



Graphik Distinction

Innovative · Creative · Dynamic · Lateral · Individualistic · Innovative · Crea

Factsheet 3

Web Design

Construction

Multimedia

Consultancy

What language does your industry use?

This is a critical component of strategic research, and something that many business owners find difficult to gauge, for the same reason that they find it hard to see their own website as a visitor would. A business owner is often so deeply enmeshed in their own industry, that they find it hard to separate out the terms commonly used by customers from the jargon that could exclude them.

Knowing the language used across the industry informs the content that needs to be used on the site, both to attract and keep site visitors, but also gain search engine visibility. This in particular leads to the first stage of the redesign: structure and content mapping, not the colour palette!

Have you got the content right?

Site structure and the actual content will achieve the majority of goals behind a redesign. Clearly good visual design is incredibly important, as it will help to draw the eye to critical calls to action, make the site easy to use and reinforce brand. However, a beautiful new site will not guarantee improved performance. Gather intelligence about your site and your industry, then make the plan before any designs are mocked up or copy is written. Otherwise you may end up with a site that looks good, but does nothing to help your business.

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

a new way of thinking...