



Five Steps to an Awesome Website Redesign

How to Create a Website that Generates Leads and Revenue



IMPULSE
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INTRODUCTION

Marketing today includes so many channels. Direct mail, social media (ads and organic), email, video, podcasts... it's enough to make your head spin.

At the core of it all should be your website. It's what fuels a content machine that drives views, leads, opportunities and revenue.

In addition to all of that is the fact that consumers today use mobile more than ever, and the design of your website is clearly critical your brand's success.

The internet has fundamentally changed the way we live. From communications to connection to commerce, we live on the web. Your business needs to have a digital hub where your ideal buyers can connect with you.

The design of your kick ass website is critical. In this guide, you'll learn why websites are powerful for business. Then we'll break down five steps you'll need to consider in your website redesign. Here's what you can expect:

The Shift from Outbound to Inbound Marketing

Step 1: Search Engine Optimization

Step 2: Blogging

Step 3: Mobile Friendly Design

Step 4: Conversion Optimization (Lead Generation)

Step 5: Lead Nurturing

Bringing it All Together

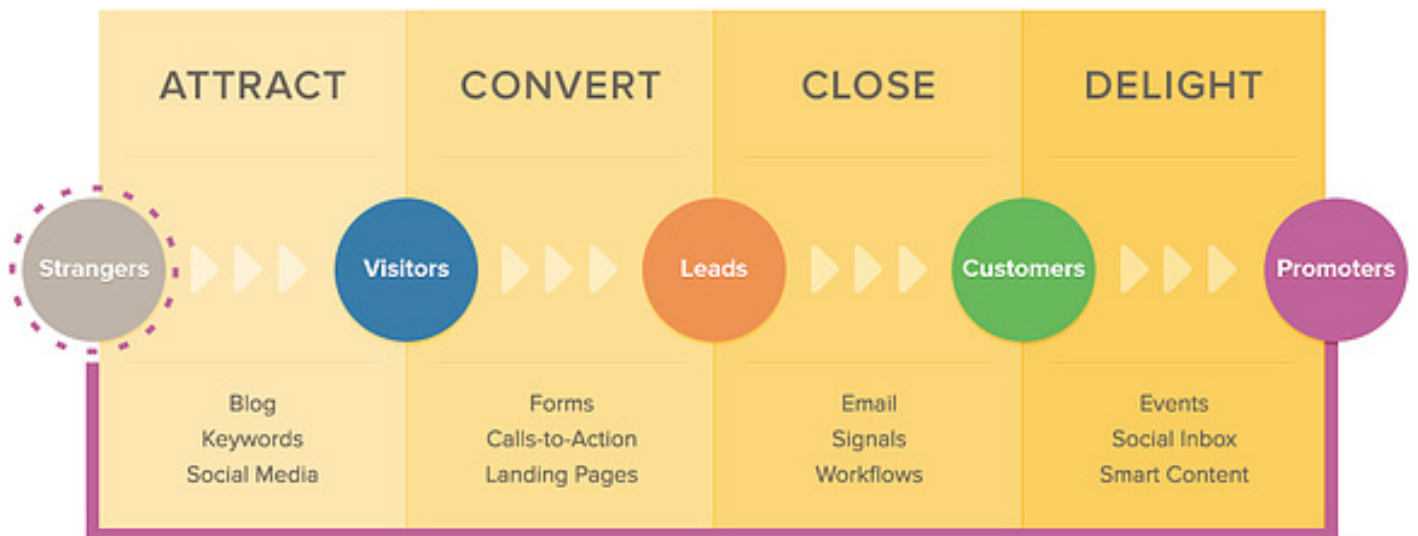
THE SHIFT FROM OUTBOUND TO INBOUND MARKETING

If marketing is the start of a conversation with your ideal customers, then the way we start that conversation is the difference between traditional outbound marketing and the more modern inbound marketing.

Think about your experience as a consumer. Do you take unsolicited phone calls? Do you make buying decisions based on radio or television commercials? Do you decide to do business with a brand based on pre-roll YouTube ads?

