

## Final Preparations Checklist

You're in the final stretch. And since you've made it this far, there's no doubt that a new website is on the horizon. (*We're psyched, how 'bout you?*) And hopefully after the work you've done to consider your strategic and technical needs, the entire project is less intimidating.

As one last step before you launch your website refresh project, we've prepared a comprehensive list of questions to ask yourself to fill in any remaining gaps. From a current assessment to a budget review, we've got it all covered.

And if you'd like to talk through these or any other questions, you know **where to find us**. Now get to it!



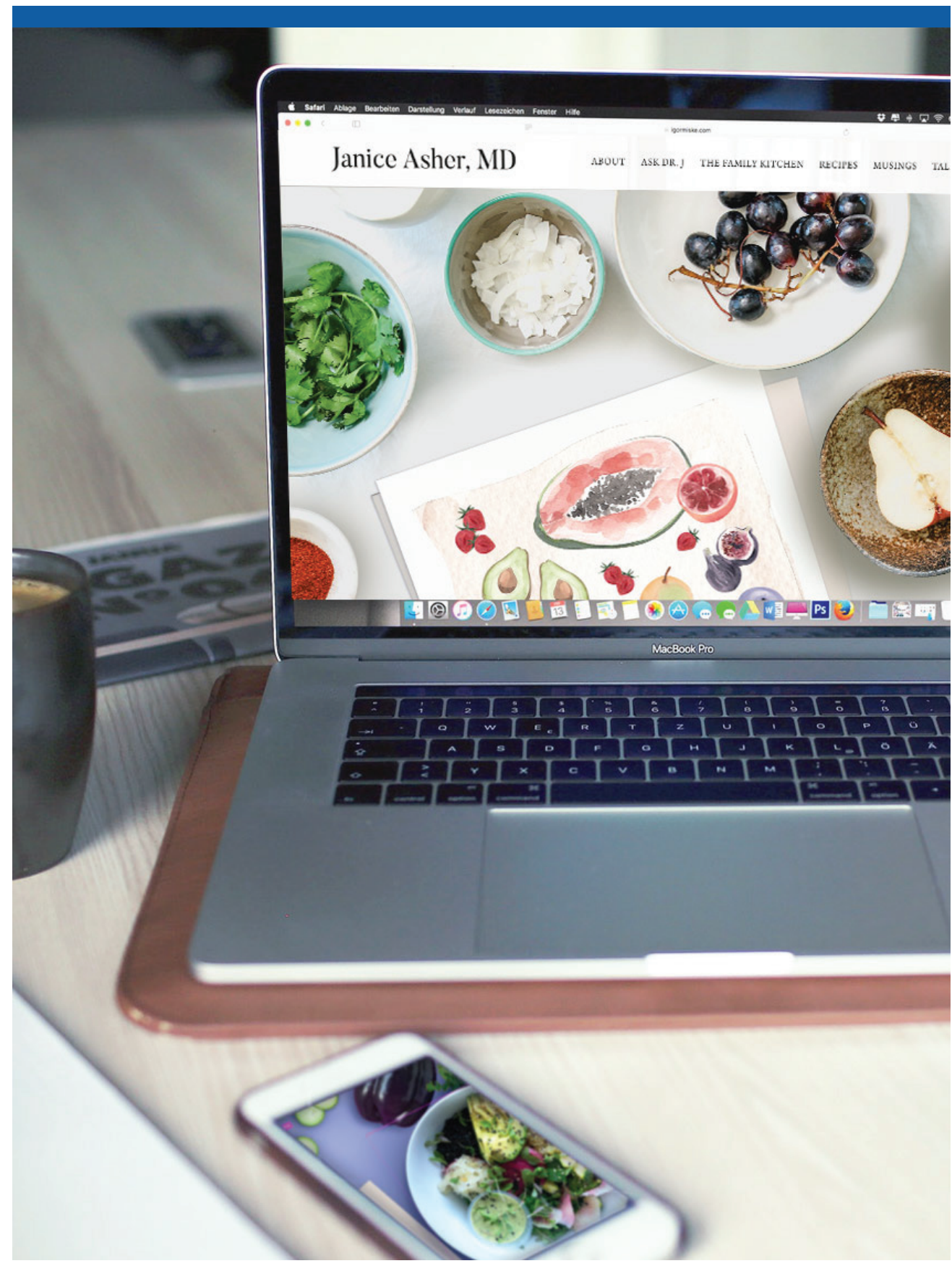
## Current Assessment

- ▶ When did you launch your current website?
- ▶ Were you happy with the website when it launched?
- ▶ What do you like and not like about your current website?
- ▶ Has your perspective evolved since launch?
- ▶ What is the goal of your current website?
  - To sell products (i.e. an ecommerce site)?
  - To share information and promote your brand?
- ▶ Do you feel that you have been able to achieve that goal? If yes, how?
- ▶ Does your website speak to your target audience(s)?
- ▶ Does your navigation direct your visitors to the most important information on your site?
- ▶ Is there important information that is missing from your website?
  - Your offerings?
  - Messages for industry targets?
- ▶ Is your company culture reflected on your website?
- ▶ Are you implementing SEO?

For more considerations about your current site and how to evolve your new website, be sure to review our **Strategic Questions**, if you haven't already!

## Design

- ▶ Does your corporate brand reflect your values and engage your target audience?
  - If not, is it time for a refresh?
- ▶ Does your logo need a refresh?
  - (Ask some clients, colleagues or friends to be brutally honest!)
- ▶ Do you like the design of your current website?
- ▶ Are there any websites that you admire from a design perspective?
  - What are they and why do you like them?
- ▶ What tone do you want the new site to have?
- ▶ Does your brand have a strict color palette that a new website should follow?
- ▶ What type of imagery do you like on websites?
  - Company / office / team photography?
  - Aspirational stock photography?
- ▶ Do you want to include photos of the leadership team?
  - If yes, do you have current headshots?
- ▶ Do you have photography available, or do you need new photos?
- ▶ Does your social media branding need to be updated to coordinate with the new site?



