



The 14-Step Guide to Redesigning Your Old Website (by ANDT360)

Website Re-design Playbook

In this ever-changing, “Rolling-Stone” digital market—where brands must stay fresh and relevant (and gather no moss)—studies show that over 70% of businesses redesign their websites every 12–18 months. Why? Because a site that looks outdated can appear unappealing—or worse, out of business.

The web is full of re-branding, re-modelling, and re-designing efforts by businesses striving to stay ahead. Some succeed, breathing new life into their online presence. Others fail, creating nothing more than “a new version of the old product.”

At **ANDT360**, we see web redesign not as a chore, but as a **powerful opportunity**—to explore new ideas, sharpen your digital edge, and attract new audiences. With years of experience in web strategy, we’ve created this step-by-step guide to help you navigate the process with confidence.

Why Choose Us?

STEP 1. WHY DO YOU WANT TO REDESIGN?

Always start with why. Is your website outdated? Has your business rebranded? Has your content grown stale? Or have you outgrown your site’s limitations? Define the reasons clearly. Redesign with intention—not impulse.

STEP 2. KNOW YOUR MARKET

The online world changes daily. What worked two years ago may already be obsolete. Stay informed on market trends and keep an eye on competitors—not to copy them, but to understand what’s working and what pitfalls to avoid.

STEP 3. ADDRESS THE TECHNICAL CHALLENGES

Redesign ≠ reset. Some elements (like domain names or strong-performing pages) should be retained to preserve SEO equity. Work with an agency like ANDT360 that understands redirects, security, analytics, and the technical layers that protect your ROI.

STEP 4. RESPECT THE CLOCK

Time is critical. Website transitions require careful scheduling to avoid downtime. Prioritize content creation early—it is more valuable than design alone.

Why Choose Us?

STEP 5. EMBRACE NEW TRENDS

Innovation keeps you relevant. Identify features and design updates that enhance usability and improve aesthetics. Adopt the right trends—but never lose sight of content as your foundation.

STEP 6. KEEP IT SIMPLE, KEEP IT FAST

Clutter kills conversions. Clean, professional, fast-loading websites win every time. Think Google, not chaos. Simplicity = better user experience.

STEP 7. CHOOSE THE RIGHT PARTNER

The right digital partner makes or breaks your redesign. At ANDT360, we combine transparency, technical expertise, and marketing strategy to deliver not just a new design—but measurable results.

STEP 8. COMMUNICATE WITH YOUR CLIENTS

Don't leave your customers guessing. Let them know why you're redesigning, what's changing, and how to reach you during transitions. Clear communication builds trust.

STEP 9. LEVERAGE PR & MARKETING

Your relaunch is a chance to create buzz. Use social media, SEO campaigns, email blasts, and PR pushes to spread the word. Offline tactics (events, mailers, expos) can reinforce awareness.

STEP 10. SEEK FEEDBACK (AND ACT FAST)

Feedback is gold. Test with real users and adapt based on their insights. Small tweaks can lead to big gains in conversions and satisfaction.

STEP 11. STAY IN CONTROL

Listen to feedback—but don't let too many voices dilute your vision. This is your project, and consistency in direction ensures better outcomes.

STEP 12. SHARE YOUR VISION WITH YOUR AGENCY

Be specific. Show references, discuss your style preferences, and communicate your vision clearly. The more aligned you and your agency are, the smoother the process.

STEP 13. EVALUATE & MEASURE RESULTS

Use tools like Google Analytics to track performance post-launch. Monitor visitor trends, conversions, and SEO rankings. A redesign is not complete until it's evaluated.

STEP 14. THINK MOBILE-FIRST

The future is mobile. With a growing majority of users browsing via smartphones and tablets, responsive design isn't optional—it's essential. At ANDT360, we ensure every redesign is mobile-optimized and future-proof.

Your vision. Our expertise.
Endless possibilities.

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