Outbound marketing relies on interrupting consumers to put your message in front of them randomly in hopes that they will remember your business when they have a need. It's also a long shot hope that you'll convince them that they need you even if they don't.

Inbound marketing instead focuses on pulling an audience to your brand when they're ready. HubSpot lays out how inbound marketing works in this nice graphic.



Here's another way to look at inbound marketing versus outbound marketing, and [why a website is critical](#).

Inbound Marketing	Outbound Marketing
Permissive	Interruptive
Pull tactics	Push tactics
Two-way communication	One-way communication
Marketers provide value	Marketers provide little to no value
Customers come to you	Customers are sought after
Channels: Search engines, referrals, social medias	Channels: Print ads, TV ads, radio, telemarketing...

Why This Matters in a Website Redesign

Inbound marketing tactics like SEO, blogging, social media, website lead gen and lead nurturing are more cost-effective than traditional forms of outbound marketing. Marketers are shifting their budgets, and seeing results.

This is why a well-designed website is so important to the success of your business.

STEP 1

SEARCH ENGINE OPTIMIZATION

If a tree falls in the woods and no one hears it, does it make a sound?

If your business is talking but no one can find your website, are you even marketing?

Think about your personal experience for a minute. When you hear about a new business, whether it's from a friend or in an ad, do you search for the business online?

[Research shows](#) that nearly all consumers begin their buying process by searching online. In fact nearly 90% of consumers search first. If you're not found, are you doing business with modern buyers?

Here are 10 tips to improve your website's search rankings:

1. Optimize your site for mobile users
2. Increase your page load speed
3. Start blogging
4. Make sure your site is readable
5. Make your site a multimedia experience
6. Use infographics
7. Use keywords and keyword research
8. Write engaging page titles and meta descriptions
9. Provide accurate contact information
10. Set up a Google My Business page

Dive deeper into each of these tips in this resource:

[10 Tips to Improve Your Website's SEO Ranking](#)



Takeaway

If your business is not ranking well for the words that describe your products and services, then you're not getting found for them by potential customers either.

STEP 2

BLOGGING

For some businesses, writing blogs may seem like a waste of time. However, when done properly, regularly posting can benefit your company in many ways including search rankings.

Yes, blogging helps to improve your SEO— with the long-game goals of building brand awareness or increasing your sales.

While Google is notoriously vague with its SEO guidelines one thing is very clear: the search giant wants high quality content so users get relevant search results 100% of the time and want's advertisers to keep coming back.

That's why modern search engine optimization is no longer based solely on what traditional SEO's do to optimize websites and increase ranking. Companies now have to consider blogging as an SEO tactic.

HubSpot research says that company websites with a blog have 55% more website visitors than those who don't.

Additional resources for blogging for business:

- [Can Blogging Improve Your SEO? 5 Reasons Posting Blogs Helps Your Rankings](#)
- [The Future of SEO for Your Website: Content Marketing](#)
- [How Inbound Marketing Has Changed Local SEO](#)



Takeaway

Prospects, customers and search engines all love blog content. Prospects because it helps them understand what your customers do; customers because it helps them stay informed about products and thought leadership; and search engines because each post represents a page they can index for a specific topic and feed to users searching that phrase.

STEP 3

MOBILE FRIENDLY DESIGN

Responsive design can help you solve a lot of problems for your website. It will make your site mobile-friendly, improve the way it looks on devices with both large and small screens, and increase the amount of time that visitors spend on your site. It can also help you improve your rankings in search engines.

Look around in public. We're all on our phones. If your website isn't responsive to the different screen sizes we're all on, you're sunk. Did you know that 40% of users will quickly switch to a competitor's website after a [poor mobile experience](#)?

Think about this: Smartphone usage is nearing [3 billion users as of 2020](#).

A responsive website automatically changes the layout to offer an experience based on the device being used. It will reflect the difference between desktop/laptop, tablets and phones.



