



MANUFACTURER'S WEBSITE REDESIGN WORKBOOK

Plan everything you need
for your manufacturing
company's website
redesign.





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Get Ready

You can't just dive headfirst into a website redesign and expect it to be successful. Careful and strategic planning will ensure the money and time you invest in your new website will produce an enviable return.

This workbook will help you gather and plan everything you need for your manufacturing company's website redesign. We have broken the worksheet into various phases in an easy to follow format. But that doesn't mean you have to do this all on your own. If you are stuck on any section, just give us a call or shoot us an email. We are happy to help and don't charge for consultations.



STRATEGY

Know Your Current Metrics - Set the Baseline

It is essential to understand and document your current performance metrics before heading into a redesign of your website. You can find most of this information in Google Analytics or Google Search Console. Other marketing platforms can provide even more data. If you aren't sure, have the web development team you are working with pull the numbers for you.

1. How many visitors do you get a month (on average?)

2. Average Overall Bounce Rate

3. Organic Positions Report:

Current rankings of keywords on Google

4. Conversions per month (Avg.)

Form Fills, phone calls, etc. These are listed as goals in Google Analytics.

5. Overall site conversion rate %

6. ECommerce Sales Per Month (if applicable) \$

7. Top performing pages

RANK	TRAFFIC	KEYWORDS RANKED	CONVERSIONS
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

What Are Your Goals?

As fun as website redesigns can be, they should be for a purpose. Whether you are looking for a better user experience (UX), improved search engine optimization (SEO), more leads/sales, or better brand positioning, your new website should focus on your business objectives. We will get more into the details during the planning phase.

1. Why do you want to redesign the website?

2. What does success look like for your redesign (SMART goals - Specific, Measurable, Attainable, Relevant, Time-bound)?

Brand and Targeting

1. What is your brand's unique value proposition? Is it changing with the new site?

2. Who is your target audience?

List their demographic information:

List any psychographic you have:

3. Who are your top competitors?

Do you like any of their websites? If so, which ones and why?

RANK	COMPETITORS	DO YOU LIKE SITE? Y/N	WHAT DO YOU LIKE ABOUT SITE
1			
2			
3			
4			

PLAN

Now that you have a solid understanding of your current metrics, specific goals for the website redesign, and who you are targeting, you can get to work on planning the website redesign for your manufacturing company. Again, don't feel like you have to do this all on your own. We've developed hundreds of industrial websites and can help you get unstuck.

