Website Refresh
Technical Assessment Questions

A website redesign project is a significant undertaking that deserves careful thought and consideration. After answering our strategic questions, it's time to tackle some technical ones.

Every business is digital now - and so are you. You're more technically savvy than you realize, and you're equipped to assess your website against these parameters.

To start, set a benchmark for website performance metrics. This data will bring clarity to your site's performance today and provide a foundation for future assessments.

WEBSITE PERFORMANCE MATRIX

Visitors
Total Visitors
Unique Visitors
Bounce Rate
Time On Site

SEO
Top Keywords for
Rank
Traffic
Lead Generation
Inbound Linking Domains

Site Performance
Leads
Form Submissions
Indexed Pages
Pages Receiving Traffic

LET'S TAKE A DEEPER DIVE INTO THESE TECHNICAL QUESTIONS.

DOES YOUR WEBSITE HAVE HIGH BOUNCE RATES?

What we're really asking is, how many visitors stay on your site after the first page they land on?

Bounce rates can be high, even on well-performing sites, but 70% is a threshold you don't want to cross. If your bounce rates are above that, stop this assessment and start your website redesign!

Above 70% tells us that your audience:
- Can't find the information they want fast enough
- Isn't interested in learning more
- Experienced a slow loading page isn't engaged by the page or it lacked intuitiveness
- Isn't engaged by the page or it lacked intuitiveness

A new website design will engage your audience and reduce bounce rate via:
- Enhanced Usability: Larger fonts, large headlines, bulleted lists, white space
- Logical structure and navigation
- Responsive design
- Better images
- Stronger calls to action
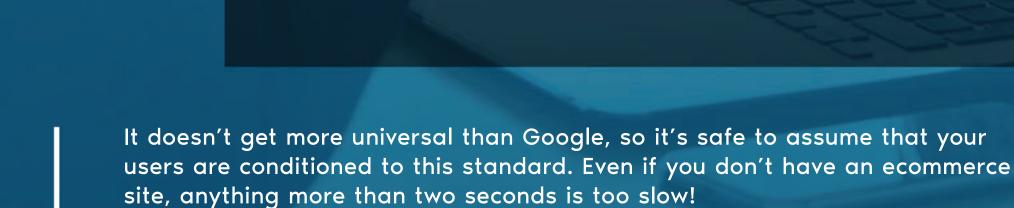
DOES YOUR WEBSITE HAVE SLOW PAGE LOAD SPEEDS?

What's considered slow and who decides that anyway?

Well, the user decides, and speed sometimes isn't a number; it's a feeling... if your page takes longer to load than a similar page on a competitor's site, your page is slow, the user will leave (bounce!), and you've lost a conversion.

So load time is important, and to improve it, you need to understand the factors that influence it, including the hosting server, available bandwidth, page design, page elements, browser type, and devices.

But if you really want a number to define "slow", here is Google's definition:

"Two seconds is the threshold for ecommerce website acceptability. At Google, we aim for under a half-second."

It doesn't get more universal than Google, so it's safe to assume that your users are conditioned to this standard. Even if you don't have an ecommerce site, anything more than two seconds is too slow!

Speaking of Google, it will deprioritize slow sites, resulting in lower search rankings. When 94% of organic search traffic comes from Google, that's a problem you need to fix.

DO YOU HAVE THE ABILITY TO UPDATE OR CREATE CONTENT?

Who's responsible for updating your website? Hopefully you have a content management system (CMS) and a few people can update your site, including you!

A CMS makes it easy and intuitive to add and update content on a live website. Yes, a strategic web design & development team will ensure you have a beautiful front-end and a technically efficient back-end, but if you also have a CMS, you can make any future changes you want, when you want them.

And remember when we asked about inbound marketing in the strategic questions? A marketing automation platform, like HubSpot or Marketo, not only supports those efforts, it also allows you to:
- Edit content
- Fix a typo
- Add a blog
- Change out a hero image
- Add a pop-up box
- Create templates
- Add landing pages

**So your site is in your hands.
And your money stays in your wallet.**

ARE YOUR LEAD CONVERSION RATES LOW?

This is a big question that forces you to take a good, hard look at how often the people who visit your website (leads) do what you want them to do - i.e.) convert.

Lead conversion means something different for everyone. If you have an ecommerce site, conversion means buying. But for non-ecommerce sites, lead conversion can be as simple as completing a call to action.

Conversion Rate Chart

2.5%	5.31%	11.45%
TYPICAL B2B WEBSITE	TOP 25% OF B2B LANDING PAGES	TOP 10% OF B2B LANDING PAGES

This is good data, but to really know what success looks like for your business, benchmark your industry, product type, and target audience. Once you understand what good looks like for you, then you can improve it.

IS YOUR SITE MOBILE-FRIENDLY?

More than half of all global website traffic is now mobile-first. More than half! We can probably stop right here so you can just get started on your new mobile-first website design!

But, if you need some more convincing, mobile-first sites:
- Experience faster page loads
- Are preferred by Google - so be mobile-friendly or lose organic traffic
- Are more easily and frequently shared
- Provide a better user experience

And as we already said, your customers are on mobile. Eliminate a step and meet them where they are!

You may already have a responsive website, which is good, but no longer good enough.

IS YOUR SITE HIGH-PERFORMING WHEN IT COMES TO SEO?

Now that we know 94% of organic search traffic comes from Google, it goes without saying that if you have a strong SEO program in place, you do not want to lose it. Before a redesign, be sure to evaluate your website's current SEO impact and make sure any successful SEO strategies are maintained.

Here are a few steps to start with:
- Create a 301 redirect strategy to retain traffic and link value for specific pages
- Research existing and new keywords that are most important to your business and your audience
- Identify and retain your highest-performing (i.e. lead generating) pages and pieces of content.

Two Down, One to Go!

Now that you've completed the strategic and technical assessments, there is just one more step before you start a website redesign.

It's time to review the Final Preparations Checklist - a list of tasks to execute to ensure you are ready with data, timeline and budget for your redesign.

Let's get started now!