and community around your school district's website - which can help enhance the quality of content, and overall engagement and usage of the website as a central hub of information for everyone in the school community.

Student Body Organizations - Similar to school departments, student body organizations may also need to be included on your website. This can help your school district not only better showcase the extracurricular activities that you offer, but also create a centralized place for students to find information about- and engage with these organizations.

Parents and Guardians - Parents and guardians are a key visitor group for your school website. Engage them beforehand via surveys to understand their needs and expectations of your school website. In addition, you can engage parents and guardians as beta testers as you get closer to relaunching your website.

Agencies and Freelancers - When looking at how your team will be involved; it is a good time to evaluate if this project is one better outsourced than done in-house. Maybe your organization is smaller and does not have all the resources needed to efficiently conduct a proper website redesign. Or perhaps part of the redesign can be done in-house but you need a little extra expertise. No one wants a redesign that takes the better part of a year to complete so consider the payoff reward for launching a new site faster for an investment with an agency.

Related Articles: 6 Tips to Extend the Life of a Website, 12 Questions to Ask When Choosing a Website Company

Chapter 2:

Planning the Website Redesign Project

Once you've decided that your site is in need of an overhaul, you'll need a solid plan to drive the redesign. Here is an eight step plan to help you execute this project successfully.

Step 1: Website Audit

The first step of any redesign is to determine how your website is performing currently and where there is the most need for improvement. This is commonly achieved with a website audit. The following are the elements of your website that should be reviewed.
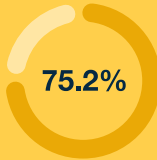
75.2% *An experiment by **Backlink.io** found that updating old blog posts with new web design, images, and content **increased traffic by up to 111%.**[1]*

Content management system

Sometimes a redesign involves an upgrade or change of the content management system (CMS) to fit the requirements of your new website needs and functionality. For example, if you'd like to incorporate more advanced functionality to the site, or if you want to grow the number of site pages significantly, your current CMS may be too simple and limiting. Here are some reasons why you might consider migrating to a new CMS as part of your redesign:

- Your current CMS cannot support your new design and functionalities
- Your current CMS is slow and with a lot of errors
- Your current CMS is too costly for its current functionality and performance
- Your current CMS does not provide a specialized solution for K-12 schools

If you are considering a CMS shift as part of your redesign, note that the whole site will then have to be built from the ground up. There are a lot of things to consider in the migration process, like having a backup of all your website content, hosted documents, and media files; extracting information like user accounts and report data from your website's database; and setting up your staging server with the new CMS. And it is only once the core data from the old CMS has been migrated to the new CMS, that you can begin the design process based on the pages number of pages set up for the new site, the functionality the new CMS offers, and the capability to customize and support your new design.

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[1] *21 Actionable SEO Techniques For 2020 -* https://backlinko.com/seo-techniques#relaunch

Visual design

Your website needs to visually represent your school and be engaging for students, and parents or guardians alike. And like anything in the world of design, there are trends and styles in website design that appeals to current tastes. As you audit your website, review your design and ask yourself these questions:

- Is it outdated?
- Does it reflect your brand (this is especially relevant if you have just rebranded)?
- Does it adhere to your brand and style guidelines?
- Does it complement the copy?
- Is it optimized for mobile devices?
- How does it stand out against competitors?
- Is it consistent across all pages?
- How is the navigation structure on your website?
  - Do you have long menu lists with many options?
  - Is each link labeled clearly?
  - Are the pages grouped on the menu in a sensible manner?
- Are the visuals accessible?
  - Does the visual presentation of text and images of text have a contrast ratio of at least 4.5:1, and a minimum contrast ratio of 3:1 for large text?
  - Do you have clear definitions for decorative images and meaningful images?

Also, any drastic change or rebranding in the website design will cause a snowball effect where all other visual marketing elements will have to be updated too to reflect the new visuals. Here are some other visual branding elements places to consider examining in the planning of your site's new design:

Your existing brand style guide	Website pages	All formats of your logo and where it is used	Landing pages	Emails
Marketing campigns	Social media content	Online and offline marketing collateral	Webinars, videos, workshops	Web ads

Review these elements for inconsistencies, incorrect use of branding elements, and note what you think needs a revamp.

