Refreshing Your Site With HubSpot Templates

An Interactive Checklist

Overview

Planning for your next website redesign can be an overwhelming process, especially if you aren't sure how to start.

This simple checklist will allow you to set the priorities for your upcoming website redesign and also help you to evaluate what you can do on your own versus what you may need some help.

1. Setting Priorities For Your Refresh

Setting the priorities for your website redesign is the first step towards planning your website redesign. It is important to understand the reasons why you are refreshing your current website so that you set the appropriate priorities for your redesign project.

Why are you redesigning your website?

- ☐ I need to modernize the look and feel of my website

- ☐ I need my website to drive my sales funnel and convert better

- ☐ I need to be able to easily update the content on my website

- ☐ I need to quickly launch a website due to upcoming marketing campaigns

- ☐ I need help evaluating the timeline for my website redesign project

2. Setting a Budget For Your Refresh

- ☐ I have a budget in mind

- ☐ I'm trying to figure out my budget

- ☐ I need to evaluate my options and learn more

- ☐ I need help setting a budget for my new website

3. Setting a Timeline For Your Refresh

☐ I need my site refreshed ASAP

☐ I need my site refreshed within 30 days

☐ I need my site refreshed within the next 1 - 3 months

☐ I need my site refreshed sometime next quarter

☐ I need help setting a timeline for my new website

4. Evaluating Your Level of Customization

☐ I need my template pack setup with my colors and styles

☐ I need a template pack setup with my colors and styles plus some custom development

☐ I need a website that looks almost completely custom

☐ I need help evaluating how much customization my website needs

5. Evaluating Your Creative Resources

☐ I have an existing brand kit that I can use

☐ I have an internal designer who can help to design my new website

☐ I have an external designer who I can contract to design my new website

☐ I need help with designing my new website

6. Evaluating Your Development Resources

☐ I have an internal development team who can help to build my new website

☐ I have an external developer who I can contract to build my new website

☐ I work with an agency who can build my new website

☐ I need help with building my new website

7. Evaluating Your Strategic Resources

☐ I have a sitemap for my new website

☐ I have detailed buyers personas and buyers journeys outlines

☐ I have an internal team that can provide strategic advisement for my new website

☐ I work with an agency who can provide strategic advisement for my new website

☐ I need strategic advisement for my new website

8. Gathering Your Content

☐ I can reuse existing content for my new website

☐ I need brand new content for my new website

☐ I have an internal team for can create new content

☐ I have an external content writer who I can contract to create new content

☐ I need help creating new content

9. Migrating Your Content

☐ I have an internal team who can help to migrate content for my new website

☐ I have an external team who I can contract to migrate content for my new website

☐ I need help migrate content for my new website

10. Website Go Live Process

☐ I have an internal team who can help me go live with my new website

☐ I have an external team who I can help me go live with my new website

☐ I need help going live with my new website