



# **How to Redesign a Website**

**By Ryan Masterson, Green Hat Web Solutions**

# Welcome

Ryan Masterson

- CEO and Co-founder of Green Hat Web Solutions
- My focus is on user interface and user experience design
- Studied design at the Art Institute of Colorado and Colorado Christian University



# Reasons to redesign

Redesign a website for your **visitors**

- Increase conversions
- It has a bad user experience and is hard to navigate.
- Does not reflect current branding
- Uses design trends that are out of date

Redesign a website for your **internal needs**

- It does not reflect your latest business and marketing strategy.
- You cannot update the content.
- Features on the site don't work properly.

# Redesign and SEO

Redesign a website for **SEO**

- Mobile friendly
- Speed/performance (see [Google PageSpeed Insights](#))
- More SEO friendly
  - Have only one H1 heading per page
  - Put keywords in H1 headings, body content and your images' ALT tags and filenames
  - Compress images such as with <https://kraken.io/web-interface>
  - Upgrade your hosting service to improve your website's loading time
  - Get an SSL certificate (https)

# How to pitch a redesign

1. SHOW YOUR COMPETITORS
2. REVIEW CURRENT PERFORMANCE
  - a. Some KPIs to consider would be:
    - i. Bounce rate
    - ii. Average time on site
    - iii. Leads generated
3. SHOW OUTDATED CONTENT
4. EXPLAIN CHALLENGES TO MAKE EDITS
5. SHOW WHAT'S NOT WORKING
  - a. Unresponsive design
  - b. Broken links
  - c. Graphics that don't load properly
  - d. Error messages (or missing pages)
  - e. Lack of browser compatibility
6. CHECK FOR SLOW LOADING TIMES
7. GET VISITOR FEEDBACK

## **Know What Motivates Your Boss**

1. To win over your boss on a redesign, it's important to know what will motivate him or her best.
2. Is your company facing any specific challenges?
3. Could a new site design help solve those challenges?
4. Back Your Argument With Data
5. Is your current website achieving company goals? Present solid data and analytics

# 1. Find inspirational sites

<https://www.awwwards.com/>

<https://cssnectar.com/>

<https://www.siteinspire.com/>

<https://www.webdesign-inspiration.com/>

<https://www.behance.net/search?field=102&content=projects&sort=appreciations&time=week>



## 2. Choose a CMS wisely



# 3. Decide between custom vs pre-built template

Go with a premium template/theme site if:

- You need a small website
- Have very limited budget
- Lack design and/or development skills (or inspiration)
- You found a theme that you're excited about right out-of-the-box
- You don't plan to make any functionality updates to it in the future

Go with a custom template/theme if:

- You feel that your site deserves a unique design to fit aesthetic or functional requests
- There's no theme that fits your needs without modifications
- You believe you may want to update the site with new functionality at a later stage
- You want to be sure that the site is optimized for page loading speed and quality, and that any such issues can be easily resolved later on
- You want a lean admin dashboard, with just the options that you or your client will need to customize later on



# What you can do with themes

- Template: <https://demo.themefuse.com/?theme=the-core>
- Our work: <https://www.natural-habitats.com/>
  
- Template: <http://great-lotus.ancorathemes.com/>
- Our work: <https://templeofpeace.wpengines.com/>
  
- Template: <https://avada.theme-fusion.com/home-version-19/>
- Our work: <https://www.napit.com.br/>
  
- Template: <https://jupiter.artbees.net/labrandeus/>
- Our work: <https://quinism.org/>