> *Web users spend **80% of their time** viewing the **left half** of the page.[2]*

Content

Besides the design, the content and copy on your website will be what grabs your visitors and visitors' attention. Conduct a content audit of your website to ensure that your messaging is clear and describes what your organization offers and is appropriate for directing visitors to the right parts of your website. Clean up any copy or content that is outdated or irrelevant and be sure to do this not just for your main website pages, but also supplementary areas of the site like your blog, FAQs, Team page, etc. This is also a good time to review if your tone of voice and style is consistent with your district's goals and is fitting to your brand. Here are some other things you should consider when conducting a content audit:

- Check your homepage and ensure that your headline and value proposition is clear on what your organization delivers

- Review the performance of your landing pages and test for a new copy if necessary

- Review and test your call-to-actions to understand the best copy to use

- Audit your site for spelling and grammar

- If you have blog posts that are still relevant to your school, review and update them, with some more fresh content to keep your content evergreen

- Run through your site to ensure that there is no outdated content like the names of old employees that have left the school district

- Assess the readability level of your content to see if it matches the readability level of your personas (students, parents/guardians, etc.)

- Use eye-tracking tools like heat maps to see how your users are reading and engaging with your website content

Related Article: Content Auditing During a Website Redesign or Refresh

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[2] *Horizontal Attention Leans LeftHorizontal Attention Leans Left - https://www.nngroup.com/articles/horizontal-attention-leans-left/*

SEO

SEO is constantly changing so you need to be on your toes to keep your site optimized for the latest search engine algorithm updates. Review your website's current rankings and the keywords to see where you can improve and where you can take advantage of any low-hanging fruit. You may find through your review that your site could have hidden issues that affect your rankings, like missing title tags, missing alt text, and broken links. We recommend checking out this on-page SEO cheatsheet to see if your site currently ticks all the boxes and what you can improve upon.

Remember to consider any high-ranking pages as you definitely do not want to lose any of your current rankings by removing keywords from these pages. Also review your existing backlinks from other websites. By removing pages that have been linked out by other sites, you risk losing valuable link juice. But if you really need to remove these pages or change the URL, either utilize 301 redirects to not lose the traffic from these links and deindex the sites to let search engines know that the content has permanently been moved to this new page.

Competitive analysis

One of the reasons organizations redesign is to stand out from the competition. But to do so, you will need to know what the competition is offering. By researching your competitors' websites, you can gain insight into what they are both doing right and wrong so that you know what to improve, remove, or imitate. Here are some things to consider when researching their websites:

- How is the website navigation structured?
- How is their content structured and displayed
- Do they have any dynamic elements on their sites like a video or animations?
- How do you rank against them in the search results?
- What is their messaging and tone of voice like?
- Are they using illustrations, stock photos, or a mixture of both?
- What do you like? What do you not like?

The goal here is not to copy or imitate your competitors' websites but rather to leverage what learnings you think they've already mastered about your target audience and find ways to improve and do something different.

Web accessibility

There are many reasons to conduct an accessibility audit: not only does it help open your website to more visitors, but it also benefits elderly people and people with situational disabilities (like a broken arm). Proper web accessibility practices are also a legal requirement in most countries. Almost every country follows the international web accessibility standard, the Web Content Accessibility Guidelines (WCAG), set by the W3C.

Learn more about web accessibility laws:

Everything You Need to Know About the Web Accessibility Directive
What Is ADA Website Compliance?
Web Accessibility in Canada: An Overview

A web accessibility audit evaluates if your site is designed to be usable for people with disabilities through, for example, visual elements like screen magnification, mobile-friendly design, an accessible color contrast, as well as content elements like using appropriate heading levels, adding captions to videos, and including alt text in images. It also involves reviewing if your site can support assistive technology like screen readers.

Related Article: 7 Accessibility Issues You Probably Have on Your Site Right Now
The Top 5 Website Accessibility Failures

Mobile-friendly design

Since 2015, mobile-friendliness has been an important component of website design. Approximately half of all website traffic generated from mobile devices and in September 2020, Google began mobile-first indexing - using mainly the mobile version of a site's content to rank pages from a site - for all websites, making a mobile optimization strategy a vital part of your redesign. Design your website so that it is loadable, viewable, and usable in response to smaller screens for various devices like laptops, mobile phones, and tablets. Your main pages, landing pages, and call to actions should especially be optimized for mobile.

