

WEBINAR

It's not you, it's your website:

A framework for determining when to rebuild, redesign, or replatform



Today's Agenda

01

Who is Medium Giant?

02

The Problem

03

What Makes a Good Website?

04

Now What?

05

Audit Tips & Tricks

06

Q&A

WHO IS MEDIUM GIANT?

The whole is greater than the sum of its parts.

When fully integrated, these services ensure your growth.

The Curiosity Curve™ propels us to continuously explore and innovate on your behalf.

We aren't just vendors.
We're partners.

We aren't just order takers.
We're advisers.

We aren't just an agency.
We're a marketing consultancy.



Meet the Giants speaking today.



Rachel Maynard

DIGITAL EXPERIENCE
[LinkedIn](#)



Blaine McGaffigan

GROWTH MARKETING
[LinkedIn](#)



John Macon

WEB DEVELOPMENT
[LinkedIn](#)



Andrew Dutcher

INBOUND MARKETING
[LinkedIn](#)

The 3 ways we work on digital experiences.



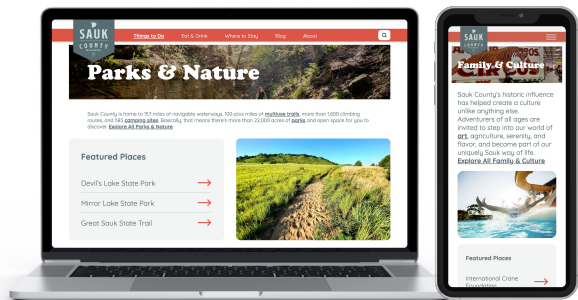
Wait, what do you mean by digital experiences?



We work on websites with really cool organizations!



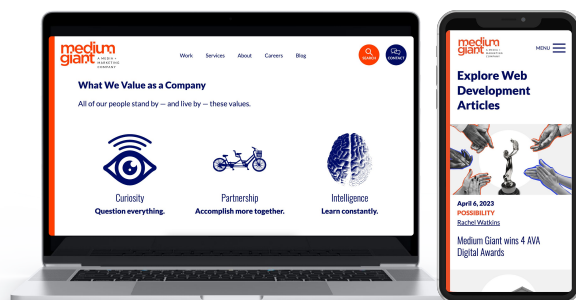
We create award-winning digital experiences.



**Sauk County, Wisconsin:
Welcoming by Nature**



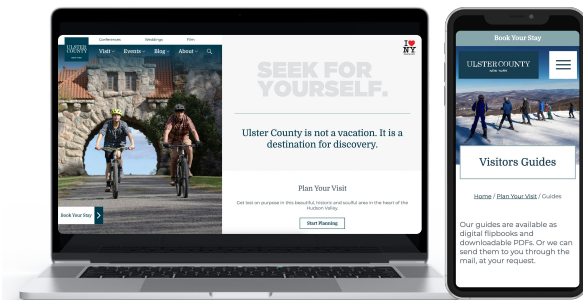
Gold MarCom



**Medium Giant:
Media + Marketing Co.**



Platinum MarCom
Gold AVA



**Ulster County, New York:
Seek for Yourself**



Gold AVA

THE PROBLEM

WHAT IS LIFE?

PURSUE WHAT'S
POSSIBLE

CURIOSITY + EXPERIENCE
MA'S GROWTH.

Is this what you're thinking?

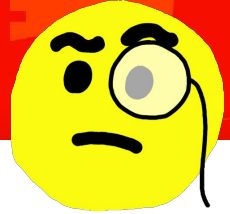
My website is experiencing a decline in traffic or engagement, but I don't know why.

I know what's wrong with my website, but I don't know where to start to improve it.

I know I need to do *something* with my website, but I'm not sure what.



Organizations are stuck in a vicious cycle of website redesigns!



How frequently are organizations redesigning their websites?

Every 3 Years

Why are organizations redesigning their websites so frequently?

Web experience and technology have evolved rapidly, and best practices have been a moving target.

What's the downside to redesigning websites this frequently?

The time and resources invested in those redesigns keep companies distracted from revenue-generating activities.

SO WHAT?

Your website is arguably the hardest-working digital experience in your marketing toolbox.

If it isn't helping you, it may actually be hurting you.

85%

of customers search the web before making purchasing decisions.

