

# CHECKLIST



## QUESTIONS TO ANSWER BEFORE STARTING A NEW WEBSITE PROJECT

# Preparing for a redesign

No matter your reason for building a new website—*maybe you want to start using a content management system so updates are easier? perhaps your company merged with another and you've rebranded? possibly your old website doesn't deliver results?*—every minute that you spend planning at the start helps.

Use this checklist to get one step closer to planning a new website that will drive long-term digital marketing success and help you stay ahead of the competition.

### PURPOSE AND GOALS

Why are you doing this website redesign project?

What do you hope to (or need to) achieve at the end of the project?

How will a website support your business objectives?

## CURRENT SITE AUDIT

Which content do you need to create or update? Is any content okay as-is?

Do all key pages include action steps? Are those action steps clear?  YES  NO

Is all of the information on your site organized in a way that makes sense?  YES  NO

Does your website answer your target audience's common questions?  YES  NO

Does your website get results?  YES  NO

How old is your website? Have you made any updates since your last redesign?

How do you feel about how the site looks and functions? What works? What doesn't?

How is your website's imagery? Are photos and illustrations on-brand? Any custom art?

What does your website analytics data tell you about usage of your current site?

What did you like—or not like—about your last website project experience?

## TEAM AND RESPONSIBILITIES

What value does each person bring to the project, and what is their area of expertise?

Who will be the project owner?

Who are the project stakeholders?

## TEAM AND RESPONSIBILITIES CONTINUED

How will approvals work?

Which option makes the most sense for your business?

- DOING ALL—OR MOST—OF THE PROJECT IN-HOUSE
- DOING PART OF THE WORK IN-HOUSE AND MORE TECHNICAL WORK WITH A PARTNER (PARTIAL CUSTOMIZATION)
- HIRING EXPERT OUTSIDE HELP FOR A COMPREHENSIVE SOLUTION

## COMPETITION

Whose websites stand out (and why)? For those you like, who created their websites?

What features and/or components might make sense for your new website?

Who does Google show as your competition? Who do you feel like is your competition?

What makes your company different from your competition? What sets you apart?

## AUDIENCE DEFINITION

Who do you want to reach?

Why are these your top targets?

## AUDIENCE DEFINITION CONTINUED

How much do you know about them? Have you done market research on these groups?

What questions do customers or prospects ask your sales and customer service teams?

Do these targets currently use your website? What do they think?

What do these different targets need once they reach your site?

How can you reach them?

## TECHNOLOGIES & THIRD PARTY TOOLS

Who created your current website? What are they doing today for your site?

What CMS and other technologies are you using now?

Who hosts the website? Who has access?

Which other third-party tools are in place? For each, how well are they working?  
How complicated are they to modify/change?

## TECHNOLOGIES & THIRD-PARTY TOOLS *CONTINUED*

As you audit your website's third-party tools and technologies, it doesn't hurt to look at the big picture and evaluate your other digital marketing assets and accounts, including:

EMAIL SOFTWARE

ANALYTICS TOOLS

VIDEO HOSTING

MARKETING AUTOMATION

SOCIAL MEDIA ACCOUNTS

PAID ADVERTISING

## TIMELINE

Setting a ballpark, desired completion date is a good place to start a conversation about your project timeline and desired website launch date. Some project timelines are more strict than others.

Many factors can influence how long it takes to complete your project, including when your web design and development vendor is available, how much new content you need to create, and even how much time you'll need to accommodate your team's internal review process during each step.

Is there a concrete deadline (launch, merger, event, etc.)?

How much time can your team offer to the project?

How long will milestone approvals take within your team?

When do you want to start? What is the internal approval process?

## BUDGET

How much did your last website project investment cost?

What are other firms paying for sites similar to yours?

How will your website project show ROI?

To accommodate your website budget, do you need to:

- SPREAD OUT PAYMENTS?
- START AT A LATER DATE?

Who approves the final budget?

### About TBH Creative

Since 2004, TBH Creative has worked with companies and organizations in a wide range of industries.

We specialize in developing complex, enterprise-level websites that convert.

### Ready to get started?

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