Website speed

Website speed has a significant impact on your user experience, enrollment, traffic, conversion, and page views. In 2018, Google included mobile load speeds to search ranking criteria with the average page speed benchmark at under three seconds[3]. In 2021, Google will be introducing new ranking factors based on their Page Experience algorithm updates that include a set of metrics called the Core Web Vitals. The Core Web Vitals are measurable dimensions of usability that include page load time, interactivity, and the stability of content. These aspects of page speed will soon be crucial factors in deciding your search ranking success.

> **53% of visits are abandoned** if a mobile site takes longer than three seconds to load.[4]

Security

Related Articles: What You Need to Know About Website Security

Online security is more important than ever, especially for websites that require the submission of personal data like enrollment of new students. One way to ensure your website's security is through SSL certificates. An SSL certificate is an encryption method that ensures that the data transferred between a web server and browser is private. A website with an SSL certificate can be identified by their web address starting with a HTTPS and this informs your users that any data they share on the website will be private and secure. This is especially important in websites that request personal information from the user such as payment information, address, social security numbers, etc. Google has also adjusted its indexing system to give sites with SSL certificates an upper hand in ranking.

Besides keeping your website secure and credible, SSL certificates also have the added benefit of improving your site performance. SSL certificates work with HTTP/2, an updated version of the HTTP protocol, which enhances performance in terms of faster transfer of data between browser and server, enabling servers to send multiple responses to one request via pushing which cuts down on server load and improves latency, and compresses header data for requests and responses.

[3] Find out how you stack up to new industry benchmarks for mobile page speed- https://www.thinkwithgoogle.com/marketing-strategies/app-and-mobile/mobile-page-speed-new-industry-benchmarks/
[4] Find Out How You Stack Up to New Industry Benchmarks for Mobile Page Speed - https://www.thinkwithgoogle.com/intl/en-ca/marketing-strategies/app-and-mobile/mobile-page-speed-new-industry-benchmarks/

Step 2: Budgeting

After reviewing the current status of your website and what needs to be improved upon, you hopefully have the information you need to assess one of the most important questions of this project: **how much is this website redesign going to cost?**

A website redesign is not a project to cut corners as your web presence is an essential part of your brand's identity. Here are some of the key factors that you will need to consider when building your budget.

Design

Redesigning a website is an extremely resource-heavy task: you will need people to map out the creative direction of the project, visual designers and/or UX designers to draft the design of the pages and any new illustrations or graphical content to support the new look and feel. Your team resources are a major deciding factor here: should you do it in-house or outsource it? If you plan on outsourcing the project to a web design agency, remember that it is an investment and it is not the best idea to short change yourself for something 'affordable'. Seek out agencies or freelancers that can deliver what you need, as going for less-experienced designers may, in the long run, cost more than you planned for and may result in you troubleshooting more during and post-design. In addition, there are many agencies that specialize in providing technology to the education sector that can contribute with best practices for the redesign of school or school district websites.

Project management

Project management should not be underestimated as a time resource as part of the redesign process as it ensures that everything goes smoothly. Project management involves organizing the workflow, planning the timeline, setting priorities and aligning with the team on deadlines, tasks, and expectations.

Content

There is no doubt that content is one of the most important aspects of a website. It isn't just about the website copy but also about how the copy represents your district's brand and the interplay between the words and photos, videos, and the overall visual design. Creating high-quality, engaging content takes a lot of time and skill. Planning for your website's content is something that should be done in the early stages of your redesign to determine if your school district has the resources to take on the task or if it should be outsourced.

Development

Unless you have a very small, simple website and can rely on the CMS templates and plugins to support your needs, you may have to allocate a significant amount of your budget to development. Once the design and functionality of the site have been decided on, they must be developed in the live code. Other aspects of development include building in accessibility features, integration with 3rd party services, configuring security standards, optimizing browser compatibility, optimizing for a mobile-first experience, integration with analytical platforms, and if you are planning to change your CMS, then with CMS migration. The development aspect of the website is one that can require niched knowledge and skill sets that may have to be outsourced if you do not have a dedicated in-house expert, especially if you're planning on working on more advanced CMSs.