Overall

1. Will you need to sell your products or services on the website? No Yes

2. What do you hate about your current website?

3. Is there any information your website is missing?

4. What should visitors know about your company as soon as they land on your website?

5. Do you have a budget you need to stay within? No Yes \$

6. Do you have a deadline? No Yes Date

7. Do you have a bonus tied to anything the site can impact? No Yes

8. Will your website need to be multilingual? If yes, please list languages.

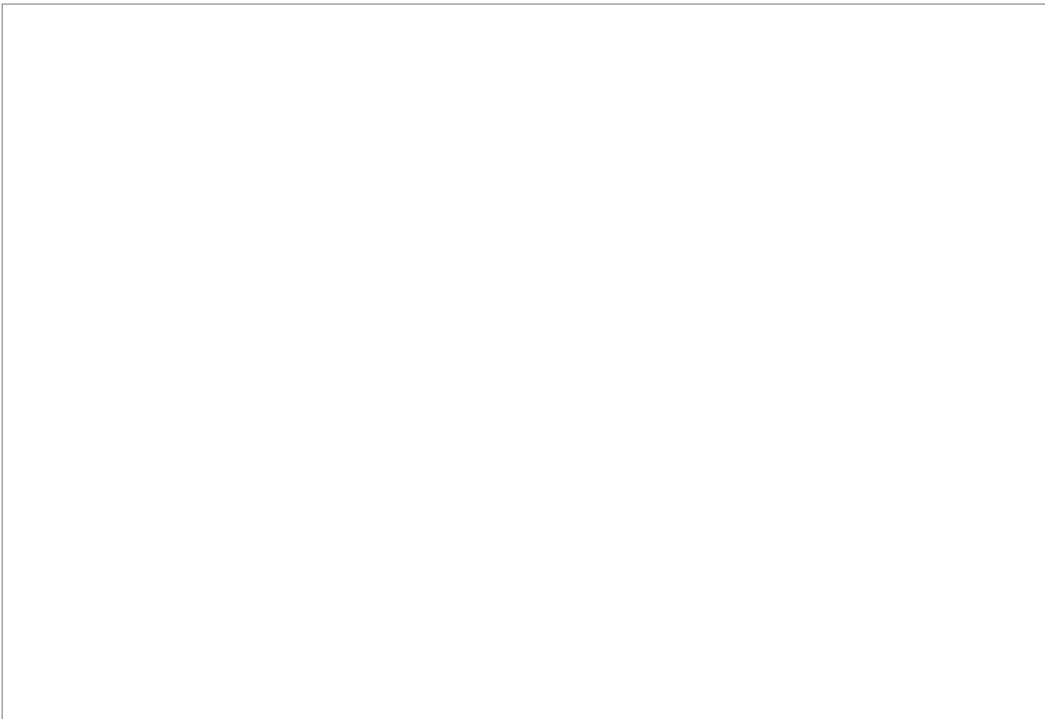
Site Structure

1. How many pages are on your current site?

2. What is the current sitemap?



3. What will be the new sitemap? Consider SEO and UX



ACTION ITEM! Create a Spreadsheet for 301 Redirects

Site Content

1. Using the site structure information, what content needs to be created?

2. What content needs to be updated?

3. Do you have all of the necessary video/images? No Yes

Custom Development

1. Does your website need to integrate with other software, such as an ERP or CRM? No Yes

2. Do you need custom calculators or configurators built? No Yes

3. Do you need a document management system for SDS or other documents? No Yes

4. Will the website need an online warranty registration software? No Yes

5. Do you need a distributor or store lookup tool? No Yes

Technical Considerations

1. Will the domain name be changing? No Yes New Name

2. What is the current CMS?

Open-source Good SEO Structure/Capabilities Security Ease of use

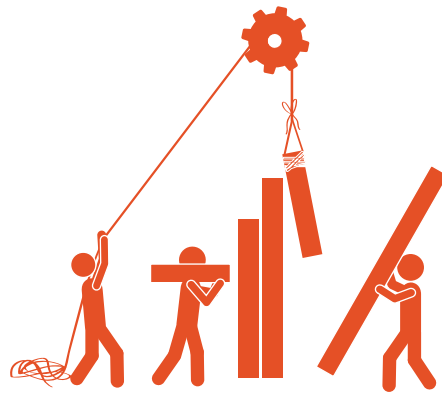
3. Is CMS Changing? No Yes

4. Who is the current host provider and will it be changing? No Yes

5. Will you be using a CDN? No Yes

Building The Site

Now the real fun begins. Most of this will be on the web development company you've selected. But it will be helpful to have a solid understanding of what they will (or should) be doing.



Design

1. UX Analysis and Wireframe

- Review Google Analytics for insight into visitor website behavior
- Develop User Stories to determine logical flow for multiple users throughout the site
- Create wireframe layouts of key pages.
- Review/Revise/Approve wireframe layouts

2. Design Mockups

- Using UX Analysis and Wireframes, create design mockups of key pages.
- Review/Revise/Approve design mockups

Develop

1. Server/Host

- Create a Staging Environment

- Make sure to mirror the final environment based on the platform
- Set to no index

2. Content Configuration

- Layout current content and content needs for all pages in the sitemap
- Develop plan and deadlines for developing new content
- Review/Revise/Approve website content

3. Website Development

- Develop theme files of the website based on designs on the staging environment
- Add additional pages
- Custom development functionality

3. SEO

- **Perform keyword research**

Current rankings

Desired rankings

Intent-based search queries

- **Onsite Optimization**

Title Tags

Header Tags

Meta Descriptions

Image Alt Tags

- **Make a list of your backlinks and what pages they link to**

4. Quality Assurance

- **Cross-browser compatibility**

Chrome

Safari

Mozilla

Edge

- **Responsive**

Review various breakpoints to ensure readability on all screen sizes

- **ADA Compliance Review**

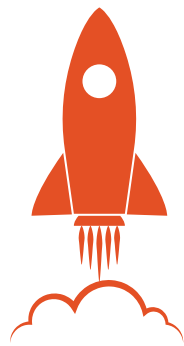
Perform Audit

- **Testing**

Site performance

Security

Launch & Post Launch



1. Implement 301 redirects

2. Check Robots.txt

3. Reindex Website

- Submit sitemap and reindex to Google Search Console
- Submit sitemap and reindex to Bing Webmaster Tools
- Check the number of indexed pages
- Review and correct errors

4. Verify scripts

- Google Analytics
- Goal tracking on Google Analytics
- Any other scripts in use

5. Update Backlinks if the URL/Domain has changed.

6. Regularly review and optimize based on goals and data

Let's Chat

Want some help putting your website redesign plan together? We've built hundreds of websites and would be happy to help.

Please save this PDF and attach it to an email and send to Evan at: efacinger@foremostmedia.com

Manufactures Website Redesign Workbook

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