



TecFlax
Solutions Limited

THE ULTIMATE WORKBOOK

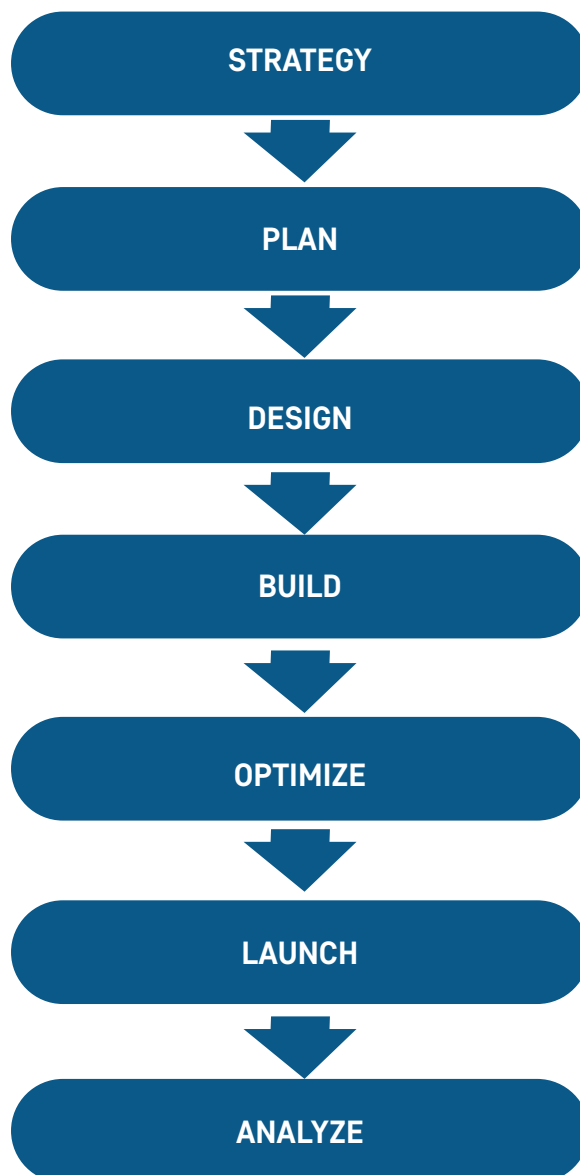


DESIGNING AND REDESIGNING WEBSITE

HOW TO USE THIS RESOURCE

Whether you're working with an agency or designing/redesigning in house, this document will help you thoroughly plan and track the progress of your website design/redesign. To help make the many moving pieces of a website redesign a little easier to digest, we've segmented the process into seven stages.

Some steps are not applicable for someone who is designing for the first time but it's good to pass through them. While stages 1 and 2 primarily involve benchmarking, taking inventory, and answering important questions before you begin your website design/redesign, the latter stages are for tracking your design/redesign while it's in progress.



STAGE 1: STRATEGY



A. Benchmark Your Current Metrics.

- Number of visits/visitors/unique visitors (monthly average).
- Bounce rate (monthly average).
- Time on site (monthly average).
- Top performing keywords (in terms of rank, traffic and lead generation).
- Number of inbound linking domains.
- Total number of new leads/form submissions (per month).
- Total amount of sales generated (per month).
- Total number of total pages indexed.
- Total number of pages that receive traffic.

B. Determine Your Goals

- Why are you doing the redesign?
- If you are designing for the first time, ask yourself; why are you designing?
- What are the strategic objectives you want to achieve in front of every potential customer?

C. Define Your Brand

- What is your business's message/unique value/selling proposition?
- Is it (message and/or branding) changing or staying the same?
- If it is changing, what about it needs to change?

D. Define Your Buyer Persona

- Do you currently have a clearly defined target audience?
- Is this audience changing as part of this redesign?
- Does your branding and content currently align with that audience?

E. Analyze The Competition

- Are there competitor sites that you really like? If so, which ones?
- What are the top 3 competitive keywords for your industry?
- Who are your top-ranked competitors?

STAGE 2: PLAN

A. Question To Consider

- What do I currently like or dislike about my website?
- What is missing from the current website?
- How does my current site compare to your goals?
- What's the first impression I want to give my target audience?
- Does my site currently convey a feeling of trustworthiness and authority?
- Will this be a whole new website or are there small changes that can be made?
- Will domain name change at all?
- What platform do I want my new website to be on?
- What is a realistic timeline for this redesign? (Define a target date.)
- What is our budget for this project?
- Can we do this work or do we need to hire someone?

B. Platform Considerations

- What platforms are you evaluating?
- Does the platform have a good reputation? (Call us for professional opinion)
- Does the platform have good deliverability (e.g. site speed & uptime)?
- Is the platform SEO-friendly (e.g. well-structured URLs)?
- Taking inventory of your existing assets
- What is your most shared or viewed content?
- What are your most trafficked pages?
- Do you have any duplicate content? (if so, make a note of it here.)

