

# 10 Questions to Ask BEFORE Redesigning Your Website

What you must know before investing time  
and money to redo your website.



## 10 Questions to Ask BEFORE Redesigning Your Website.

Typically website redesign conjures up images of designers and agency types huddled in conference rooms brainstorming creative ideas. While aesthetics are important, functional considerations will make all the difference in determining the effectiveness of your site. Here are 10 essential questions to consider **before** you make a decision to redesign your site.

### Content

- Is the content relevant, current and engaging, tailored to the buying cycle?
- Is the content written with a specific target audience persona in mind?

### SEO

- Is the site optimized for the right key words, what key words are driving traffic and to which pages?
- Are Blog, RSS, email subscription options included?

### Sharing

- Do consumers have plenty of convenient options that make it easy for them to share content?

### Mobile

- Is the web experience conducive to mobile platforms?

### Leads

- Are leads being generated from our website?
- Are those leads being nurtured, converted and closed?

### Metrics

- How many visitors and leads are coming to the site?
- Which pages are getting the most traffic?

---

**FREE Consultation** – If you answered “No” or “I am not sure” to any of these questions we should have a conversation to talk about the implications. Just click on the button below and we’ll contact you, or contact us!

**Yes, I want a FREE Consultation!**

### Contact Us:

**Strategic Marketing Solutions**

**Attn: Joe Ruiz**

**PO Box 29946**

**Richmond, VA 23242-0946**

[www.strategicdriven.com](http://www.strategicdriven.com)

**804-360-0038**