



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



When is it time to redesign your website?

• Ugly or dated

- Your website just doesn't look good.
- Older websites that are not well maintained have a greater risk of being hacked.




---

---

---

---

---

---

---

---



When is it time to redesign your website?

• Can't edit the site or run updates

- The backend might literally be under lock and key, and you have to pay your vendor just to make simple edits.

• Looks terrible on mobile

- It's difficult to read and impossible to navigate.




---

---

---

---

---

---

---

---



When is it time to redesign your website?

• People aren't visiting your pages

- Using Google Analytics, you can see how people use your website.

• You're promoting new exhibits

- Your current design might not allow you any ways to give this new exhibit the attention or focus it deserves.



- Not showing up on Google, embarrassed, etc.

---

---

---

---

---

---

---

---

!

## The Redesign Process

---

---

---

---

---

---

---

---

!

### The Redesign Process - Discovery

- **Make a clear business goals for the site**
  - This isn't simply "get more traffic."
  - The goal ties into your vision for the new site and how you will measure your website redesign a success.
- **Define and understand your audience**
  - What they are looking for?
- **Get inspired from others!**

---

---

---

---

---

---

---

---

!

### The Redesign Process – Content & Structure

- **The best design is meaningless without the right content**
- **Do a content audit to show what you have and what you might be missing**
  - Review each page to see if it should be retained, updated or discarded.
  - To understand what content is most important, ask yourself why your audience would go to your website.
  - Is there anything missing? What information do others provide?

---

---

---

---

---

---

---

---



### The Redesign Process – Content & Structure

- **Update current content, write what was identified as missing**
  - Work on the site shouldn't continue until everything is already written.
  - New content may be more than just text.
- **Take new images for your website**
  - You will need large images for any modern website design.

---

---

---

---

---

---

---

---



### The Redesign Process – Content & Structure

- **The card sort**
  - Write out the title of every page on your current website on a notecard.
  - If the content audit revealed that you were missing information, add that to a card.
  - Sort out the cards in a structure that makes sense to an outsider. Imagine you are someone who has never heard of your museum.
  - This creates your site map!



Photo: Chantal Forster

---

---

---

---

---

---

---

---



### The Redesign Process – Choosing a Website Builder

- **This is the stage where you would choose which website builder to choose**
  - These four “website builders” are among the most popular ways to make a modern website quickly and easily.




---

---

---

---

---

---

---

---



### The Redesign Process – Choosing a Website Builder

#### • Weebly

- Easy to get up and running quickly.
- Can use their stock images and pre-built slideshows.

#### • Biggest Pro

- Great platform for people who may not know much about the web but still want to make an online presence.

#### • Biggest Con

- Templates are more basic than others, so the website might look more plain.



[broadviewmuseum.weebly.com](http://broadviewmuseum.weebly.com)

---

---

---

---

---

---

---

---



### The Redesign Process – Choosing a Website Builder

#### • WordPress.com

- Most popular, many templates/plugins available.
- Utilized for more comprehensive websites.

#### • Biggest Pro

- Wealth of options, large community who will help you.

#### • Biggest Con

- A little more complicated than the other options and can take longer to understand.



WORDPRESS



[preview.themeforest.net](http://preview.themeforest.net)

---

---

---

---

---

---

---

---



### The Redesign Process – Choosing a Website Builder

#### • Squarespace

- Probably the fastest way to make a simple, professional website.
- Can visualize changes before you make them live.

#### • Biggest Pro

- Very easy to make site look great.

#### • Biggest Con

- Website building isn't as intuitive as others, added functionality is more limited.



SQUARESPACE



[www.oldred.org](http://www.oldred.org)

---

---

---

---

---

---

---

---



### The Redesign Process – Choosing a Website Builder

#### • Wix

- Has reputation as easiest to use.
- Has apps that add functionality, though not as many as WordPress.
- **Biggest Pro**
  - Site building tools make it easy to control how your site looks with the least amount of time looking at code.
- **Biggest Con**
  - While it is the easiest, it is also the most limited with what changes you can make.

# Wix.com



THE SEAFARERS MUSEUM & NATIVE CENTER HAS BEEN CREATING MEMORIES SINCE 1924

[www.smcccaptaincampaign.org](http://www.smcccaptaincampaign.org)

---

---

---

---

---

---

---

---



### The Redesign Process – Choosing a Website Builder

#### • Cost

- Squarespace is the only site that doesn't offer a free plan, although it does have a 14 day trial period.
- The free websites usually use a domain with the builder with it (i.e. museum.wordpress.com) and it may display an ad for the builder.

Monthly Price for Basic Professional Plans

Weebly	WordPress	Squarespace	Wix
\$25	\$25	\$26	\$17

---

---

---

---

---

---

---

---



### The Redesign Process – Choosing a Website Builder

#### • Let's see one in action - [weebly.com](http://weebly.com)




---

---

---

---

---

---

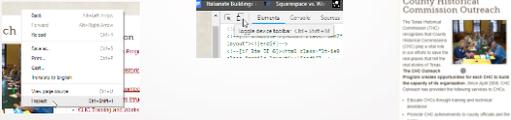
---

---



### The Redesign Process – Design Guidelines

- **Images are key**
  - Images bring a strong visual presence and catch the eye.
- **Make sure the site template looks good on mobile phones.**
  - Most builders have a function to preview your website on phones. If you don't see that, you can do it in your browser too.




---

---

---

---

---

---

---

---

---

---

---

---



### The Redesign Process – Design Guidelines

- **Ensure the site template matches your style**
  - Are the colors similar to colors that are used around your museum?
- **If you are on social media, be sure to link to your profiles**

---

---

---

---

---

---

---

---

---

---

---

---



**Pre-Launch**

---

---

---

---

---

---

---

---

---

---

---

---

**Pre-Launch**

- **Run a few pages of the website by Google's [Mobile-Friendly Test](#)**
  - This tool tests how easily a visitor can use your page on a mobile device.
- **Do the same for Google's [PageSpeed Insights](#)**
  - This tool analyzes your pages to tell you ways to make them load faster.
- **Get some final feedback from others and make any small changes.**



---

---

---

---

---

---

---

---

**Pre-Launch**

- **The final step in launching your website is making the website live and pointing your old domain to the new website**
  - It is recommended that you retain your original website's domain so you can keep your rankings in Google searches.
  - Each website builder service has help pages that will guide you through the process (here are those links: [Weebly](#) | [WordPress](#) | [Squarespace](#) | [Wix](#)).
- **It is usually best to do this process later in the day, if possible**

---

---

---

---

---

---

---

---

**Post-Launch**

---

---

---

---

---

---

---

---

**!** Post-Launch

- **Post-Launch announcement**
  - Your visitors may come back after the redesign and wondered what happened. Make a page (or blog post if you have one) to let people know of the redesign and give a little backstory about why you did this.
- **Don't stop getting feedback**
  - You can use [SurveyMonkey](#) or [Google Forms](#) to get opinions on the site and see what improvements can still be made.

---

---

---

---

---

---

---

---

**!**

**Questions?**

---

---

---

---

---

---

---

---

**Website Redos**

Jared Porter | THC Web Content Coordinator

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---