

THE 5 PITFALLS OF REDESIGNING + REPOSITIONING YOUR WEBSITE



Redesigning & Repositioning Your Website

Website Redesign: Big Risk Or Bigger Opportunity?

Redesigning and repositioning your company's website to strengthen your inbound marketing campaign is one of the most important decisions you'll ever make. It can prove a very rewarding and productive process, but it also holds many potential risks for your business.

Rush quickly into a decision or push on with progress and you could end up with an updated, but ineffective website. Take a well considered approach and you can maximise your website's impact on your company's bottom line.

The internet is big business and the company website can prove a powerful part of an effective inbound marketing approach. Despite this, many companies still fail in their website redesign – all because they overlook the pitfalls that can lead to a site that actively stops them generating leads and new sales.

What To Remember When You're Redesigning

Redesigning or repositioning your website for your inbound marketing strategy can be potentially very valuable for your company. But you need to keep some key pointers in mind to get it right. Follow these tips to redesign your website so that it works much harder for you:

Lots of ego doesn't lead to happy web users

A truly effective website is one that is designed around your visitors – not around you. That doesn't mean you forget about selling your products and services. But it does mean that every aspect of your updated site is focused on making it as easy and as irresistible as possible for your potential customer to find, use and connect with your website – and then your business. The customer-first, ego-last approach should cover everything from web content to usability.

Getting from A to B is better than 'look at me'

Your new website needs to more about your bigger business objectives than about being shiny and high-tech. **Keep the emphasis on clear, specific and strategic plans for your online presence, to make it an active and effective aspect of your inbound marketing.** With this approach it will create more long-lasting and productive rewards than just a strong, but short-term impact.

Remember there's a journey after take-off

The website redesign is all over. But website launch (or re-launch) day should be just the beginning. **A powerful inbound marketing strategy depends on creating an ongoing and effective plan for keeping your website updated with fresh, relevant and user-focused content.** Viewing website launch day as only one landmark in an important journey will ensure your website is set up to create leads and sales long into the future.

A handful of keywords does not add up to optimised

Don't rely on a few SEO keywords added on a one-off basis to put your updated website high in the search engines. **Effective SEO isn't about a stop gap approach, but a cohesive and complete strategy.** Aim to build your search engine rankings with engaging, regularly added content and fully optimised web pages.

Don't divorce your website from your sales & marketing strategy

Your website and your sales & marketing strategy belong together. So put your website right at the core of your sales and marketing strategy. Keep it there. Monitor and assess the results and keep referring to them. This focus will pay you back by giving you vital insight into who's visiting your website, where they've come from and what encouraged them to buy from you. Then you can adapt your site to maximise on these results. This togetherness means your website will generate leads and revenue on an ongoing basis. **Keep your website and your sales & marketing strategy close together for a beautiful and productive relationship that does great things for your business.**

Like more information about how to make inbound marketing work for your business? Download our free eGuide now.

www.tomorrow-people.com/20-ways

01

IGNORE YOUR TARGET AUDIENCE

Unlikely as it sounds, lots of companies are still ignoring their online audience. Many of the worst mistakes in website redesign happen because a company develops the wrong messaging or content, or overloads its web users with far too much information. This can put a full stop to a company's entire inbound marketing initiative. Your website visitor and potential customer doesn't want to be slowed down with an online manifesto about your company's products or services.

They're looking for punchy, accessible information that they can take in quickly. It's been proven that web visitors scan information rather than reading it, as they do with print. To summarise: web content that ignores your target audience will get ignored by your target audience.

Avoid this mistake by:

- > Leaving your ego behind when you're thinking about the message you want to give your web visitors.
- > Start with what your web visitor wants, not what your company wants to say.
- > Always plan and develop your content with your web visitor as the starting point.
- > Think about what they would want to know when searching on your website.
- > Always keep it short and punchy. Be both persuasive and to the point.
- > Your web visitors, whether they know it or not, want clear, user-friendly direction to allow them to find what they need.
- > Putting yourself in your web visitor's place also means avoiding the temptation to create or commission an overly complex and graphics-heavy website.
- > Too much information or too many fancy add-ons can create a confusing impression that leaves your website visitor feeling ignored rather than drawn in.