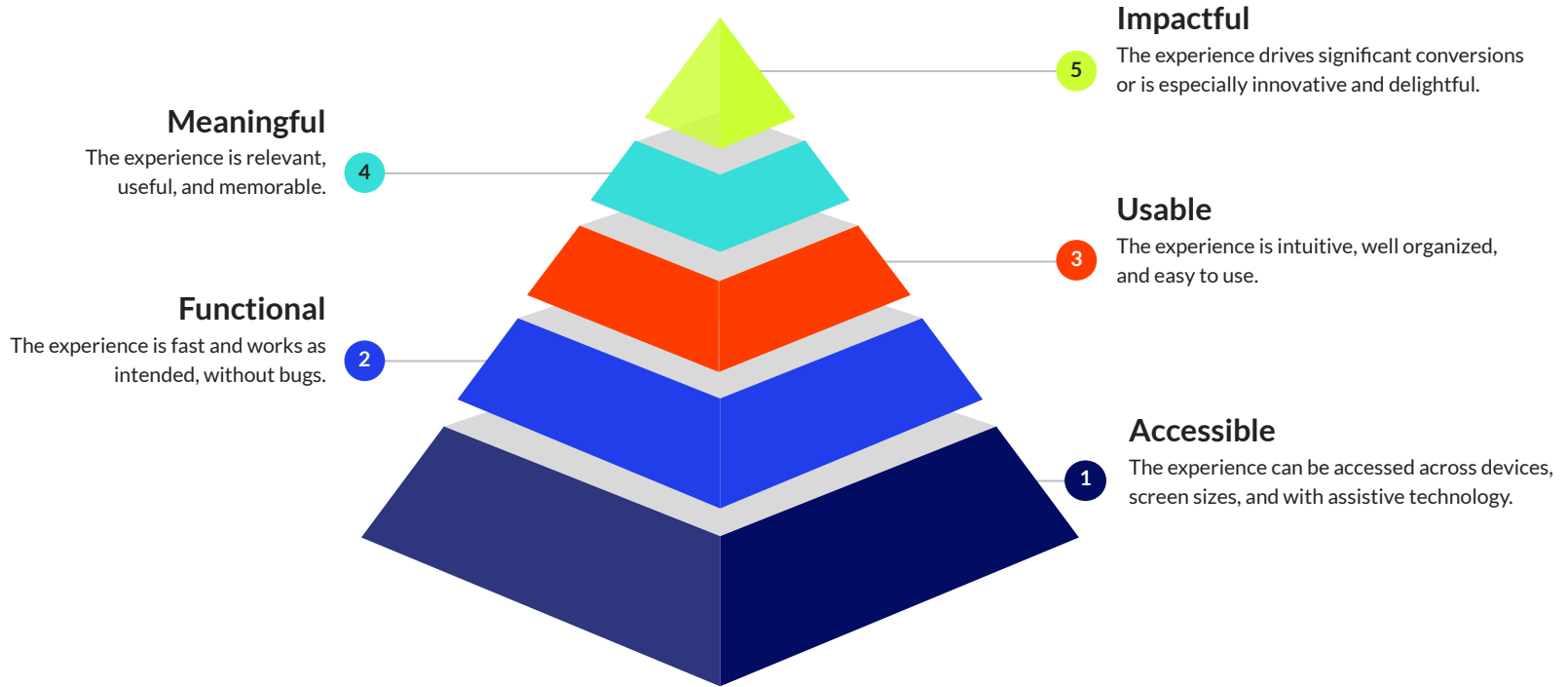
75%

of users judge a company's credibility, products, and services based on its website.

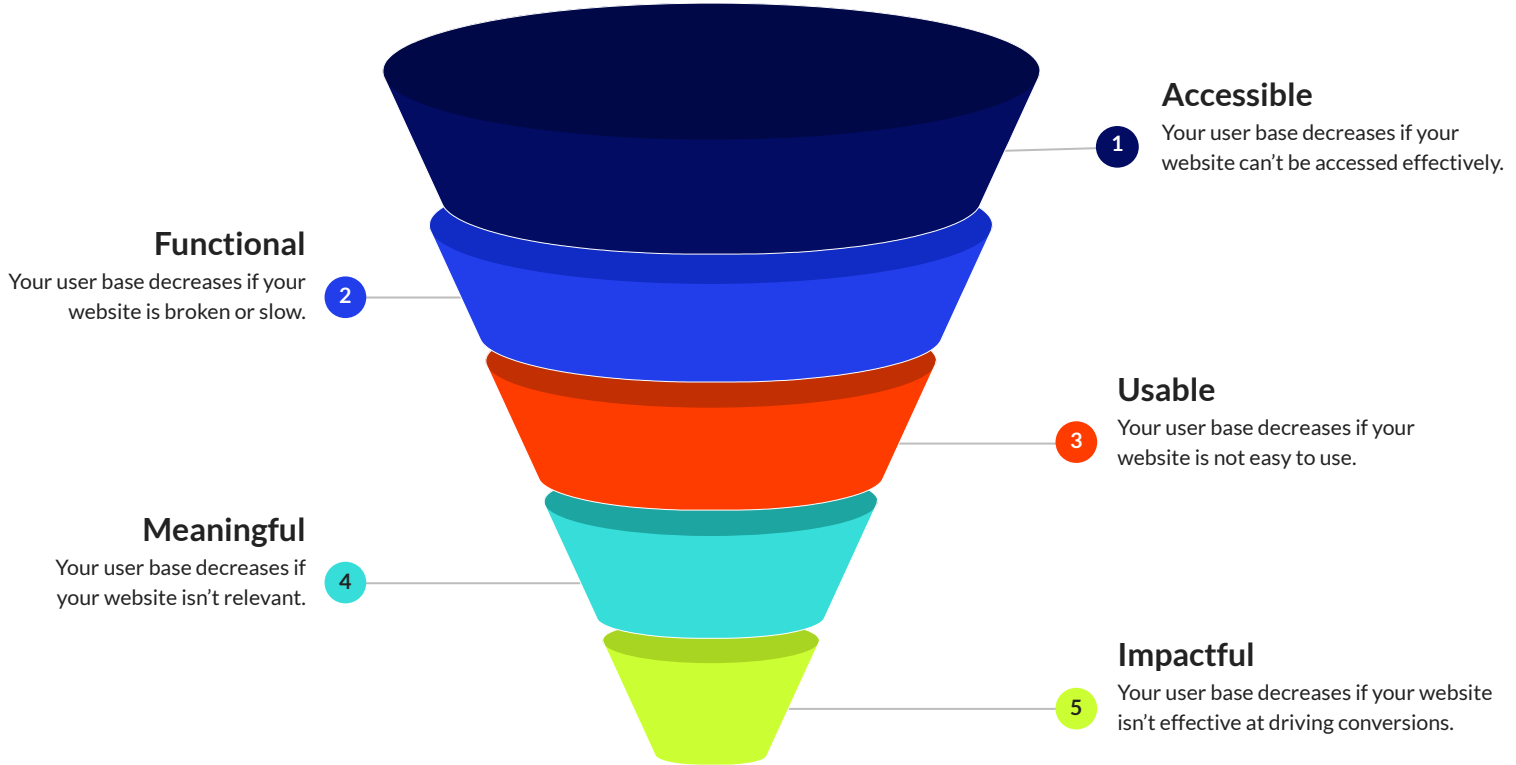
WHAT MAKES A GOOD WEBSITE?

