



10 TIPS FOR A SUCCESSFUL WEBSITE REDESIGN

 **TIPS & TRICKS WEBINAR**



01

INTRO

02

10 TIPS

03

NEXT STEPS

**SUCCESSFUL
WEBSITE REDESIGN**



01

INTRO TO WEBSITE REDESIGN

Holistic Planning = Successful Redesign

- Website redesign can happen at any time and can include:
 - **Content Updates**
 - Reviewing & rewriting
 - Navigation reorganization
 - User experience
 - Accessibility
 - **Design Updates**
 - Responsiveness (mobile-friendly)
 - Modern functionality
 - Branding: logos / colors
 - User experience
 - Accessibility



02 10 TIPS



02

10 TIPS FOR REDESIGN

1. Involve/survey stakeholders
2. Outline project goals & staff
3. Review current website
4. Gather & review logo(s)
5. Outline branding (or the need for)
6. Review & update photography
7. Identify content needs
8. Thoughtfully select design layout
9. Keep decision makers informed
10. Make the time



TIP #1

Involve / Survey Stakeholders

- **Consider deploying a Community Feedback Survey**
 - Survey families, students, staff and/or community groups
 - Follow [survey tips](#) and [request a customized survey](#)
- **Set your timeline and stick to it**
 - Plan for 1 - 1.5 month to deploy and review feedback
 - Keep survey open for 2 weeks
- **Take the time to review - what does the feedback tell you?**
 - Users can't find what they are looking for?
 - Access on mobile is insufficient?
 - More school-specific content is needed?



TIP #2

Outline Project Goals & Staff

- **Set goals to address the identified challenges**
 - Primary goals vs. secondary (when time allows) goals
 - Do you have what you need? If not, who can provide it?
- **Identify who needs to be at the table to accomplish these goals**
 - Building staff, athletic/scheduling staff, food service staff?
 - Take recommendations (and justifications) to decision makers
- **Review goals with CMS4Schools**
 - [Connect with Kari](#) to review functionality, mobile app, notifications, design options, timelines, budget, etc.



TIP #3

Review Current Website

- **Review Google Analytics for statistics (page visits, reports, metrics)**
 - Create [Google Analytics](#) account if not already established
 - Visit [Google Analytics Guides](#), [Guided Tour](#) & [Dashboards](#)
- **Review Current Site Map**
 - See [example site map](#) and/or use [site map tool](#) on website
 - Reorganize, add, delete - focus on feedback, stats, audience priority
 - Determine which pages need updating and who is responsible
 - Review school-specific content
 - Are [school landing pages](#) being used? Should they be used?
 - Who maintains school content?



TIP #3 cont.

Review Current Website

- **Identify staff-only page content and links**
- **Consider using [WebOffice4Schools](#) as your staff intranet**
 - Allows for secure access to files, pages, links and forms
 - Removes staff content from your public website
 - Add link to "Staff Intranet" or "Staff Resources" on public website



TIP #4

Gather & Review Logo(s)

- **Gather all files - original are best - for full review**
 - Logo quality is more important than ever due to websites being viewed on a variety of devices
 - Are there multiple versions? Colors?
 - Should schools be using their own versions?
- **Review [Logo Guidelines & Specifications](#)**
- **Consider developing a [Standards Document / Style Guide](#)**
- **Review [Scope and Costs for Logo/Branding Projects](#)**



TIP #5

Outline Branding (or need for)

- **Identify primary, secondary, tertiary colors**
 - [Check the contrast ratio of your colors](#) - important for accessibility
 - Do your colors match your logos?
 - Should schools be using their own colors?
- **Identify fonts**
 - Do these match the font(s) used in your logos?
- **Consider developing a [Standards Document](#) / [Style Guide](#) / [Color Guide](#)**
- **Review [Scope and Costs for Logo/Branding Projects](#)**



TIP #6

Review & Update Photography

- **The most successful websites have high quality, engaging photos**
 - Provides a clear visual of who you are
 - Showcases district/school personality and culture
- **Review current photography and identify future needs**
 - Can a staff member or parent assist?
 - Schedule regular photo opportunities across schools
 - Organize files in a central location
- **Review [Website Image Guidelines and Recommendations](#)**



TIP #7

Identify Content Needs

- **Review your site map, reorganization plans & primary audiences**
- **Identify quick links/icons to guide visitors to key information**
 - SIS, calendar, directory, food services, etc.
 - Consider what is easily identifiable by an icon vs. text
 - If using landing pages, do schools need their own quick links/icons?
- **Consider where your content is originating (website, social)**
- **Consider audience needs**
 - Mobile app can focus on existing families
 - Website can focus more on prospective families/staff



TIP #7 cont.

Identify Content Needs

- **Existing CMS4Schools customers have multiple paths to redesign**
 - Consider [migration path](#): start new, re-skin or clone
 - Review [cleaning up your site](#) for re-skin or clone
- **Need help with content?**
 - Our CMS4Schools and CESA 6 communications experts can help:
 - Review website content - some or all
 - Make content/navigation recommendations
 - Develop content
 - Update and/or maintain your website content



TIP #8

Thoughtfully Select Design Layout

- **Having a site that is maintainable and provides you the right content tools is just as important as the look and feel**
- [Review design portfolio](#)
- **Consider your content needs**
 - What tools work best for your homepage and/or school landing page needs/content? (social, announcements, images vs. text)
 - How much content is manageable?
 - Do you have room to grow for future content needs?



TIP #8 cont.

Thoughtfully Select Design Layout

- **Consider your design needs**
 - Colors, branding and fonts
 - Logo placement: size, orientation and color requirements
- **Consider what neighboring districts/schools are using**
 - Do you need/want to stand out?
 - Do you need more marketing opportunities on your homepage?
- [Attend 3/11 Website Redesign Options webinar](#)
- [Schedule one-on-one meeting with Kari](#)



TIP #9

Keep Decision Makers Informed

- **CMS4Schools design projects include a Gantt chart and regular timeline updates**
 - Ensures you have a clear picture of delivery dates, revision/feedback timelines and expectations, etc.
 - Visual of how missed deadlines can impact your project
- **Schedule regular meetings with your decision makers**
 - Follow an agenda and assign tasks/next steps
 - Update on timeline, feedback that is needed, etc.
 - Update on content work, support needed, etc.



TIP #10

Make the Time

- **Schedule redesign work (planning, updating) on your calendar**
- **Set your priorities and stay focused on end results**
- **Use the experts - reach out to CMS4Schools**
 - Best practice recommendations, example sites, networking connections at other schools, etc.
 - Logo, branding, content updates, etc.
 - **If you don't have what you need, please ask!**
- **Ask for help internally - share the feedback and data for buy-in**



03 NEXT STEPS



03

NEXT STEPS

- Work the [10 Tips](#)
- [Request a customized feedback survey](#)
- [Review CMS4Schools design portfolio](#)
- [Schedule a meeting with Kari](#) to review goals and/or next steps
- [Register for upcoming webinars](#)
 - [Website Redesign Options 3/11 at 9am](#)
 - [Website & App Spring Cleaning 3/24 at 2pm](#)
 - Developing Your Brand - *coming soon!*

kmoon@cesa6.org or 920-236-0535



Stay focussed on goals.
Bring the right people to the table.
Be thoughtful about content and design.
Make the time.



**THANK
YOU!**
QUESTIONS?

Get Our Newsletter

Follow Us on Facebook

NEW Help Center

Upcoming Webinars