# Good theme vendors

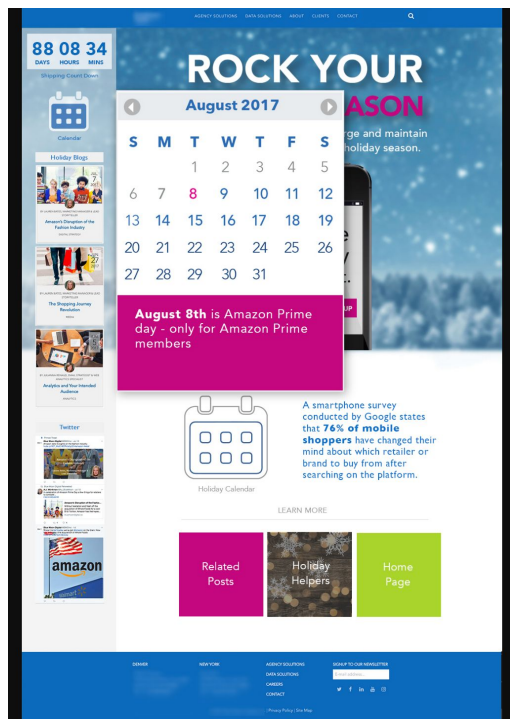
- Themes Kingdom
- <https://themeskingdom.com/wordpress-themes/>
- ThemeForest
- <http://themeforest.net/category/wordpress>
- TeslaThemes
- <http://teslathemes.com/wordpress-themes/>
- ThemeFuse
- <http://themefuse.com/wp-themes-shop/>

# If you go custom...

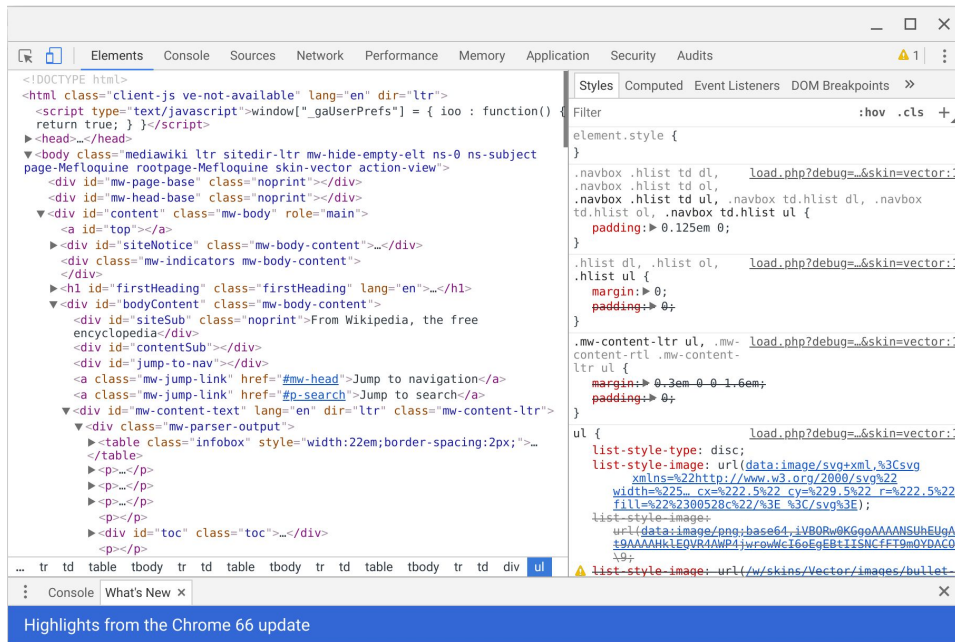
- Use a starter template/theme
- Frontend template: <https://html5boilerplate.com/>
- If you're using WordPress consider:
  - <https://underscores.me/>
  - <https://roots.io/sage/>
- To wireframe or not to wireframe?