WHAT'S
PURSUE WHAT'S
POSSIBLE
CURIOSITY + EXPERIENCE
MA'S GROWTH.

Meet the website hierarchy of needs.



Hey look! It's a funnel too!



NOW WHAT?

WHAT IF?

PURSUE WHAT'S
POSSIBLE

CURIOSITY + EXPERIENCE
MA'S GROWTH.

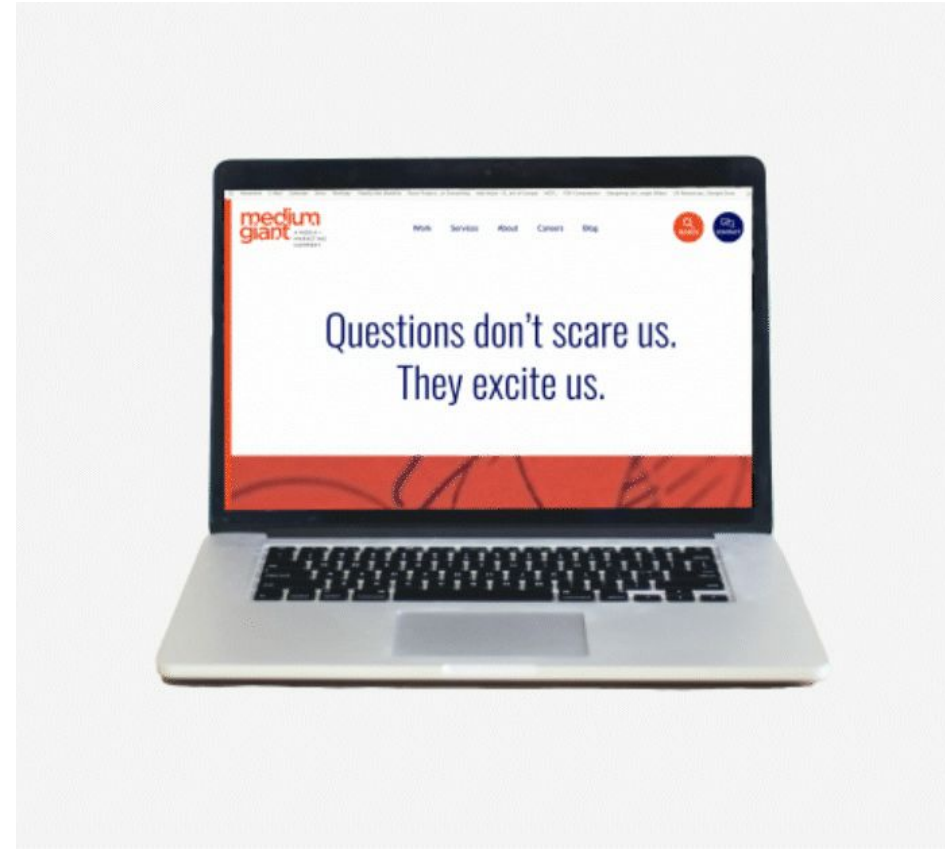
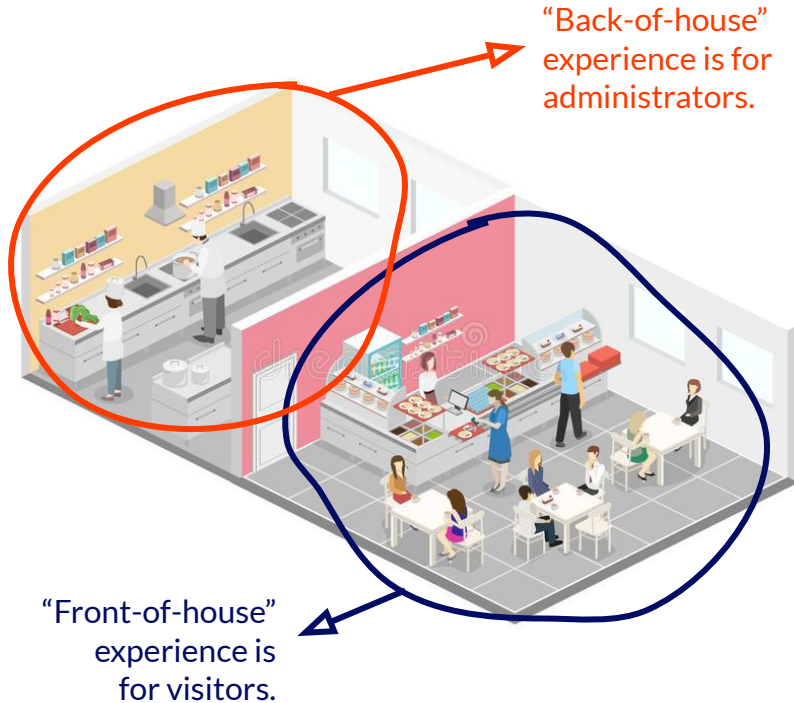
If Hamlet had a website ...



**To redesign or
not to redesign?**

That is the question.