Your mobile-friendly responsive website should include these design elements:

- ✓ Readable text without requiring zoom
- ✓ Adequate space for tap targets
- ✓ No horizontal scrolling



Takeaway

Websites not optimized for all these smaller screens can experience a decline in their search engine rankings and overall viewers as consumers bounce quickly. This means they won't get "found online."

That's bad for business.

STEP 4

CONVERSION OPTIMIZATION (LEAD GENERATION)

Once you have viewers, you want to make sure you're converting them into contacts and leads.

You'll want your website to have call-to-action (CTA) buttons that link to great offers in the different buying stages. Awareness (educational), consideration (comparison or case studies) and decision (consultations and audits) all get different CTAs.

If you skip the CTAs, your website doesn't stand a chance at generating leads. To instill trust, your website has to enrich/inform the user and make yourself come across as a resource. Only then will your prospects want to buy from you.

[Research shows](#) that only 1 in 5 people want to talk to a salesperson while they're in that awareness stage. They're looking for resources, not a sales pitch. Make sure your CTAs help them in their buyer's journey.

Plus, [inbound marketing costs much less per lead](#) than traditional, outbound marketing. Turning your website into a conversion machine will help increase revenue. You do want more revenue, don't you?



Takeaway

Content offers on a website should educate your prospects, and help them get smarter about what they need. By providing them with this advice, they will come to understand how your business could potentially fill that need. These offers should also map to different stages of your sales process, so that leads generated can be nurtured accordingly.

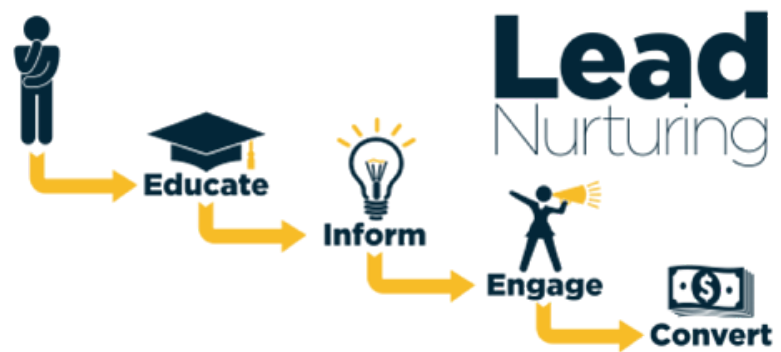
STEP 5

LEAD NURTURING

Once you've generated leads what do you do? Your awesome website redesign should include lead nurturing to help ensure the site generates real revenue.

Those CTAs you created link to offers, which probably means you've collected email addresses. Lead nurturing is the communication, usually done through marketing automation software like Mailchimp, HubSpot, Constant Contact or similar solutions.

Automatically-triggered lead nurturing campaigns behind those content offers or lead generation activities will help move leads through their buyer's journey.



If you don't have marketing automation software behind the scenes helping your team on this, you're missing out on opportunities to nurture at scale.

And time matters. According to research published by Vendasta, [78% of sales that start with a web inquiry go to the company that responds first!](#)

Nurtured leads produce, on average, a 20% increase in sales opportunities versus non-nurtured leads. Adding a lead nurturing strategy to your website redesign will help turn your site into a revenue machine.



Takeaway

Lead nurturing campaigns help you further educate and build relationships with non-sales ready leads in a scalable, effective way. This will not only make the sale easier and take less effort to close a deal. Plus it will also pre-qualify the prospect for your product or service.

BRINGING IT ALL TOGETHER



At Impulse Creative, we strive to make a difference in the world through better marketing, sales and service strategies. Businesses who “do better marketing” help make the world a better place. Because bad marketing annoys us all.

We are proactive, reliable and innovative. Those core values guide us.

When you're ready to look at your business, including your website, we're here to help.

In addition to your website, you can up your [Social Media Marketing for Business game here](#).

Take your brand to the next level with our [Ultimate Brand Plan Guide here](#).

You can find more resources to help with your marketing at the [Impulse Creative Resource Center](#).

Thinking About A Website Redesign?

BOOK AN AUDIT!