WEBSITE REDESIGN CHECKLIST

1. REVIEW YOUR CURRENT SITE.
   What do you love? What do you hate?

2. ANALYZE YOUR COMPETITION.
   What do you love? What do you hate?

3. DEFINE YOUR AUDIENCES IN A DETAILED MANNER.
   How would a fiction writer describe them?
   What do customers love? What do they hate?
   What compels each audience to act?

4. EXPLORE NEW FUNCTIONALITY.
   How can your or your customer’s lives be easier? How can your site be more accessible?

5. REVIEW ANALYTICS.
   What’s working and what’s not?

6. OUTLINE MISSING CONTENT.
   What needs to exist for a better tomorrow?
   Will you write this content or will you need a partner? Do I need a content marketing plan?

7. ACKNOWLEDGE ONGOING MARKETING EFFORTS.
   How will we capture the equity in today’s site?
   How will the website redesign be announced?
   What other marketing elements need to change alongside the website redesign?

8. IDEAL TIMELINE.
   What is our launch window? How can we align this with other ongoing efforts? Which are most important: quality, speed, or cost?

9. MAKE FIRM WEBSITE FUTURE GOALS.
   What are your qualitative goals and quantitative goals?

QUESTIONS? 1.888.77.NINJA or CUBICLENINJAS.COM