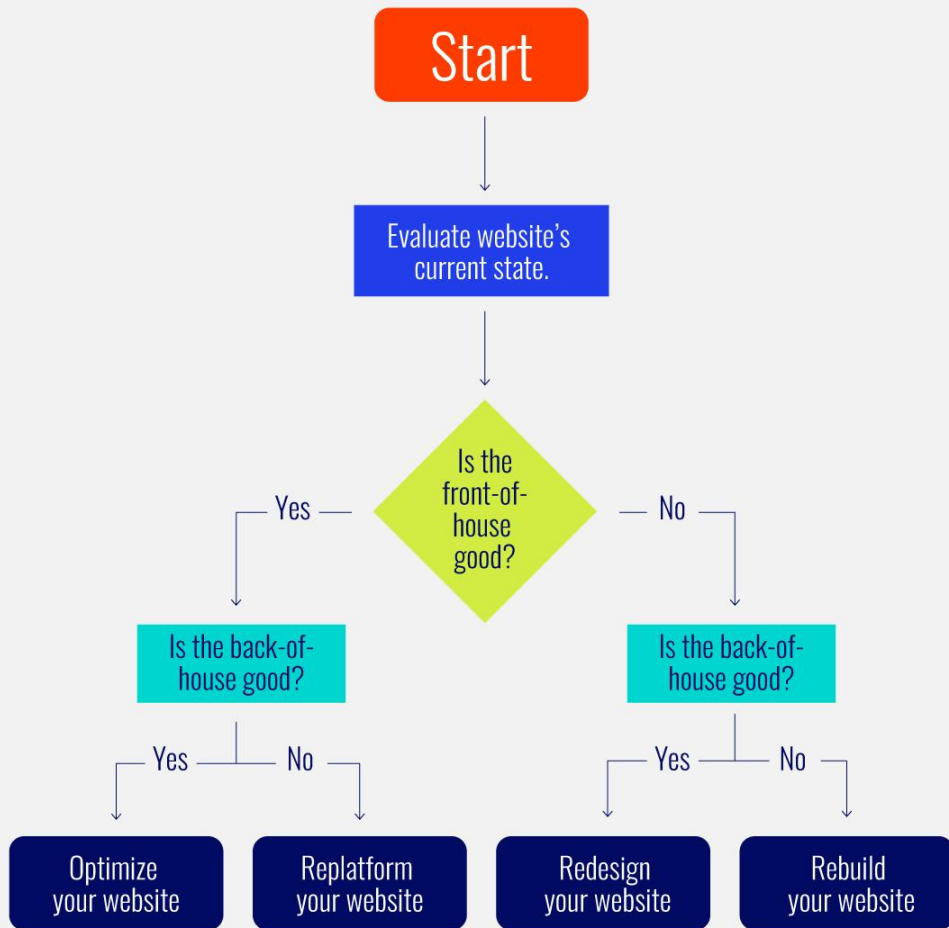
There are 2 distinct types of users your website needs to serve.

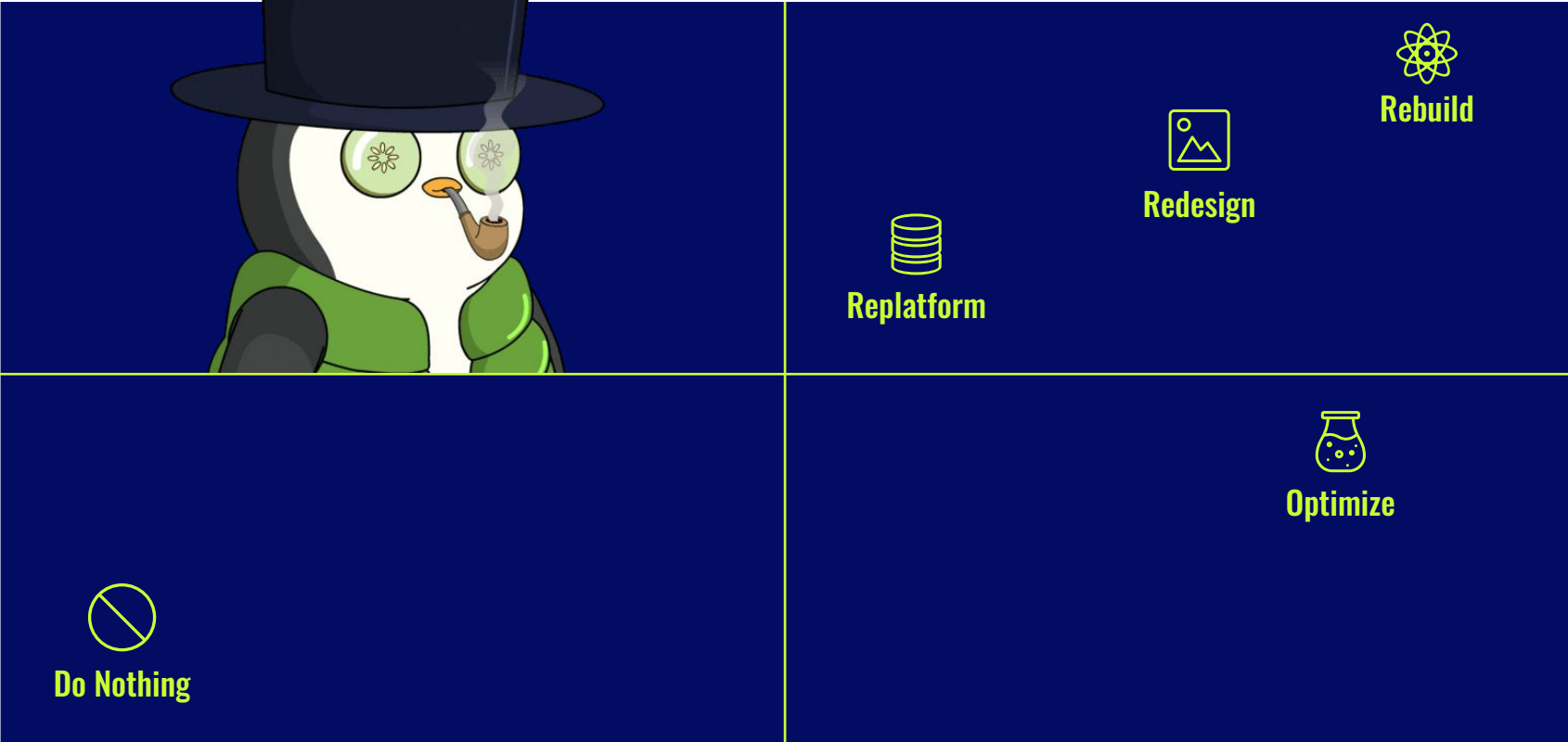


Evaluate the 2 user experiences of the website.



