

- **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?

