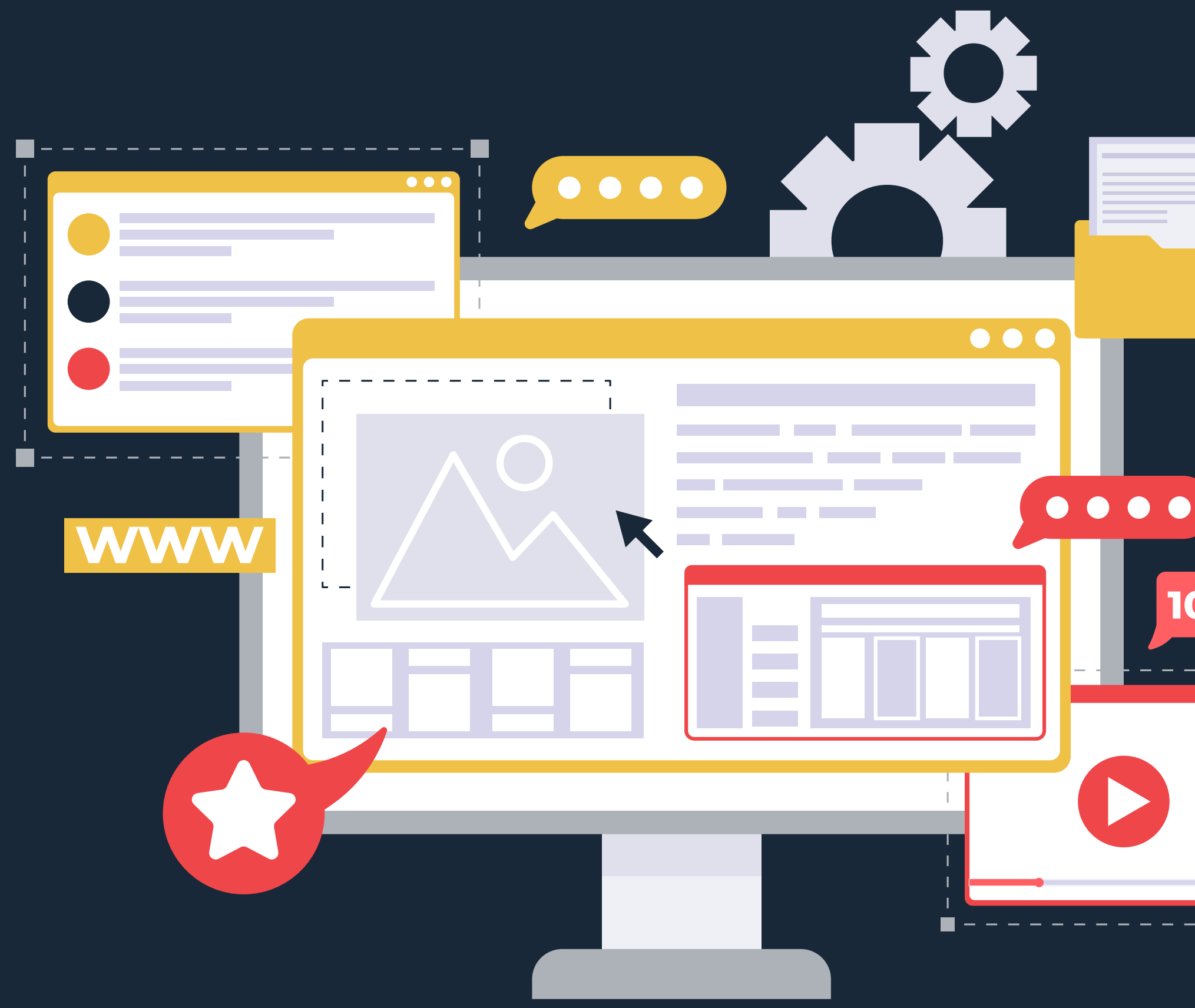


# 10 WAYS TO PLAN A WEBSITE REDESIGN

with SEO in Mind

If a website redesign is on the horizon, it can be easy to get caught up in all of the bells and whistles of making it look nice. It is important to remember, however, that optimizing your website for search engines is just as important as aesthetics. Here are our top 10 tips for keeping SEO strategy at the forefront of your website redesign project.



# 1

## CONSIDER SEO FROM THE START

Organic searches from Google make up 43% of all traffic, compared to just 5% from Facebook and 6% from email marketing. Embracing Google's best practices is the best way to grab your share of that traffic.



## CONDUCT AN AUDIT

Before you begin tearing your current site apart, find out what's working so you can migrate those pieces over to the new site. Look for:

- Most viewed pages
- Top performing keywords
- Best lead generation tactics

# 2

# 3

## INCLUDE THE RIGHT KEYWORDS

Targeting the wrong keywords can cost you time and money. Before you begin marketing your new site, check which terms are bringing traffic and engagement to your current site.

