

# Business Owner's Guide to Starting A Website Redesign

## So you're ready to redesign your website?

Before doing anything else, ask yourself this question...

### ○ What is the purpose of my website?

Your website is the storefront of your company, which is why it's vital to understand why you need it. A website shouldn't act as a brochure for your business because your users might not be ready to purchase. It should understand where your potential customers might be in the buyer's journey, and provide them with the appropriate information to help them move forward - ultimately guiding them to choose your services.

96%  
of website visitors  
are not ready to buy.

- Marketo

## The Buyer's Journey

Awareness Stage

Consideration Stage

Decision Stage

### Some questions to get you started...

- Who will be using my website?
- What information are my potential customers coming to my website for?
- What does an average day look like for my potential customers?
- What is the challenge or problem that my potential customers are facing?

### Know your website personas.

If you don't know who is coming to your website, how can you possibly expect to build a site that will not only appeal to the right customer base, but that will also act as a lead generation tool. You can figure this out by creating buyer personas: at least 2 different types of people who will be coming to your website looking for certain information. This could be as simple as new customers, who don't know anything about your company, and the other might be returning customers looking for something specific. Whichever it is, you need to know it!

## Consider the user's experience.

In the simplest definition, make sure that the information on your website provides real value for your users.

According to Peter Morville's User Experience Honeycomb, your website must be...

**Useful:** Provide original content and fulfill a need.

**Desirable:** Evoke emotion through brand identity and images.

**Accessible:** Those with disabilities must be able to navigate the website.

**Usable:** The website must be easy to use.

**Findable:** Website must be easy to navigate and locate the proper information.

**Credible:** User's must be able to trust the information on the website.

88%

of online consumers are less likely to return to a site after a bad user experience. - The Gomez