# 4. Create in actual size

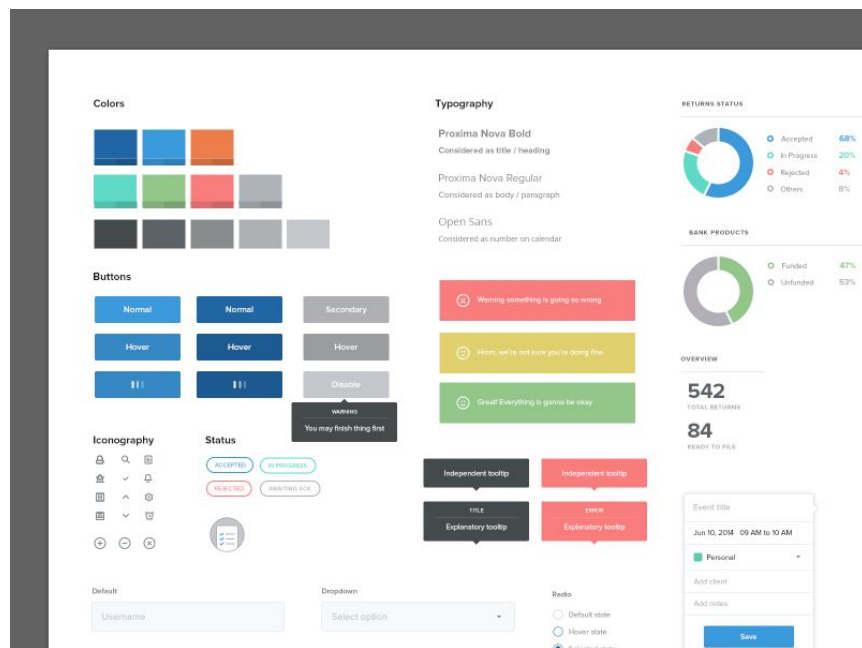


# 5. Draft with browser inspector



# 6. Create a library page

<https://greenhatgk.staging.wpengine.com/private-vc-example-copy/>



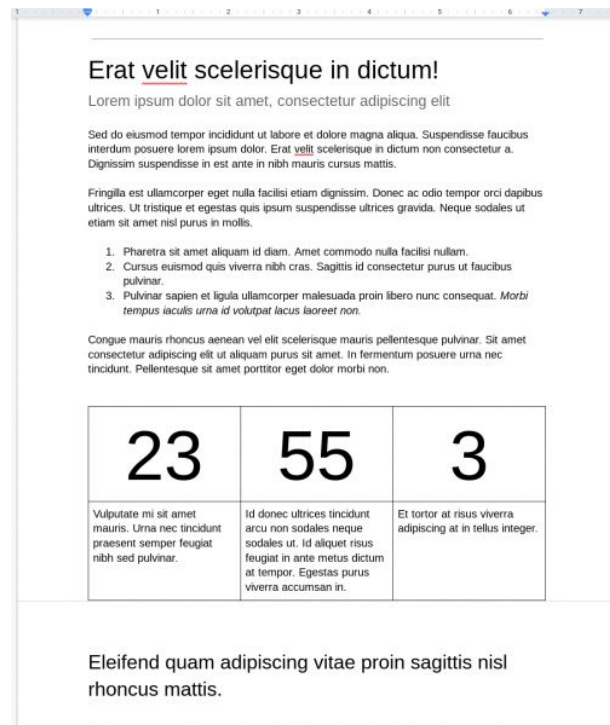
# 7. Plan content CAREFULLY

1. Decide between changing URL structure or not

2. Create a hierarchy of pages

3. **Make your content scannable**

Example of great content layout





# 8. Use version control



**9. Use a staging/dev site**

**10. Use Google Fonts**

# 11. Test!

BrowserStack - <https://www.browserstack.com/>

PageSpeed Insights -  
<https://developers.google.com/speed/pagespeed/insights/>

Accessibility - <https://achecker.ca/checker/index.php>

Mobile testing tool - <https://search.google.com/test/mobile-friendly>

Schema markup -  
<https://search.google.com/structured-data/testing-tool/u/0/>

# Additional tips

- Don't use a slider
- Background videos auto-playing

# How to Launch a Redesign

- Create 301 redirects for all URLs that change
- Submit XML sitemap to Google Search Console
- Crawl for Eliminate 404's and 301 redirect duplicate URLs