## Content

- ▶ Do you need new copy for your website or will you reuse copy from the current site?
- ▶ If you need new, do you have a copywriter?
- ▶ Is there some content that you plan to carry over from your current site to a new site?
  - (e.g. marketing materials, infographics, case studies, etc.)
- ▶ Do you have a form for visitors to sign up to receive updates and/or a newsletter?
- ▶ Do you have or want to add a blog?
- ▶ Do you have or want to add a podcast section?
- ▶ Do you have or want to offer a company newsletter?
- ▶ Will your website have an e-commerce component?
- ▶ Will your website have a section for user-generated content?
  - Does your website have a separate password-protected area for clients / members?
- ▶ Do you want to include a chat feature (i.e. a chatbot) to engage and qualify leads?

## Backend and Performance

- ▶ Are you using a marketing automation tool that needs to be integrated into the site?
- ▶ Do you need to consider new keywords for your new site? In general and/or to appeal to new targets?
- ▶ What are your current analytics showing about your current site's performance?
  - What pages are visited most on your current site?
  - What pages do you want to direct the most traffic to on your new site?
  - What analytics do you want on the new site?
- ▶ Where is your site currently hosted?
- ▶ Are you interested in new / different hosting providers?

For more technical questions to consider, be sure to review our **Technical Assessment**, if you haven't already!



## Website Project Planning

- ▶ **Agency Selection**
  - Do you have a list of agencies / partners?
  - Have you had introductory calls with them to understand their capabilities?
  - Have you reviewed their work and/or spoken to references?
- ▶ **Project Management**
  - Do you have your timeline in place? Can the agency / partner meet your timeline?
  - Do you have an internal resource to take the lead with your selected agency / partner?
  - Have you thought about how you will work with that agency / partner?
- ▶ **Budget**
  - Do you have a budget for the website redesign?
  - Have you spoken to an agency / partner to understand if the type of site you want can be developed within your budget?
  - Have you considered a marketing automation system as part of your budget?

Phew! Now that the hard work is behind you, are you ready for a new site?

If you still have questions, we're happy to discuss them with you.

Give us a call at **215-595-4969**  
Or email us at **info@albertcommunications.com**