



# 7 Ways to Prepare for a Website Redesign

You may know it's time to overhaul your website, but how do you lay the foundation for improvements – even before a redesign project is approved? Here are some ways you can get started early on the path to success.



## Set Goals

While thinking about functional requirements is a necessary part of the process, also take a step back and think about the larger goals your agency wants to achieve with its website. Do you want to boost engagement, make processes easier or modernize the design? These objectives can be your guiding light in winning buy-in and focusing teams in the future.



## Talk to Council

Make sure your stakeholders are aware of the need for a redesign as early as possible, and see if they have any goals of their own to include in early requirements. Not only will this help ensure you are aware of their priorities early, but will also lay the foundation for project buy-in down the road.



## Focus on Value

As you're speaking about the need for a redesign with decision-makers, remember to emphasize the value a professional website provides, like reducing staff time, boosting resident satisfaction and improving the digital profile of your community.



## Think About Your Content

It's never too early to start the discussion about your website's content. Encourage department leaders to review their pages for relevance and readability before a redesign begins. This will help streamline the process as you add information to the new website rather than migrating outdated and unfriendly pages down the line.



## Talk to Residents

Even if you're in the early stages, it's helpful to put out a short survey or solicit feedback on your website. After all, their satisfaction and engagement should be your primary focus.



## Consider Scope

In addition to your main site, think about departments that may need their own websites based on their mission, message or size. Consider if they serve a unique audience, have a specialized brand or different needs from the main website.



## Look at Your Branding and Imagery

Start the process of collecting strong imagery that reflects your organization's brand and community. That way, when you begin the redesign, you will have a large library compiled and ready to go.