Functionality

The more advanced functionality your site has or will have, like forums, registration systems, dynamic animations, interactive visuals, or accessibility elements, the costlier the redesign will be. Consider this when you audit your website to decide what functionality your site requires and what it does not. For example, regardless of your brand or industry, your website will need to be accessible; but it does not need to have custom animations on the buttons on the homepage. Set your functionality priorities to help you plan for the associated costs.

Step 3: Redesign Strategy

Assemble your team

Regardless of whether you intend to do your redesign in-house or through an agency, you will need a dedicated team to supervise the process (refer back to Chapter 1 for more information). While most redesigns are initiated by the communications team, you should also have team representatives from IT, administration, principal's office, each faculty department and potentially even parent and/or student associations.

Set goals and objectives

Define marketing, enrollment and engagement goals and objectives for your website redesign to measure the projects return on investment. To clarify your goals and expectations from a website redesign project, you can set SMART goals to make your objectives measurable. SMART stands for:

- **Specific:** Make specific, tangible goals.
- **Measurable:** Set quantifiable metrics as your targets.
- **Attainable:** Don't overestimate your team's ability or resources. Be realistic in the goals that you set and only set those that you deem achievable.
- **Relevant:** The goals you set should be aligned with your school district's core business goals and values.
- **Time-based:** Set deadlines for each goal to keep you on track in the process.

Check out our SMART worksheet for more information on <u>how to create SMART Goals</u>

Step 4: Set a timeline

Set a timeline

To ensure that the project is set on track, plan a timeline outlining the milestones that will need to be achieved as well as a deadline for the launch of the redesigned website. One thing to note is that timelines can differ based on your budget, web team tasks, approval procedures from management, etc. While setting a timeline is a best practice for projects, it is too idealistic to think that all projects can be executed flawlessly, hit all their milestones, and will be ready in time for launch. Timelines should also be flexible and can accommodate buffer room for situational factors like team members falling ill, unforeseen bugs, or long approval processes. Don't get too stressed out about hitting deadlines as you might compromise on quality, which may contradict the overall website redesign project in the end.

Testing and Launch

Planning

Execution

Research & discovery
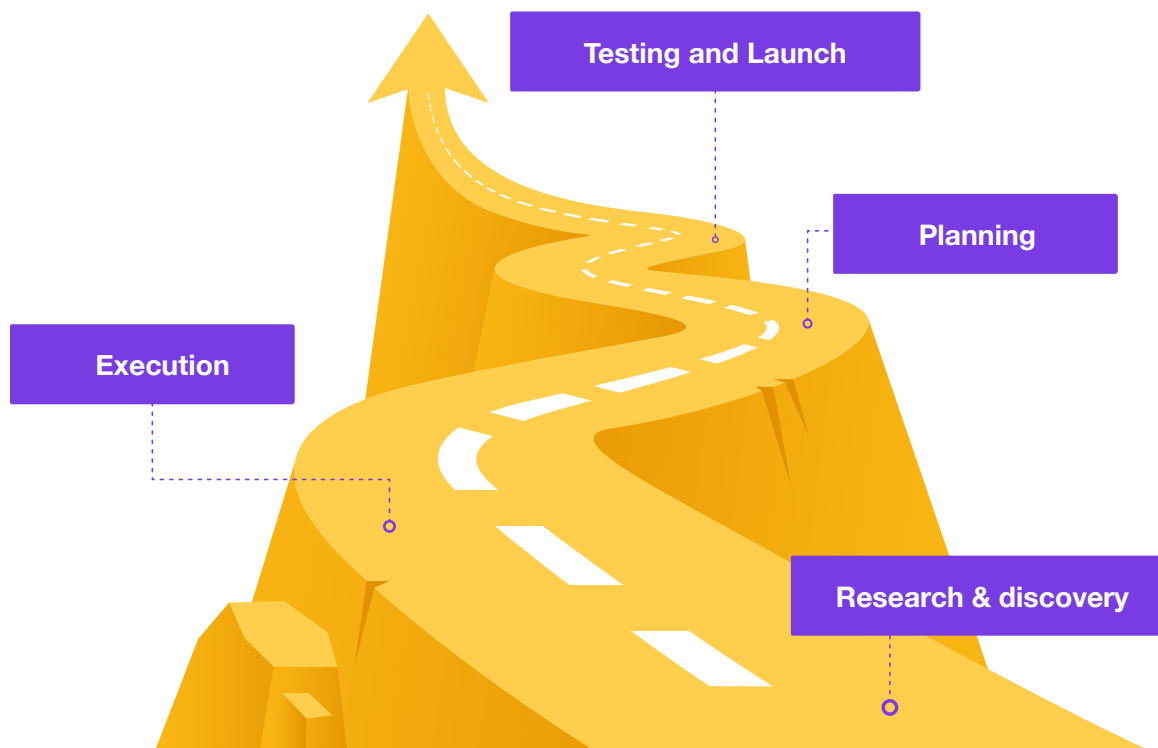
Chapter 3:

Execution

Now that you've set out the framework for the redesign, it is finally time to implement the changes. The following are the phases that go into the execution of the website redesign plan.

Content and design

Based on your content, SEO, design, and accessibility audit, you should now have what you need to create an appropriate plan to update your website content. Remember to ensure when rewriting any existing content for your web pages that you do it in a way that will retain any valuable keywords that it already ranks for. Be mindful of the interplay between content and design to ensure that both complement each other, is accessible, and fulfils its function to improve user experience.

Related Article: Writing for Readability: 4 Types of Reading Patterns

Wireframe your new design

A wireframe is a prototype or blueprint of your new website design that will help your web team visualize the design. Wireframes are especially useful as they can be considered drafts to test for usability, content, and functionality of the new website.

Some popular tools to create wireframes:

- Sketch
- Adobe XD
- InVision Studio
- Figma
- MockPlus
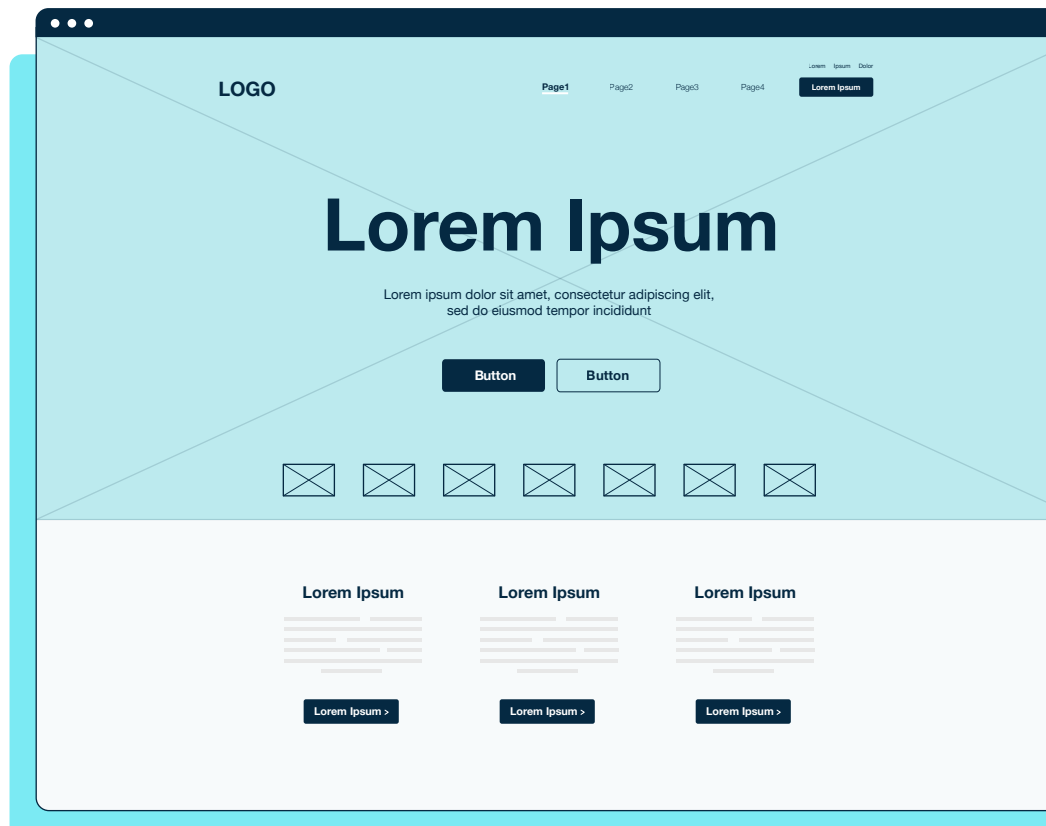
Optimize your information architecture

Your website's information architecture (IA) is crucial to a successful user journey. The IA of your website organizes, categorizes, and creates a structure of your website's information, enabling users to understand where they are, what they should do, and where they should go.

