

# Redesign With Confidence.

Start by asking these *10 questions*.



*Hello.*

We know this has been a rough year. But here we are, trying to pick up the pieces.

Redesigning your website can help your organization hit the ground running during the recovery period. We want to help that process be as smooth and successful as possible. Let's plan your redesign.

**Nick Romanos**

CREATIVE DIRECTOR

828-398-8892

NICK@STATUSFORWARD.COM

**Status Forward**

# 10 questions for a **successful** redesign.



# What is the #1 thing I want a visitor to do on my website?

---

This should be the top desired behavior for someone who visits your website. If you are an ecommerce business, it's probably making a sale. If you are a non-profit, it could be getting a donation or having someone sign up for a volunteer effort.





**LIVE STREAM**

# Livestream the StoryBrand Marketing Workshop

*You can now livestream the StoryBrand Marketing Workshop and experience it from your home or office!*

**December 7th and 8th**

Register Now

WATCH VIDEO



STREAM THE FULL 2-DAY WORKSHOP



GET LIVE VIRTUAL COACHING



KNOW YOU'RE DOING IT RIGHT

VIEW EXAMPLE →



# What are the next best things that I want a website visitor to do?

---

Even if your home page (or whole website) is focused on a single user behavior, it's important to think of other high-value actions that users could take before leaving your site.





Neighborhood dining, elevated.  
All are welcome.

[VIEW MENUS](#)

SCROLL

[VIEW EXAMPLE →](#)



## Do I know what actions users are taking while visiting my site?

---

A lot of data is available by setting up proper (goal) tracking. This can be configured during a site redesign. This allows you to see things like, what percentage of visitors arriving from search results signed up for your email list.



All Users  
100.00% Sessions

+ Add Segment

Jul 1, 2020 - Jul 31, 2020 ▼

## Overview

Revenue ▼ vs. Ecommerce Conversion Rate ▼

Hourly Day Week Month

● Revenue ● Ecommerce Conversion Rate



### Revenue & Conversion Rate

Revenue  
**\$17,034.23**

Ecommerce Conversion Rate  
**0.83%**

### Transactions

Transactions  
**302**

Avg. Order Value  
**\$56.40**

### Marketing



# Is SEO important for my website? If so, how well does my current site rank?

---

Do you rely on traffic from Google, or want more traffic from Google to your website? Search Engine Optimization is the process of better positioning your website to appear in search results for key terms and topics that are relevant to your business.

www.romanticasheville.com › rafting ▾

## Asheville NC Whitewater Rafting Guide - Romantic Asheville

12 Best **Whitewater River** Outfitters. Wildwater Ltd. **Whitewater Rafting**. Nantahala Outdoor Center. French Broad **River** Outfitters. **Asheville** Outdoor Center. Blue Heron **Whitewater**, Hot Springs. Tuckasegee **River Rafting** & Tubing. Lazy Otter Outfitters. French Broad Adventures.

www.frenchbroadrafting.com ▾

## French Broad Rafting and Ziplines | Asheville, NC

Closest **whitewater rafting** and zipline adventure package to **Asheville**, NC. Raft trips on the French Broad River, canopy tours in WNC Blue Ridge Mountains.

[Whitewater Trips](#) · [Rafting](#) · [Ziplines](#) · [Rafting FAQ](#)

www.frenchbroadrafting.com › whitewater ▾

## Whitewater rafting - French Broad Adventures

An unforgettable adventure – **Asheville's** nearest **whitewater** experience! Experience the exciting adventure of **whitewater** rapids and enjoy the natural beauty of ...

www.blueheronwhitewater.com ▾

## Blue Heron Whitewater: Home

**Whitewater rafting** on the French Broad River in **Asheville** North Carolina. The best **whitewater rafting** in NC.

[Trips & Prices](#) · [Photos & Videos](#) · [What To Bring](#) · [Contact us](#)

noc.com › plan-your-trip › french-broad-river ▾

## Asheville Rafting on the French Broad | Nantahala Outdoor ...

If you're looking for family-friendly **white water rafting** only minutes from downtown **Asheville**, check out the ...

Apr 15, 2014 · Uploaded by Nantahala Outdoor Center

www.rollingthunderriverco.com › white-water-rafting-i... ▾

## Whitewater Rafting Tours in Asheville, NC | Rolling Thunder ...

The Nantahala River is the area's best known **white water rafting** river. It offers alternating flat water and thrilling rapids, and it is the perfect spot for beginners and ...



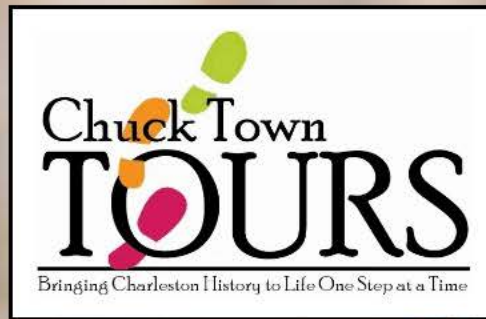


# How is photography supporting (or harming) my website design?

---

Is it relevant? Is it out of date? Does it display nicely? Ideally, your website's photography will point to the aspirational identity of your customer. It will show that audience in a setting that feels natural, wearing expressions that are sincere, or even candid.