C. Site Architecture

- Plan the new site architecture/structure.
- Define which pages will be part of your main/secondary navigation.
- Put together a draft outline/sitemap of the new website to be designed and built.

D. Hosting, Security & CDNs

- Determine if you need hosting services
- Determine if you need a separate CDN

E. Planning Out Your URL Mapping/ 301 Redirects

Which of the following will apply to your website redesign?

- The site structure is changing (which means the URLs will probably change too.)
- Site structure is not changing, but you can't update URLs for SEO/user-friendliness.
- Some site pages will be merged.
- Action item:
- Map out your URLs/redirects in a spreadsheet.

F. Define Your Content Plan

- Outline which content stays.
- Outline which content goes.
- Identify what new calls –to–action need to be added.

STAGE 3: DESIGN



A. Layout

Review & sign-off on wireframes of the new layout (usually no more 2-3 revisions).

B. Mockups

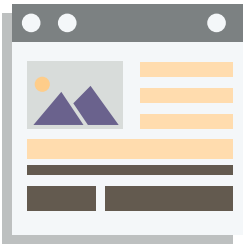
Review design prototypes/mock-ups (usually no more than 2-3 revisions)

C. Colors

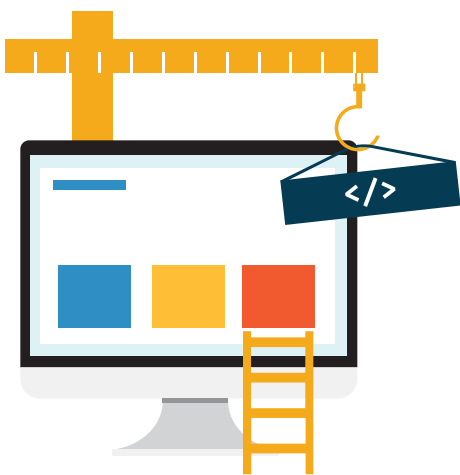
Finalize color to match branding (optional).

D. Visuals

Hand over all visual assets (optional).



STAGE 4: BUILD



A. Platform

Finalize the new platform (the one you chose in stage 2)

B. Content

Finalize all web content, written and visual.

C. Staging

Make sure that your staging/development site is set up as no-index.

D. REVIEW

Continue to play with the site during this stage, and review overall flow and usability.

STAGE 5: OPTIMIZE

A. The Basics

- Make sure the new site is multi-browser compatible.
- Make sure that you have custom/user-friendly 404 pages.
- Run your site through a broken link checker.
- Set up and add sitemap. Xml and robot.txt files.
- Check for common errors like grammar and misspellings.

B. Shareability

- Make sure users can easily subscribe to content (e.g blog, email)
- Make sure users can easily share pages, posts, photos, etc.

C. Analytics

- Get your analytics tools up and running on your site.

D. Keywords

- Are you making clear and meaningful use of keywords throughout your site?
- Do your keywords align with the interests of your buyer personas/target audiences?
- Do your calls-to-action/offers align with the topics covered in your site's pages?

E. Redirects

- Make sure all old pages redirect to appropriate new pages.

F. Navigation

- Is there a clear content hierarchy and organization?
- Is the site structure intuitive and user friendly?

G. Design & Layout

- Perform an HTML validation test via a CSS validator.
- Is the site structure intuitive and user-friendly?

H. Mobile

- Is your site optimized for mobile viewing?

I. Performance

- Do your pages load quickly?

J. Prepare For Launch

- Get sign-off key management.
- Determine and set launch date

STAGE 6: LAUNCH



A. Be prepared

- On the day of the launch, be prepared for things to go wrong.
- Announce the launch
- Via email, social media, PR, blogs and others.
- Create an ongoing content strategy
- This is a great time to start your business's blog

STAGE 7: ANALYZE

A. One-Week In: Index Check

- How many pages are indexed?
- Are all of your important pages indexed?
- One-week in: launch checklist
- Confirm that your robots.txt files is/are set up properly.
- Resubmit your .xml sitemaps via (google and Bing) webmaster tools.
- Add a public HTML sitemap (if you haven't already).
- Make sure your analytics are working properly.