The output of these evaluations will provide you with a solid sense of how “good” or “bad” your front-of-house and back-of-house experiences are.





High

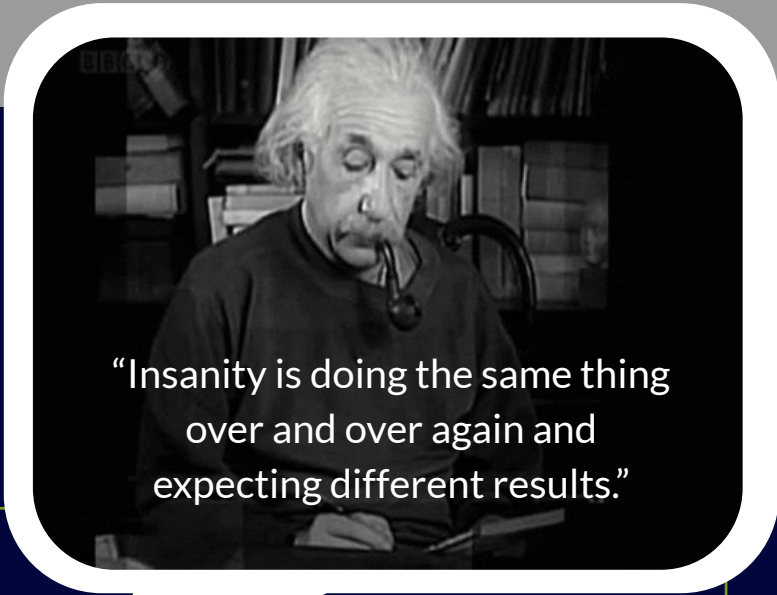
Level of Effort / Resources Required

Low

Low

Positive Business Impact

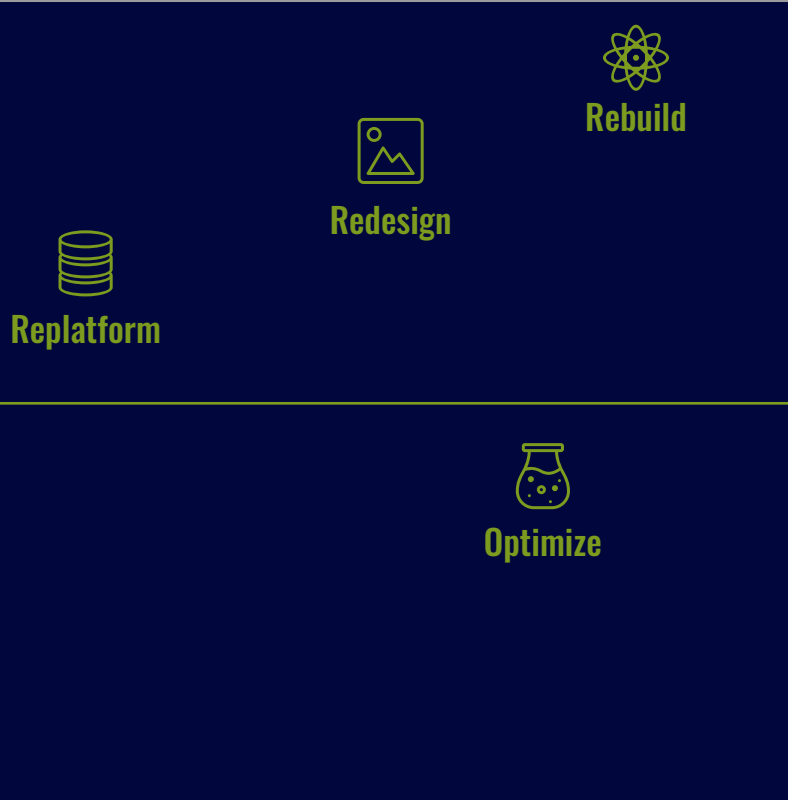
High



“Insanity is doing the same thing over and over again and expecting different results.”



Do Nothing



Low

Positive
Business
Impact

High

High

Level
of Effort /
Resources
Required

Low









AUDIT TIPS & TRICKS

WHAT IF?

PURSUE WHAT'S
POSSIBLE

CURIOSITY + EXPERIENCE
MA'S GROWTH.

An effective audit can uncover answers to these questions.



Can search engines crawl your site and index pages?

Search engines use crawlers to gather information about your site to store in the search index. The easier your site is to crawl, the better your chances of showing up in search results.



Are you publishing relevant content?

What search terms bring traffic to your website? Are people finding and consuming your content? If search algorithms deem your content reliable and trustworthy, the better your site ranks.



Is your site accessible and performative?

Can users with visual, physical, or cognitive impairments access and navigate your website? Does your site load quickly?



Does your site provide a good user experience?

Is it clear what actions to take? Where are users engaging and abandoning? Websites should be designed for humans first, search engines second.



What's the state of your content management system?

Is it easy to make content updates or add new pages to your website? Does every update you want to make require a technical resource?

Here's what a comprehensive website audit should include.

CONTENT + SEO CHECKLIST

- ✓ **Identify technical opportunities** within the architecture and at the page level that are hindering SEO growth.
- ✓ **Content performance** to unlock not only individual content performance, but performance at the page type or template level.
- ✓ **Conduct keyword research** to identify your overall channel opportunity and inform a true SEO growth strategy.

UX CHECKLIST

- ✓ **Perform a heuristic evaluation** to assess your site's overall usability.
- ✓ **Run an ADA compliance scan** to flag accessibility violations.
- ✓ **Review site analytics** to identify engagement trends and formulate insights about points of friction or user behaviors.
- ✓ **Conduct a competitive analysis** to identify points of parity between competitors and opportunities to stand out.