Things to do in Charleston "The best walking history tour in Charleston SC"

*We're Professional Tour Guides*



Only Licensed History Guides

The history of Charleston is rich with stories, dates, and colorful characters – and some of them are actually true. Take a walking tour through history with our board-certified tour guides as we separate fact from fiction in the 300 years of Charleston SC history.



The Charleston Tour Association

We are proud to support the integrity of Charleston's Walking Tour industry by taking an active role as members of the Charleston Tour Association. "We must protect the history of Charleston SC, the story of America, so we can continue to share it with our guests for many years to come."



We'll Entertain You

At Chucktown Tours we create entertaining, story telling, tours designed to teach you the story of Charleston in a way you've never heard it before. Including the Southern Gentleman "Tour". A relaxing look at the history of Charleston from the comfort of a shaded courtyard in Charleston SC

*What people are saying about Chucktown Tours*

"Our best tour EVER!"



"We can't say enough about how much we enjoyed the walking history tour! It was entertaining, knowledgeable and considerate, with the pace set for two elderly women!! I've been on the carriage ride before but would recommend this

"One word...Excellent!"



"If you like history then this is your tour and Mark is your man! A great job at getting into the details of the history of Charleston. You can tell he has a real love for history, which is what made this tour so enjoyable! We highly recommend this

"This is your tour!"



"This tour was exceptional! It was very informative and educating. If you take this tour I guarantee it will be unforgettable and you will come away from it knowing amazing little facts about this incredible city! Truly an asset to the wonderful city of

VIEW EXAMPLE →



# Explore the Lowcountry!

Escape the city and discover Charleston's natural wonders.

CHECK AVAILABILITY

Hi there, have a question? Text us here.

0 Checkout



## Hidden Gem

Our private location and launching site gives us direct access to marshes, creeks, tidal flats, and barrier islands where you can see a plethora of wildlife including dolphins, osprey, wading birds, and sea turtles.



## Adventure of a Lifetime

We are a professional family of guides and captains dedicated to leading trips through some of the most beautiful saltwater estuaries in South Carolina. As a guiding and rental service company, we provide you with everything you need to have an adventure of a lifetime.

VIEW EXAMPLE →





# Is my website's menu leading people where they need to go?

---

Take a look at your website's primary menu. Are you giving users a clear path to reach the information they need to find? A bloated, unclear navigation can make a website a nightmare to click through. Organization matters!









# How much of my website traffic is from phones vs. tablets vs. desktops?

---

What is your page load speed on mobile and desktop? How does your layout look on both? Do you get traffic from people using tablets? By understanding how people are using your website, you can identify issues and areas for growth.

All Users  
100.00% Users

+ Add Segment

Jul 1, 2020 - Jul 31, 2020

Explorer

Summary Site Usage Goal Set 1 Ecommerce

Users

Day Week Month

Primary Dimension: Device Category

Secondary dimension Sort Type: Default

advanced

Device Category	Users	Users	Contribution to total:
	14,723 % of Total: 100.00% (14,723)	14,723 % of Total: 100.00% (14,723)	
1.  mobile	8,722	59.67%	
2.  desktop	5,515	37.73%	
3.  tablet	379	2.59%	





# Does my website fit in with my brand identity visually, and in written messages?

---

If your brand lacks cohesion, a website rework can be a great opportunity to make wholesale improvements across channels. After all, your website brings in fonts, colors, photos, illustrations, copy, and calls to action to form a cohesive presentation.





# PURE • RAW • DELICIOUS

*Discover the world's best honey.*

SHOP HONEY

VIEW EXAMPLE →





# Is my website leading people to sign up for my email marketing?

---

If nobody is signing up for your email marketing, there's a good chance you're not giving them a valuable reason to. Consider offering an incentive— from a discount on their order to an exclusive content download.





GET INSPIRED

MAPS + PLACES TO GO

THINGS TO DO

PLACES TO STAY

GETTING TO + AROUND

PACKAGE TOURS

PLANNING HELP



# ORDER YOUR ALASKA VACATION PLANNER

[Home](#) » [Planners](#)

This website uses cookies to analyze traffic and customize content on this site. By clicking OK and using this website, you are agreeing to our [privacy policy](#) regarding the use of cookies.

OK



minute. Take a first step toward Alaska right now!

[VIEW EXAMPLE](#) →



# 10

## What results would I like to achieve with a website redesign?

---

Determining Specific, Measurable, Attainable, Relevant, and Time-Based (S.M.A.R.T.) goals will keep you and your web design professional aligned and focused throughout the project.

**This is a lot to think  
about... Let's make it a  
bit easier.**



DOWNLOAD THE WORKSHEET

# 10 Essential Questions To Ask Before Redesigning Your Website

DOWNLOAD NOW →



UPDATED JUNE 2020

## Redesign With Confidence.

Start by asking these *10 questions*.



**Thank you.**