

ULTIMATE WEBSITE REDESIGN PLANNING KIT

THE ULTIMATE KIT FOR WEBSITE REDESIGN
PLANNING AND SAVING UP TO 25% ON PROJECT COSTS

BROUGHT TO YOU BY: [BLUE ATLAS MARKETING](#)

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ABOUT BLUE ATLAS MARKETING

Blue Atlas Marketing is a full-service web marketing company that specializes in driving business online for small to medium-sized businesses utilizing:

- + Professional Website Design
- + Search Engine Optimization
- + Social Media Marketing
- + Content Marketing
- + Mobile Applications
- + Online Reputation Management

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REDESIGN KIT OVERVIEW

You want to redesign your website, and you want to save money, right?

This kit is built to help you prepare to redesign your website while saving money and being well-educated in the process!

What will you get from this Kit?

- 1. Who You Market To and Why**
- 2. The Purpose of Your Website**
- 3. Benchmark Metrics**
- 4. Key Functionality Plan**
- 5. Page/URL Mapping**

THE CUSTOMER AVATAR

The Customer Avatar is one of the most important elements in your marketing plan. Many businesses jump in and sell to anyone, which leads to an identity crisis at some point in the life of the company.

In order to focus your marketing and target the right market, you need to build your **ideal perfect client**. We have provided a template for determining what your ideal client thinks about, goals for their business, places they get information, and other useful information.

This Customer Avatar will help you understand why you use certain marketing tactics and how to construct the message that actually rings a bell for your ideal prospect.

[**DOWNLOAD CUSTOMER AVATAR WORKSHEET HERE**](#)

Or find it in the Kit zip file you downloaded!

MARKETING PURPOSE - WEBSITE

Before jumping into colors, images, and how the website will function, you need to think about what is the **real purpose of your website**.

Obviously, the website is your online face, but you should consider what is your website's purpose. How will your website function for the different departments of your company? What goals do you have for the website?

Now is the time to decide what you want your website to do in regards to your marketing strategy. Things you should consider:

- **Goals for the Website**
- **Sales Support**
- **Customer Service Support**

[**DOWNLOAD MARKETING PURPOSE WORKSHEET HERE**](#)

Or find it in the Kit zip file you downloaded!

CURRENT METRIC BENCHMARKS

You should have metrics for your website that give you an indication of how well your website is working for your business. If you aren't measuring anything now, it is time to set your metrics.

Even if you have metrics in place, you should establish **Current Metric Benchmarks**, so you have comparisons for your new website. Monitoring your progress is important in understanding the impact of your new website!

[**DOWNLOAD CURRENT METRIC BENCHMARK WORKSHEET HERE**](#)

Or find it in the Kit zip file you downloaded!

KEY FUNCTIONALITY PLAN

So you're building a new website, right? Now is the time to think about functionality that your new website will contain.

This is the step that you determine **ways your website will function or operate**. Maybe it is a job board for open positions or a list of available equipment for sale. The possibilities are endless at this point, so you should really consider things your website can do to set you apart from your competition!

[**DOWNLOAD KEY FUNCTIONALITY PLAN WORKSHEET HERE**](#)

Or find it in the Kit zip file you downloaded!

PAGE / URL MAPPING

The final step before you dive into the design phase of your new website redesign project is **mapping existing pages**.

If your website already exists, it has been indexed by the search engines. Google and the other search engines know what pages exist on your website, and you probably already rank well for some keywords.

You don't want to lose those rankings. You will need to either retain the existing URLs or redirect to new ones.

In order to prepare for the new design project, map out your pages, so the proper mapping can be done once the new site is launched!

[**DOWNLOAD PAGE/URL MAPPING WORKSHEET HERE**](#)

Or find it in the Kit zip file you downloaded!

CHECKLIST

- CUSTOMER AVATAR
- MARKETING PURPOSE - WEBSITE
- CURRENT METRIC BENCHMARKS
- KEY FUNCTIONALITY PLAN
- PAGE URL MAPPING

CONCLUSION

Preparing to redesign your website doesn't have to be such a daunting task. Follow this kit and be properly prepared for a new website redesign and launch!

Ready to redesign your website?

Contact Blue Atlas Marketing today: 713-244-6643, email us at info@blueatlasmarketing.com, or visit our website www.blueatlasmarketing.com!

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