

Planning Your Next Website Rebuild

What You Need To Be
Thinking About Now



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Define Your Needs

Build the Right Team

Discuss Sizable Project Impactors



Define Your Needs

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5 QUESTIONS YOU NEED TO ANSWER

Why are you rebuilding your website?

What makes you unique?

Who are you rebuilding the site for?

What features does your audience want?

Is your budget realistic?

Define Your Needs

HIDDEN BENEFITS

Define a single, unified direction for the project

Learn how to work as a team

Narrow in on requirements



Build the Right Team

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YOUR TEAM

Time – and lots of it

Prioritize the big picture

Effective size

Strong leader

Build the Right Team

YOUR PARTNER

Who have they worked with?

What is their technology street cred?

What is their track record?

Who are they *really*?



Discuss Sizable Project Impactors

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CONTENT STRATEGY

What is content strategy?

Why have one?

What should you do?

Discuss Sizable Project Impactors

CONTENT STRATEGY

The Epic List of Content Strategy Resources by Jonathon Colman

jonathoncolman.org/2013/02/04/content-strategy-resources

Conferences (highlight *Confab Mpls 2013*)

pybop.com/2013/01/2013-content-strategy-conferences

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CONTENT MIGRATION

Cost effectiveness

Cleanup work

New content

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MOBILE STRATEGY

What are your current mobile usage stats?

What mobile experience is right for you? Why?

What site elements are essential for mobile users?

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MAJOR FEATURES

Create a current list of features

Identify current and new items for the new site

Discuss the list