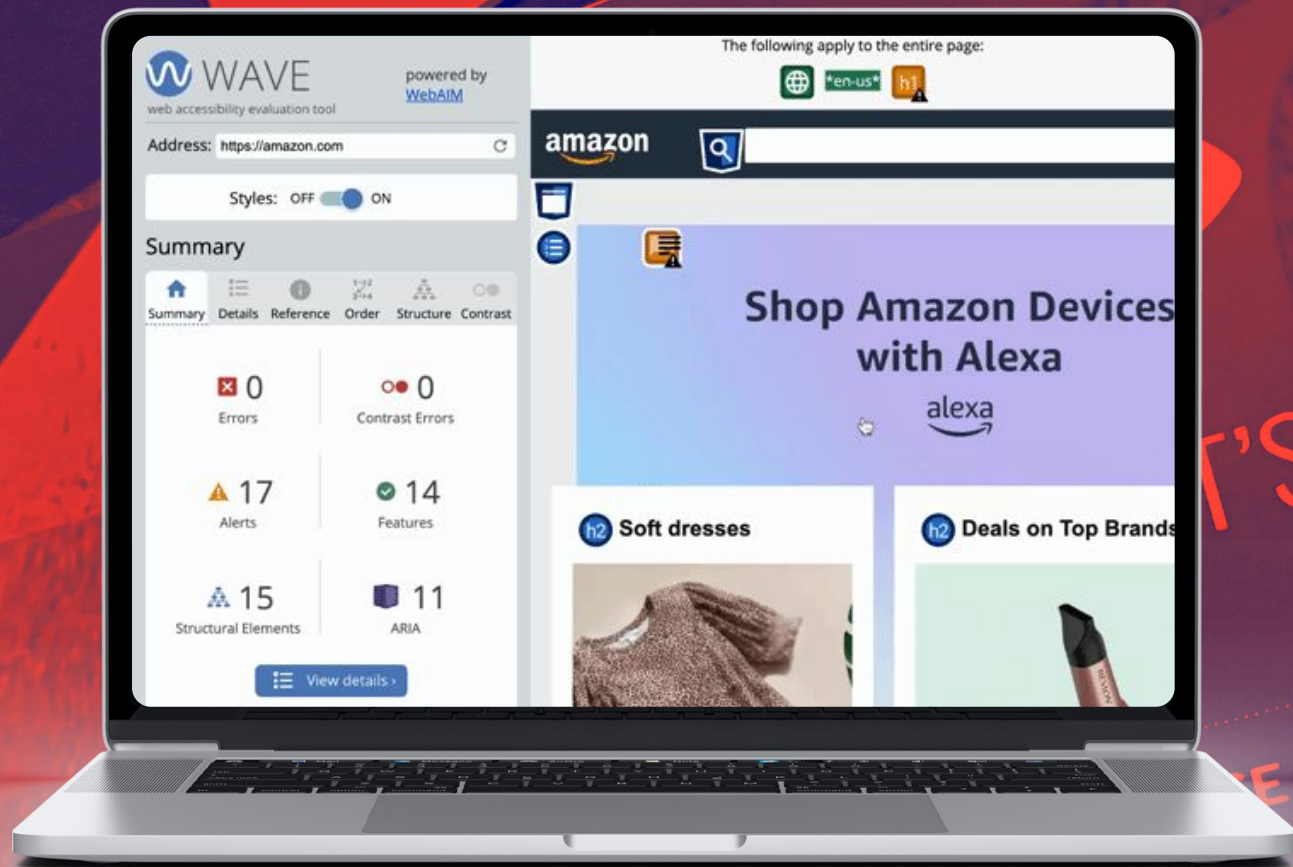
TECHNICAL CHECKLIST

- ✓ **Run a performance scan** to evaluate site speed + opportunities to optimize page loads.
- ✓ **Explore the CMS** to understand how easy or difficult it is to make content changes.
- ✓ **Evaluate the tech stack** to determine if there are opportunities to modernize and avoid an “end-of-life” platform situation.

Is your website accessible?

Quickly test the accessibility of your website by leveraging WebAIM's **free** WAVE tool:

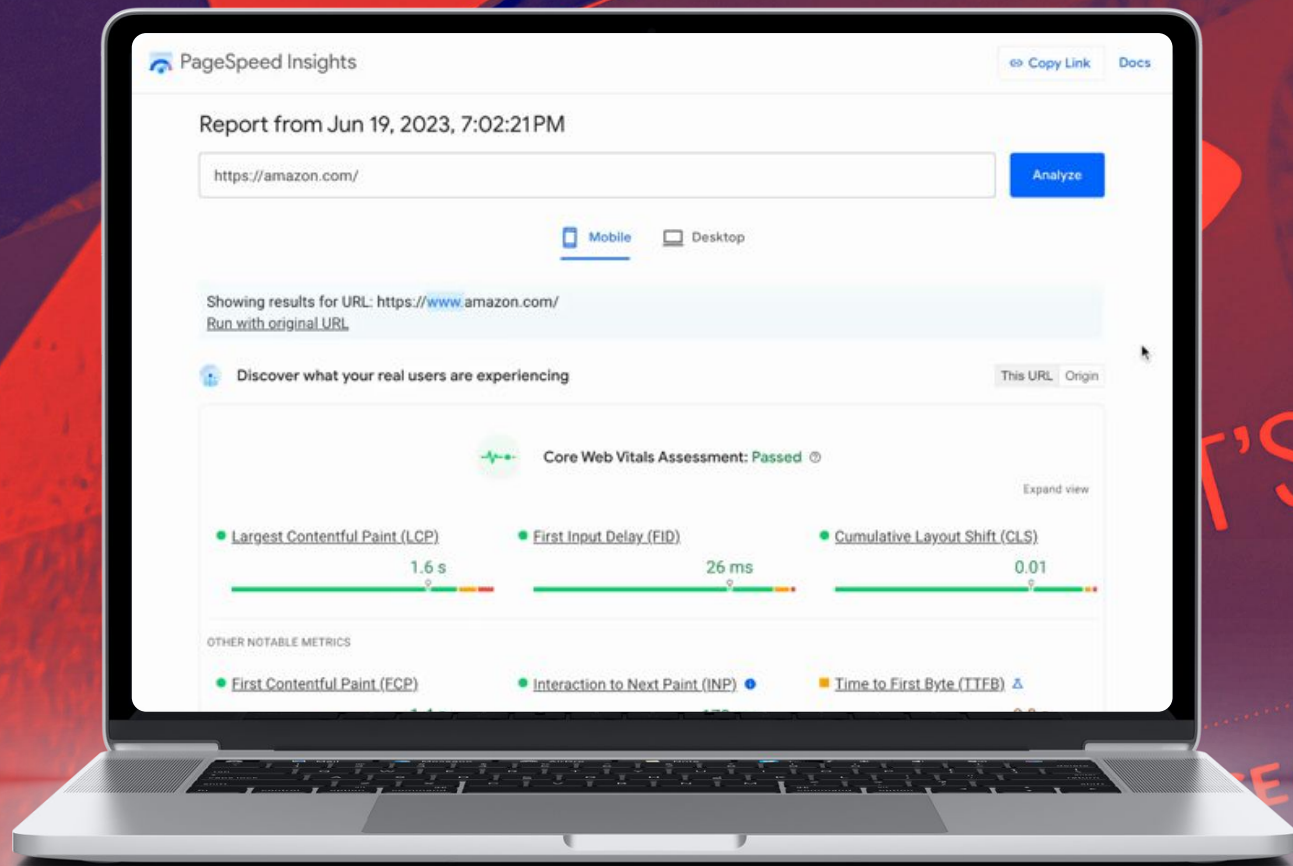
wave.webaim.org



Is your website fast?

Quickly test the speed of pages across your website by leveraging Google's **free** PageSpeed Insights tool:

pagespeed.web.dev

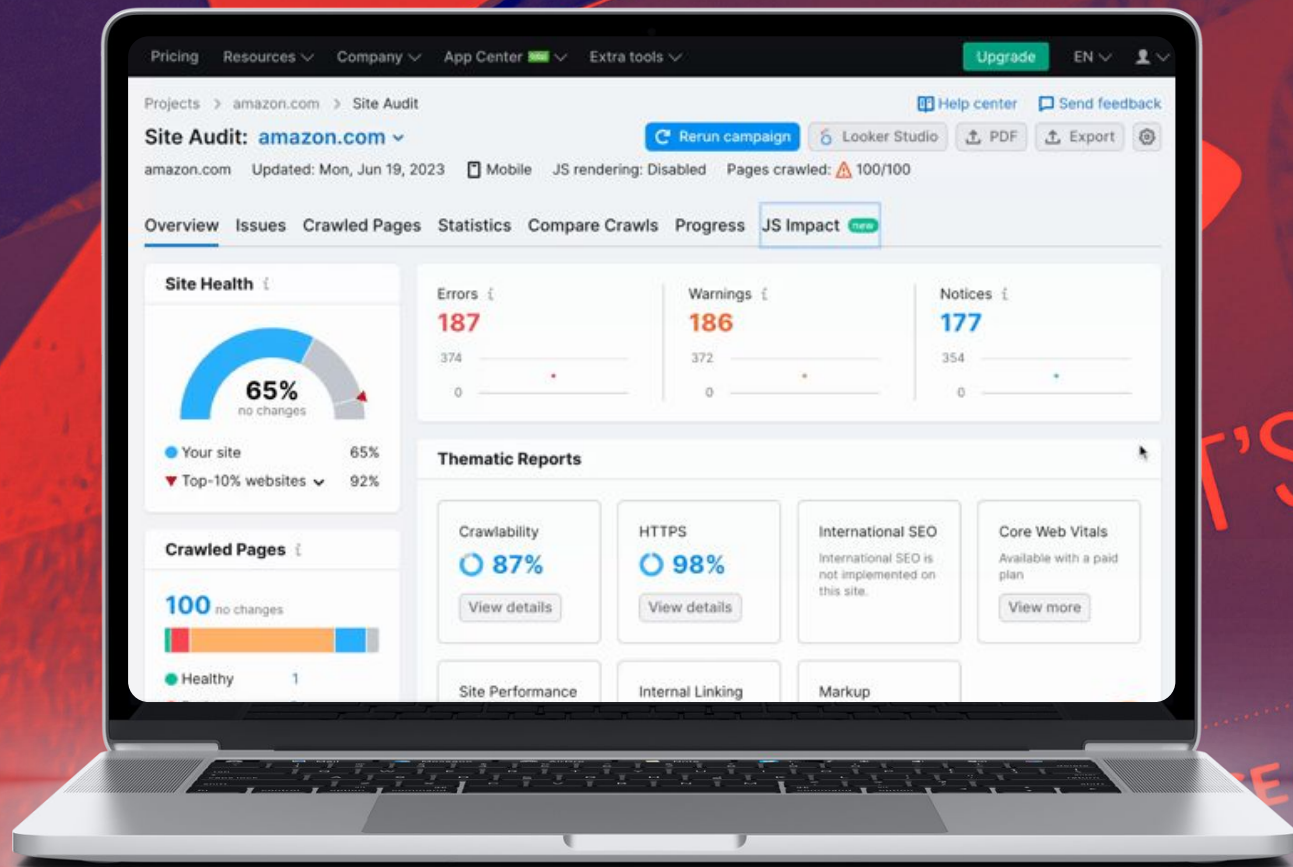


Is your website optimized for search engines?