The IA is tied to your website navigation as it helps you decide what pages are most important in terms of content and functionality, as well as helping you plan a new navigation structure that accommodates the hierarchy of your content.

An example of how IA is used is with a sitemap. The IA informs the sitemap and the sitemap lists all the pages on your site, the different categories on your website menu, and subsequent subpages under them.
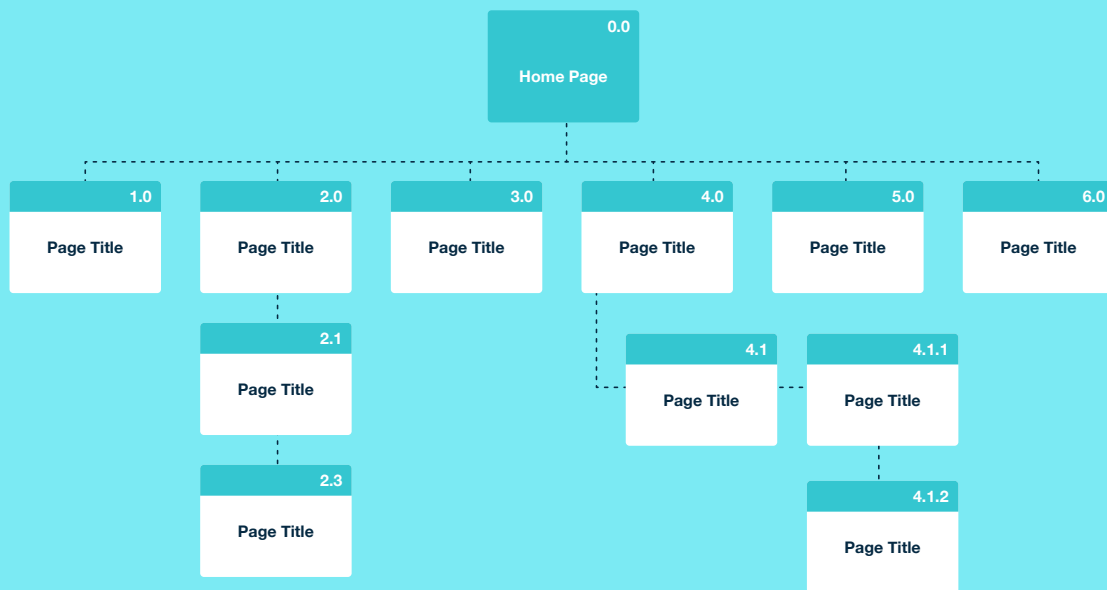
Mapping out your website's IA comes from in-depth user research and understanding of what their journey and needs are on your website.

With the designs complete and the content refreshed, your site is now ready for the next and final stage of the redesign.

Chapter 4:

Testing and Launch

So your design is in progress and you are well on your way to your launch date. There are still a few things you need to review before your new website design goes live.

Run a pre-launch audit

As you audited your website in the planning stages of your redesign, you must also do an audit of your site before the launch. Having a pre-launch checklist is a must to ensure that all your bases are covered after spending significant time and resources on this project.

To ensure that nothing goes away during this phase, run a website audit and quality assurance checks in your website's staging environment, rather than having to implement the new design and testing it on the actual public site. Having a sitewide auditing tool like **Monsido** can be implemented to your staging site to help you catch errors before you go live. You should not launch with any loose ends left, like on-page bugs or missing redirects to ensure that the user experience of the new site is ideal.

Here are some things that you should check for in the pre-launch audit:

- Ensure that all buttons and CTAs have links assigned to them
- Check that pages have optimized title tags and meta descriptions
- All images have either an alt text or a null alt text (decorative images) assigned
- Test the website's navigation
- Update URLs on the new website
- Set 301 redirects from old links to new links
- Check for 404 errors
- Check for orphaned links
- Test the site on different browsers, devices, and with assistive technology
- Test the website's load and response times
- Check for misspelled words
- Connect it to your Google Analytics account.

The key takeaway from this pre-launch exercise is that you need to test, test, TEST!