Old URL	New URL
<a href="http://www.dktinternational.org/">http://www.dktinternational.org/</a>	<a href="http://dktint.wpengine.com/">http://dktint.wpengine.com/</a>
<a href="http://www.dktinternational.org/2011/11/south-africa-slideshow/">http://www.dktinternational.org/2011/11/south-africa-slideshow/</a>	<a href="http://dktint.wpengine.com/country-programs/">http://dktint.wpengine.com/country-programs/</a>
<a href="http://www.dktinternational.org/2012/06/dkt-receives-award-from-vietnamese-governm">http://www.dktinternational.org/2012/06/dkt-receives-award-from-vietnamese-governm</a>	<a href="http://dktint.wpengine.com/resources/press-releases/">http://dktint.wpengine.com/resources/press-releases/</a>
<a href="http://www.dktinternational.org/2012/07/july-2012-aids-conference-in-dc/">http://www.dktinternational.org/2012/07/july-2012-aids-conference-in-dc/</a>	<a href="http://dktint.wpengine.com/resources/press-releases/">http://dktint.wpengine.com/resources/press-releases/</a>
<a href="http://www.dktinternational.org/2013/11/phil-harveys-resignation/">http://www.dktinternational.org/2013/11/phil-harveys-resignation/</a>	<a href="http://dktint.wpengine.com/publications-resources/phil-harveys-re">http://dktint.wpengine.com/publications-resources/phil-harveys-re</a>
<a href="http://www.dktinternational.org/about-dkt/">http://www.dktinternational.org/about-dkt/</a>	<a href="http://dktint.wpengine.com/about/">http://dktint.wpengine.com/about/</a>
<a href="http://www.dktinternational.org/about-dkt/annual-report/">http://www.dktinternational.org/about-dkt/annual-report/</a>	<a href="http://dktint.wpengine.com/resources/annual-reports/">http://dktint.wpengine.com/resources/annual-reports/</a>
<a href="http://www.dktinternational.org/about-dkt/board/">http://www.dktinternational.org/about-dkt/board/</a>	<a href="http://dktint.wpengine.com/about/board-of-directors/">http://dktint.wpengine.com/about/board-of-directors/</a>
<a href="http://www.dktinternational.org/about-dkt/country-leadership/">http://www.dktinternational.org/about-dkt/country-leadership/</a>	<a href="http://dktint.wpengine.com/contact-us/">http://dktint.wpengine.com/contact-us/</a>
<a href="http://www.dktinternational.org/about-dkt/donate/">http://www.dktinternational.org/about-dkt/donate/</a>	<a href="http://dktint.wpengine.com/donate/">http://dktint.wpengine.com/donate/</a>
<a href="http://www.dktinternational.org/about-dkt/donors/">http://www.dktinternational.org/about-dkt/donors/</a>	<a href="http://dktint.wpengine.com/about/donors/">http://dktint.wpengine.com/about/donors/</a>
<a href="http://www.dktinternational.org/about-dkt/financial-audits/">http://www.dktinternational.org/about-dkt/financial-audits/</a>	<a href="http://dktint.wpengine.com/about-dkt/financial-audits/">http://dktint.wpengine.com/about-dkt/financial-audits/</a>
<a href="http://www.dktinternational.org/about-dkt/media-contact/">http://www.dktinternational.org/about-dkt/media-contact/</a>	<a href="http://dktint.wpengine.com/contact-us/">http://dktint.wpengine.com/contact-us/</a>
<a href="http://www.dktinternational.org/about-dkt/mission-vision/">http://www.dktinternational.org/about-dkt/mission-vision/</a>	<a href="http://dktint.wpengine.com/about/">http://dktint.wpengine.com/about/</a>
<a href="http://www.dktinternational.org/about-dkt/staff/">http://www.dktinternational.org/about-dkt/staff/</a>	<a href="http://dktint.wpengine.com/about/hq-staff/">http://dktint.wpengine.com/about/hq-staff/</a>
<a href="http://www.dktinternational.org/about-dkt/suppliers/">http://www.dktinternational.org/about-dkt/suppliers/</a>	<a href="http://dktint.wpengine.com/about/suppliers/">http://dktint.wpengine.com/about/suppliers/</a>



Thank you!

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Ryan Masterson

[ryan@greenhatwebs.com](mailto:ryan@greenhatwebs.com), [www.greenhatwebs.com](http://www.greenhatwebs.com)