

Website revamp methodology

By Seagull Digital

A successful website revamp requires a few essential ingredients:

- **A systematic approach:** question each page purpose, choose simplicity, the menu items should be mutually exclusive and collectively exhaustive, the hierarchy of the information should reflect the needs of the average user, KPIs should be defined.
→ *UX designer*
- **Creativity:** the visual identity of the organisation should be applied to each page of the website. Some creative inputs come early in the process as they can impact the content and structure of the website → *Art Director*
- **A robust and fast architecture:** follow the industry best practices in terms of servers, DNS, SEO etc.
→ *Front-end & Back-end Developers*
- **Communication:** we ask our clients to appoint a product owner that will be able to follow-up the project at each stage. Regular follow-up reports will be sent to the product owner. We have at least a weekly meeting or phone call with the product owner.
→ *Product Owner*
- **A timeline & a deadline:** see below a draft timeline that is adapted to each project

1. Product Thinking

STEPS	PROFILES	DAYS (estimated)
Current website analysis How does the traffic look for each page etc	UX designer	
“Blank sheet of paper” Draw the website, be creative	UX designer Art director	
Define Key Performance Indicators The KPIs will drive the design of the website (eg: # of sales/subscription,	UX Designer	

average time spent on website...) & Make the new sitemap Using the insights we gathered above		
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2. Mockup

STEPS	PROFILES	DAYS (estimated)
Gather all the content Text and pictures	UX Designer	
Design the mockup of each page And tweak them after feedbacks	Art Director UX Designer	
>> Get the mockup validated.		

3. Development

STEPS	PROFILES	DAYS (estimated)
Develop the website From the mockup	Developers	
>> Get the website validated		
Make the website live	Developers	
SEO check-up Search Engine Optimization	Developers	

4. Content updates & technical maintenance

Content updates

The Product Owner (and/or any other staff members) will be trained to update the website.

Technical maintenance options

- Level 1 - £100 / month for a response within 5 working days max
- Level 2 - £175 / month for a response within 2 working days
- Level 3 - £400 / month for a 4 working hours maintenance