

CMO CHECKLIST

IS IT TIME FOR A SITE REDESIGN?

YOUR CALL TO MAKE

Redesigning a website, especially when it involves re-architecting and rebuilding it, can be a costly and complex undertaking. Nevertheless, every CMO reaches a point where they realize it must be done.

If you are a CMO and find yourself on the fence as to whether to take the redesign plunge, asking yourself the following questions can help you decide if the time is truly right.

ASK YOURSELF...

▶ **Do you have a strategic reason for the redesign?**

The potential reasons are numerous: refreshing the message, improving site performance, streamlining the user experience, etc. Whatever your reason, it has to support your overall business and marketing strategy.

YES

NO

▶ **Do you understand your current site?**

Redesigning your site will involve improving what isn't working and amplifying what is. Of course, doing either of those requires a deep understanding of the current structure and performance of your site.

▶ **Can you clearly articulate your vision to creative and developer teams?**

You will need both creative and technical resources to bring your vision to life. They will look to you for actionable direction regarding your strategy, how the site fits into it and how you will measure the redesign's success.

▶ **Can you make the investment case?**

Redesigns cost money and usually mean diverting internal resources to this critical project. You need to be able to convince the executive team that the investment will be worth it while giving them some estimate of how long it will take to see a return.

▶ **Can you deal with the politics of a redesign?**

The site reflects many sides of your business. It is also your "face" to the world. There is a lot riding on it and everyone has either a stake in the outcome or, more likely, an opinion about it. You must be prepared to manage a range of competing goals and expectations.

SO, IS IT TIME?

If you answered yes to the questions above, you're ready to take the plunge and redesign your site. To help you cover all the bases, Acquia's CMO Lynne Capozzi wrote an e-book, *The CMO Guide to Website Redesign*.

GET THE E-BOOK