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Factsheet 1

Web Design

Construction

Multimedia

Consultancy

Update your website to increase sales

When deciding to update a website, many companies are driven by the desire to freshen the "look" with an attractive new design. If this is the only objective of a redesign the result can be a wasted opportunity to improve sales.

It is important to get the structure and content right first – using an approach based on intelligence. There is vital information you should be discussing with your website development team before anyone begins to mock up a design. Here's how to gather the intelligence from a variety of sources.

Has your business plan changed?

Since the site was first designed, have you altered your business plan? Have you repositioned the business, changed any business objectives or in any way changed your mission? The site development must be consistent with the sales and communications objectives of your marketing plan.

What is the purpose of your website?

For e-commerce websites, this question is very easy to answer; sell more! But for businesses who don't sell directly through their site, this can be more complex. Sometimes it's getting site visitors to sign up to a newsletter, sometimes it's to provide information about services and then increase enquiries, sometimes it's to reinforce your brand – often it's all of these and more.

Make sure you consider these goals at the beginning of the process of updating your website. Be aware of what you want to be the primary and secondary goals of the site and this will help inform the structure, prominence given to certain information, calls to action and many other content and design considerations.

We're awake so...Let talks... 0844 375 4043