Questions to Ask Before Redesigning Your Website

Redesigning a website is no small task, and will undoubtedly require the help of pros. When it comes to tackling such a momentous job, clients often seem to focus on two questions: **How much is it going to cost?** and **When can you launch it?** But, as any website whiz will tell you, there's much more involved.

We've compiled a list of questions you should ask yourself before diving headlong into a website redesign. Taking the time to consider these questions fully and honestly will save time, confusion and budget as you work to enhance your brand online with a new site designed to help achieve your business objectives.

Goals:
Why do you want a new website?
What's the purpose of the site?
What do you like and dislike about your current site?
Who is your target audience?
What are your goals for the website that will inform if your site is a profitable and successful marketing investment?
How quickly do you want to achieve these goals?
What do you like and dislike about your competitor's sites?
How do you plan to market your site once it's finished?
What is your budget for this project?
What is your yearly budget for website maintenance improvements?

Site requirements:
Do you have specific accessibility requirements?
Where is your site currently hosted?
Do you know what level of hosting you need?
Do you have website backend access?
Do you experience large spikes in traffic that we will need to plan for from a hosting standpoint?
Do you currently use marketing automation software?
Is your current site optimized for mobile users?

Functionality:
Do you plan to post audio files or embed video files to the site?
Will users need the ability to post reviews?
Do you want users to be able to comment on blog posts or other types of content?
Do you need to integrate chat features?
Does your website need to support multiple languages?
Do you want visitors to be able to share content from your site?
Will visitors need to enter personal information (like credit card information) on your site?
Will you be running ads on your site?
What key pieces of information should be available on every single page of your website?
Do you use Google Analytics or another analytics provider?

Metrics:
What are your most trafficked pages?
What percentage of traffic is from organic sources? Social media sites? Email marketing?
What percentage of traffic is from mobile devices? Tablet devices?
What metrics do you use to measure the success of your website? Visits, conversions or leads?
What are your top performing landing pages? Blog posts? Keywords?
How many visits does your site get each month?
What is the bounce rate for your site?
How many pages on your site are indexed?
How many inbound links are pointing to your current site?

Relationship:
Who will be managing the site once it's launched?
Will that person(s) require training on how to properly maintain the site?
Who is responsible for reviewing and providing feedback on the site?
Who will give final approval for the site prior to launch?
Will your copy need to be reviewed and approved by legal and compliance?

Content:
What types of content will you publish on the site?
Will you be updating and reusing content and/or images from your current website?
Do you create original content that is placed behind a form?
Do you own photos and visuals that can be used for commercial purposes, or will you budget for stock or custom photography?
How often will you be updating the content on your site?

Source credit: HubSpot Blog (https://blog.hubspot.com/agency/website-redesign-questions)