

Website Redesign Survival Guide.

Everything you need to survive the journey from “We need a new website” to “We actually build the right website.”

01

STAKEHOLDER

Build your team before you start the journey.

- Include Marketing, Academics, Admissions, IT and Leadership
- Make sure the right voices are at the table
- Identify the ultimate decision-maker

Survival Tip: Too many voices without clear ownership can derail the journey.

02

STRATEGY

Know why you’re going into the wilderness.

- Define clear goals and success metrics
- Understand your audiences
- Consider brand, marketing, content, CMS/platform, accessibility and SEO/AEO

Survival Tip: Don’t start designing until you know where you’re going

03

PROCESS

Don’t travel without a map.

- Use a PM Tool to keep everyone aligned
- Start with a strong kickoff
- Define recurring meetings and milestones
- Set realistic timelines, budgets and resources

Survival Tip: If everyone knows where you’re going, who’s driving and what the next stop is, the journey gets a lot easier.

04

COMMUNICATION

Watch out for the “everyone has an opinion” monster.

- Be clear and give straightforward feedback
- Be decisive - know who has final authority
- Be consistent and don’t reopen decisions without a reason
- Be collaborative and include the right people

Survival Tip: Feedback is helpful. Unmanaged feedback is dangerous.

05

BRAND

Know how you’re being seen.

- Understand your current perception
- Define the brand you want to be
- Ensure the website reflects your positioning
- Identify what needs to be strengthened

Survival Tip: A redesign shouldn’t accidentally create a brand identity along the way.

06

CONTENT

Don’t leave your content behind.

- Write for you audience, not the institution
- Identify what to rewrite, eliminate or migrate
- Plan content early and align with templates
- Make sure content is ready before launch

Survival Tip: Content migration isn’t a moving truck. It’s deciding what is worth taking with you.

07

TECHNOLOGY

Make sure your gear works.

- Choose the right CMS/platform
- Plan for integrations and third-party systems
- Involve IT early
- Build accessibility into the process

Survival Tip: Don’t discover a technology problem after you’ve already designed the solution.

08

LAUNCH

Prepare for the journey home.

- Plan for SEO, redirects, analytics and accessibility
- Ensure content and integrations are ready
- Complete thorough testing and QA
- Have a clear launch plan and post-launch monitoring

Survival Tip: A successful launch is planned long before launch day.

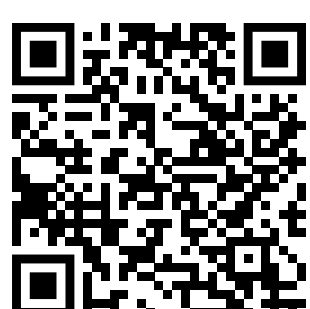
09

POST LAUNCH

The journey continues.

- Refine and refresh content as priorities and audiences changes
- Optimize images and video sizes to protect site performance
- Review analytics and tracking to make sure you’re measuring what matters

Survival Tip: Launch isn’t the destination - it’s the start of the next leg of the journey.



LET’S TALK.

Your partner for what’s next.