Quick Checks - Here are some checklists to help you review some of the core elements of your website:
The Quality Assurance Checklist
The On-Page SEO Cheatsheet
The Accessibility Checklist for Designers and Developers
The Accessibility Checklist for Content Creators
The Accessibility Checklist for Managers

User testing

Nope, we're not done yet; it's another round of testing! This time, it is to beta test your website with some real users. Beta testing can be done with a volunteer panel of teachers, students and parents/guardians. Having some proxy users run through your site is a great way to collect valuable user feedback and note any requests pre-launch. It is also a good way to promote your website before it is released to the public. Beta testing is particularly useful if your website will be incorporating any new features or tools. And for improvements like the implementation of web accessibility elements, it is best practice to have actual users with disabilities use your website to see if your accessibility features are functional. Remember to give these beta testers a quick and easy way to report errors and give feedback through chatbots or forms. Carry out the beta testing alongside continuous improvements based on their feedback until you no longer receive negative feedback from users.

Launch

After ironing out any issues found in the pre-launch testing and user testing phase, you can launch your newly designed website with confidence! Once launched, be sure to update and submit your new XML sitemap to the Google search console and check for crawl rate errors in the search console to ensure that your site

Your website is a marketing tool and like any marketing tool, and once it's launched, you will need to promote it. Share your updated website with your community via social media and if your site has undergone a significant revamp including rebranding and overall content structure change, send out emails to both customers and subscribers. But even once your site has been shared with the world, remember to keep an eye out for any visitor feedback you receive and monitor the performance of your site closely.

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[5] *Google Reveals: The Most Common Misspelt Words -*
https://www.theknowledgeacademy.com/blog/google-reveals-the-most-common-misspelt-words/

Post launch strategy

A website redesign does not end on the launch date. You should have a post-launch strategy in place to monitor the data from the redesign. You don't want to have used up all these resources on the redesign only to fall back into old ways. Implement a website auditing tool that can continuously analyze your site for errors and help you see if the updates are improving performance and user experience. The information from this monitoring stage can be integrated into other aspects of your digital marketing activities, such as email marketing, SEO, etc. If a significant amount of rebranding has occurred during the redesign, make sure that all present and future external content is consistent with the visuals and content of the website.

Challenges after a redesign

After a redesign, you can expect some fluctuation in your traffic and search engine rankings. Don't be alarmed; this is due to the fact that search engines will need some time to crawl and index new pages. This can take a few days to stabilize and if everything was done well in the redesign, it will return to normal, and if not, improve.

If your website is losing a significant amount of traffic and it does not recover in a few weeks, that could be a cause for concern. In that case, run your site through an SEO auditing software to see if there are any issues with 301 redirects, any lurking 404 errors, or if the sitemap you submitted to crawlers is updated with any new pages, or run another QA and performance check of your site to see if there are any issues that pop up.

Related Article: How Monsido Helps With Your Website Redesign

Conclusion

Every website will undergo a redesign at some point but the main take away from this playbook is that the process should never be treated as a quick fix for current issues or a low-priority task. Nevertheless, a redesign shouldn't be the most complicated project either. By following the process we have outlined, you should be able to determine when it's time for a redesign, lock down a clear strategy and have the right team in place to ensure the smoothest possible project execution. And once the project is complete, remember that the process doesn't stop there; like all things that are shiny and brand-new, your site will not stay that way forever and will need to be maintained and fine-tuned with the right monitoring tools like Monsido to ensure that it continues to offer the best user experience possible.

LRS Web Solutions

LRS® Web Solutions, a division of international technology leader Levi, Ray and Shoup, provides complete website solutions and network support to businesses and organizations throughout the United States. Founded in 1996, our growing team of more than 20 developers, designers, and strategists create beautiful and modern websites, innovative apps, and provide supportive marketing services. Our mission is to empower businesses with innovative and cost-effective online solutions that strengthen day-to-day business processes, establish strong brands, and connect customers. For more information visit www.lrswebsolutions.com.

About Monsido

Monsido is a fast-growing software company founded in 2014 that provides a one-stop website monitoring and auditing solution designed to give website visitors a superior browsing experience. Our time-saving auditing tool provides accurate and insightful information that helps organizations work with confidence to identify accessibility and quality assurance issues. Monsido has offices in the United States, United Kingdom, Australia, and Denmark. For more information, visit www.monsido.com.