B. Benchmark Your Metrics 1, 3 And 6 Months After Launch

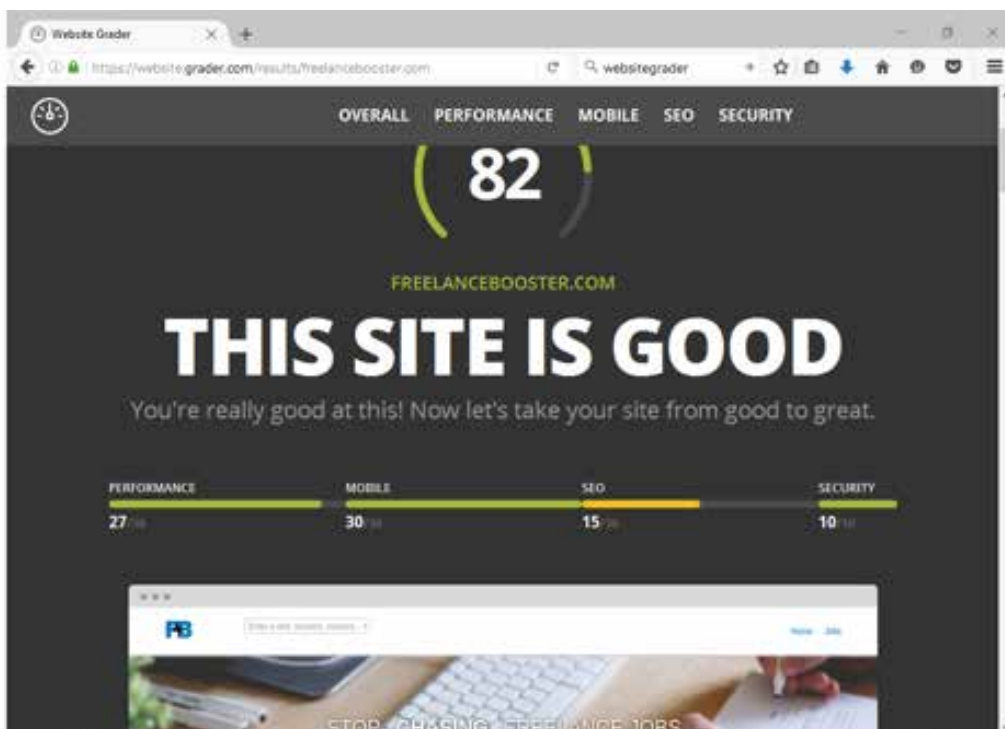
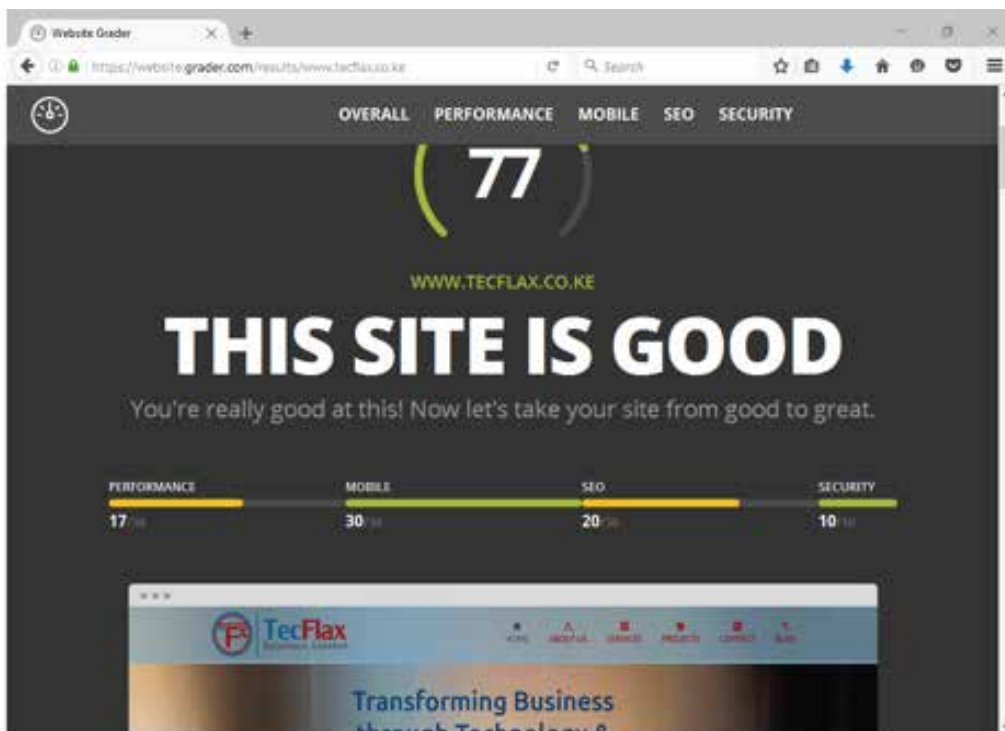
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Do you want help designing/redesigning your website?

9 times out of 10, I see people/businesses understand the above concepts, think its brilliant and then when it comes to implementing it into their business they have no idea how to start or find it a bit technical and confusing how to implement specifically to attract potential buyers. Would you like help getting the best website you can get anywhere?

Call us on **0735 239439** or visit our website below. <https://www.tecflax.co.ke/>
Below are two examples of our two websites which are rated 77 % overall on performance, mobile compatibility, SEO and security better than most of multibillion companies.





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