

WEBSITE REDESIGN WORKSHEET

First, how are things working for **website visitors**?

Which current features of the existing website are **working best for website visitors**? Make a note so that a new website doesn't compromise or eliminate these.

Which current features of the existing website are the **pain points for visitors**? What questions do you get asked that are "answered at your website" but are either unclear or unfindable?

Which content features are **no longer needed or desired**? (Such as an old blog, social media integration for accounts that are no longer active)

Which content features **are desired – and not part of the existing website**?

Which older content features need to be **rethought**? (PDF calendars, external content, maps)



Okay, how are things working for **you**?

Which aspects of managing your current website are **working best for your web staff**? Again, make a note so that a new website doesn't compromise these.

Which aspects of managing your current website are **onerous enough that no one wants to update the website**?

QUICK TEST

Take 1-3 commonly-requested pieces of information, and ask a neutral party to try and find each item at your website. How many clicks did it take? Was the process easy? Straightforward?

What is the **primary driver** of the decision to redesign?

___ **Age:** website and code base are old, but infrastructure is still sound.

___ **Structural issues:** no one can find anything, or the original purpose of the site has changed, and other elements need to be front and center. Poorly organized content for current needs.

___ **Functionality:** Website was built using outdated constraints that no longer hinder content display (no video, all text, no ability to embed elements)

___ **Design:** Website design is out of date - narrow display, fonts, logos, brands, etc. are dated.

Before you begin to redesign, do a quick check of the lifeboats.

Vital services like **email** are usually attached to a domain name. If you are making any changes to the domain name or where it is registered, make sure you have mapped out how your email is going to continue to work – first – before disconnecting anything.

1. Email is not connected to the website domain (like a gmail address? You're all set)
2. Same domain, email is handled by an inhouse Outlook Server or Google Workspace (Your MX records should be fine as is.)
3. Same domain, but new web hosting – email addresses are webmail at the old webhost. (This requires migrating old web mail to a new mail service so you don't lose it. Either migrate to your computers using Outlook or Mail, or set up Google Workspace)
4. New domain (Company name change) with new email addresses (Set up new MX records for the new domain, redirect emails from the previous domain for 6 months.)

Ecommerce is another vital service that needs to be checked:

1. No ecommerce? You are good to go.
2. External ecommerce like Shopify - double check the subdomain you are using, and when you set up a new website, mirror that or update the subdomain and reconnect. Most services like Etsy or Shopify will allow you to rename stores.
3. Internal/custom ecommerce - this needs to be resolved first before any domain changes.

User base is the final vital service to check:

1. No user accounts or logins for the public at the website? Then you are fine.
2. User accounts and logins? These will need to be migrated and users will need to reestablish passwords.