02

FORGET ABOUT AN END GOAL

Your inbound marketing goal is to connect with your potential and existing customers to build leads and revenue consistently and effectively. So why is it that so many companies lose sight of the bigger picture when they redesign their websites? It's because it is all too easy to neglect your core sales & marketing objectives in the process of updating or repositioning your website.

Avoid this mistake by:

Developing clear specific objectives for your website, just as you do for the rest of your business. This means your website will be less about just looking good and more about where you want to get to, whether that's more sales, more leads, more take-up of a specific product or service - or all of the above. Once you have these objectives in mind, relate everything on your website to them, at every single stage of the journey.

Question everything you're doing and ask yourself if it will really help you achieve your goal. If not, it's best to reconsider it. Use practical tools that can keep you focused on whether you're achieving your goals to keep track of those all-important metrics such as the average amount of time visitors stay on your site, how they move around your site and the points at which they leave.

03

LAUNCH YOUR NEW WEBSITE - THEN FORGET ABOUT IT

Launching a new website should be cause for celebration, but not too much relaxation. However once that new website is up and running, it can be all too tempting to sit back and wait for the leads and sales to come rolling in, all by themselves.

Avoid this mistake by:

Recognising that successful website redesign is part of an ongoing process of development that, done consistently and continuously over time, will win you new business. A redesign with real purpose will form part of a strategy in which fresh content will keep your website and your customers up to date. It means a site that is refreshed regularly with news and engaging content to encourage visitors to return.

Seeing beyond the shiny new launch also means looking at your website as an evolving source of information that builds your profile as a thought leader in your industry. **In reality, a website redesign never really stops. It evolves along with your inbound marketing strategy.**

04

LEAVE SEO TO A FEW KEYWORDS ON YOUR WEBSITE

Considering how valuable SEO is for business, this is a surprisingly common pitfall for companies. Many still try to optimise with the very limited benefits of a few SEO keywords liberally added to each page. It's a one-off measure that stops very short of putting you high in the search engine - or in your customer's awareness.

Avoid this mistake by:

working to a strategy that will simultaneously rank you higher than your competitors in the search engines - and create a strong, productive relationship with your potential customers. That means combining SEO techniques with engaging and regularly updated content to create a credible and appealing source of information - your website.

Website redesign - your SEO must-haves:

- > Frequent, quality, relevant content from page titles to meta descriptions - frequently and regularly updated.
- > Keywords featured in the main page, article text, header text and link text.
- > Links from one page to another on your site - and to pages from other websites.
- > A calendar, not a stop watch: Getting SEO right to get results takes time and planning, rather than quick fix solutions. Focus on creating high quality, well optimised content over time and keep it up consistently for the best results.

05

SEE YOUR WEBSITE AS SEPARATE FROM YOUR SALES & MARKETING

Many companies seem to like keeping their websites at a great distance from their main sales & marketing activity. Why create that gap between the two, when together they can help you win more leads and more customers? Even the most up to date and good looking website can miss this important point if it's not optimised and strategised for sales & marketing.

Redesign your website without a clear sales & marketing focus in mind and you'll probably be unsure as to how your web visitors tracked you down and what made them get in touch with you. You will probably also have potential leads going away unnurtured, who move on to become a customer for one of your competitors. Overall, this approach will also mean you'll have to work harder in the rest of your business, instead of enjoying leads and revenue generated by your site.

Avoid this mistake by:

Making sure your website is right at the core of your sales and marketing strategy, not an add-on or an extra. Check that your planned website redesign will create transparency so that you can view your visitor and lead metrics on a regular basis. Most importantly, ensure that the leads you generate through your website are visible to your sales team. Keep your sales team as ready to respond to new leads as your website is maximised to create them. The next vital step is for your sales team to efficiently analyse and follow up on all the leads your website brings you - scoring them to ensure that they are mature and qualified leads.

Underpin all your activities with a strategy for continually assessing your results and updating your activities accordingly. Then you'll create a website that works for your inbound marketing strategy by turning visitors into leads and leads into customers.

Effective websites
5 common mistakes
businesses make and
how to avoid them