Quickly test the SEO of your website by leveraging SEM Rush's **free** audit tool:

semrush.com/siteaudit

(you'll have to sign up with your email address)



Is your website's design and structure usable?



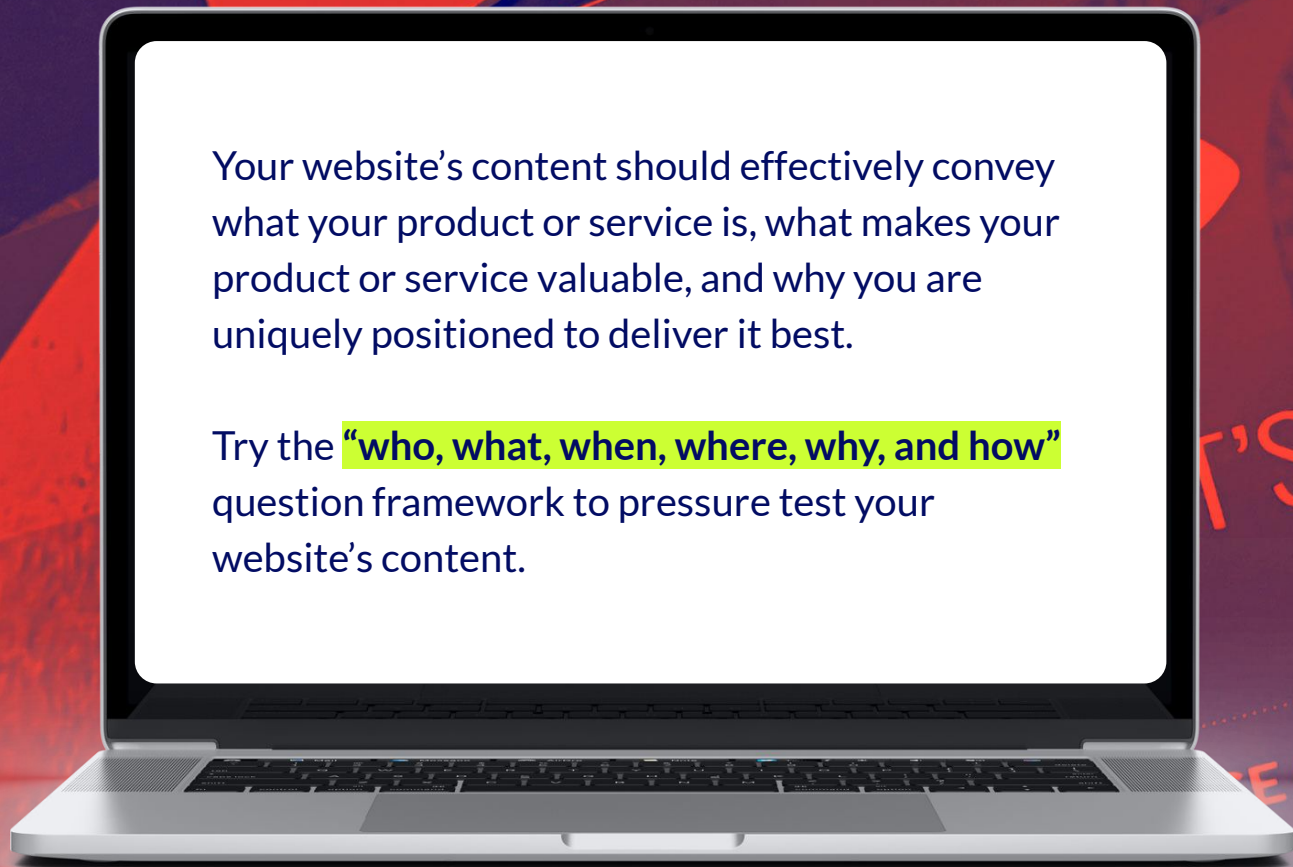
- Can the site be used on mobile devices easily?
- Is the text easy to read?
- Is there a clear hierarchy?
- Does the design feel dated (you'll know)?
- Is it cluttered?
- Does the navigation make sense?
- What are users searching for on your site?

Is your website's content meaningful?



Your website's content should effectively convey what your product or service is, what makes your product or service valuable, and why you are uniquely positioned to deliver it best.

Try the **“who, what, when, where, why, and how”** question framework to pressure test your website's content.



Is your website's lead form effective?



- If the site is for the type of business that needs a lead form — is there one?
- Can you get to the lead form quickly and easily?
- Is the form understandable?
- Is there content reinforcing the value of submitting the form?
- Does the form set expectations about what will happen once you submit?

Digital Experience Evaluation Toolkit

We've prepared a toolkit with the need-to-knows and step-by-step guides from this presentation.

Here's what you can expect in the toolkit:



Questions you can ask end users to evaluate your website's front-of-house experience.



Questions you can ask your internal stakeholders to evaluate your website's back-of-house experience.



Links to free online resources for analyzing your website's accessibility and page speeds.



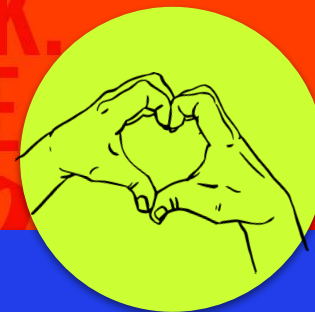
Practical tips for evaluating your website's usability.



Practical tips for evaluating your website's content.

Here's how we can help.

[LEARN MORE AT MEDIUMGIANT.CO](https://www.mediumgiant.co)



**Digital
Experience
Audit**



**Website Strategy,
Design, and
Development**



**Conversion
Rate
Optimization**

If you leave with only 3 takeaways, let it be these.



If your website isn't helping your business, it may actually be hurting your business.



Before you make any big decisions about what's next for your website, conduct an intentional evaluation.



The “back-of-house” admin experience of your website is extremely important. Prioritize it!

STAY CURIOUS!

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