

Cheat Sheet: 10 Tips to Ensure Your Website Redesign is a Success

The success of an enterprise website redesign or re-platform initiative is often a direct result of how much scoping was done prior to kicking off the project. Besides a need to rebrand or update the underlying technology, there are other higher-impact objectives like improving conversion rates, increasing organic traffic, and delivering personalized experiences that should be identified early in the process. Here's a list of best practice tips to review and consider as you begin to build your RFP, define your business goals, and map requirements and user experiences to KPIs.

- 1** Internal alignment on website redesign goals is critical prior to engaging a vendor.
- 2** Ensure the vendor has cross-functional capabilities that range from strategy and design to on-going maintenance & optimization.
- 3** Customers do not think by channel, they think by total brand experiences. So, you should too.
- 4** Your website redesign should fit into your omnichannel approach to attract, convert, and maintain customers.
- 5** Define omnichannel customer journeys for each target persona.
- 6** Customer data is critical to your business success, so ensure you are abiding by the latest regulations for the U.S. and abroad.
- 7** Confirm that all aspects of your website redesign efforts - from strategy, customer journeys, and design - are tracked and aligned to your conversion goals.
- 8** For B2B companies, conversion tracking is critical to prospecting and targeting high-value opportunities.
- 9** For B2C companies, conversion tracking is critical to on-page optimization and retargeting tactics.
- 10** Invest in future-proof technologies like a SaaS WCM platform so you're always on the latest version and able to take advantage of new tools and features.

Any questions? Please feel free to reach out to Crownpeak or Sagepath for more details.