## SET UP 301 REDIRECTS

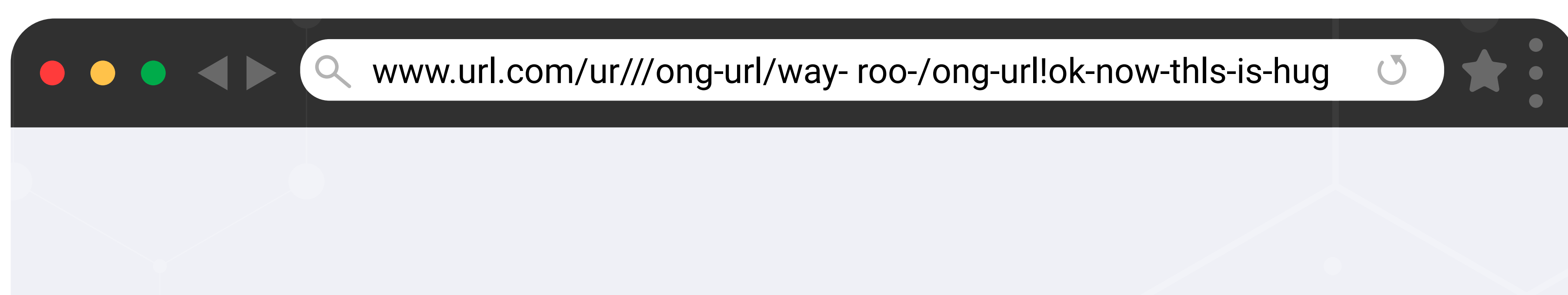
A study found that 70% of sites have pages that return a 404 error. These codes send Google a signal that your site isn't well maintained. Putting 301s in place solves this issue.

# 4

# 5

## CONSIDER YOUR URL STRUCTURE

Your website's URL should contain your site's main keywords without being too long.



## ELIMINATE SHADY BACKLINKS

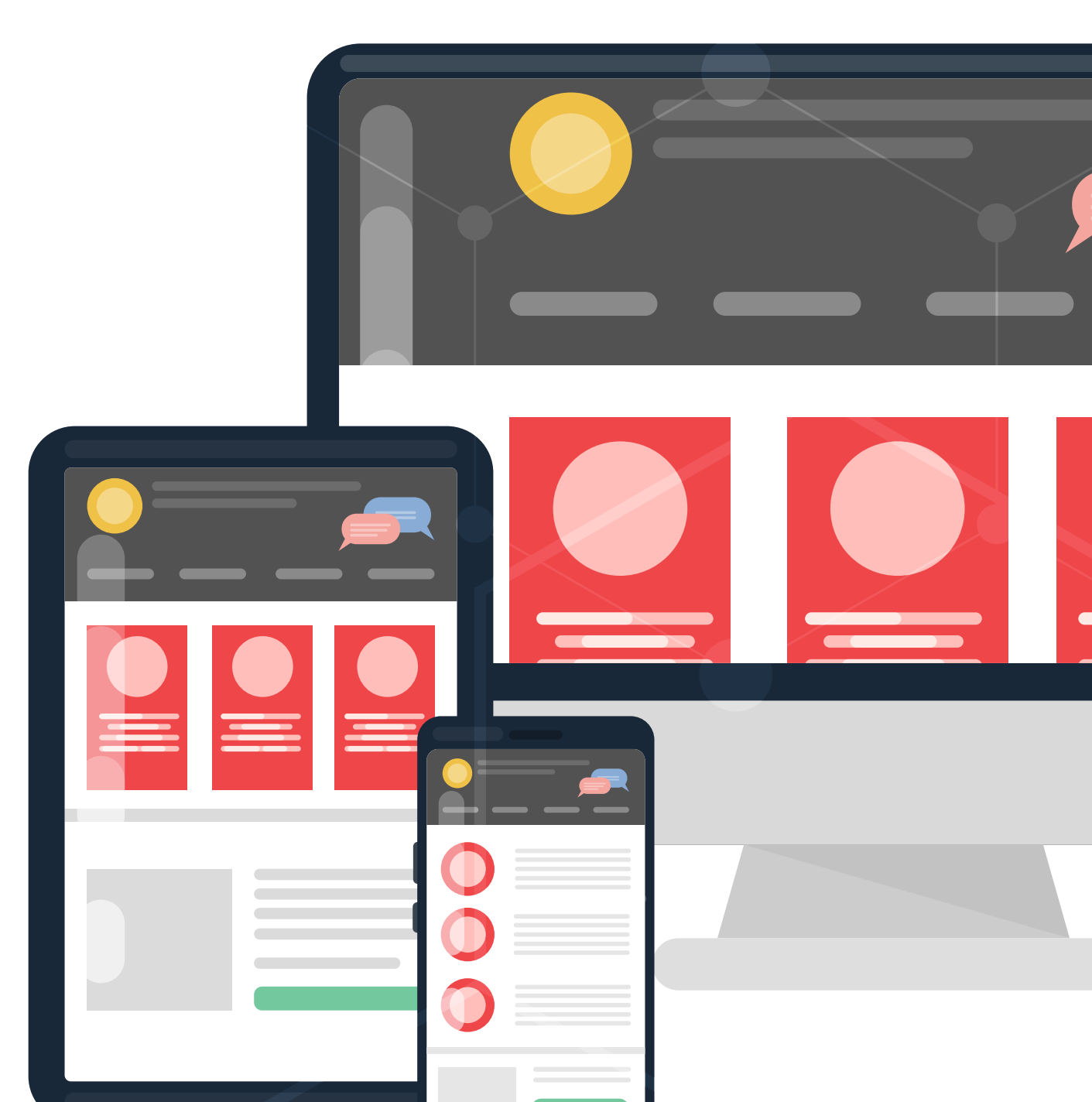
Check existing backlinks. You'll want to be sure that none of these links are from dead or spammy sites.

# 6

# 7

## IMPLEMENT RESPONSIVE DESIGN

75% of smartphone users end up abandoning sites that aren't mobile friendly. Trying to navigate a site that isn't properly optimized for mobile device viewing can be frustrating and too time consuming. Making your site responsive ensures that every visitor can use it no matter what type of device they view it on.



## MAKE YOUR SITE EASY FOR SEARCH ENGINES TO CRAWL

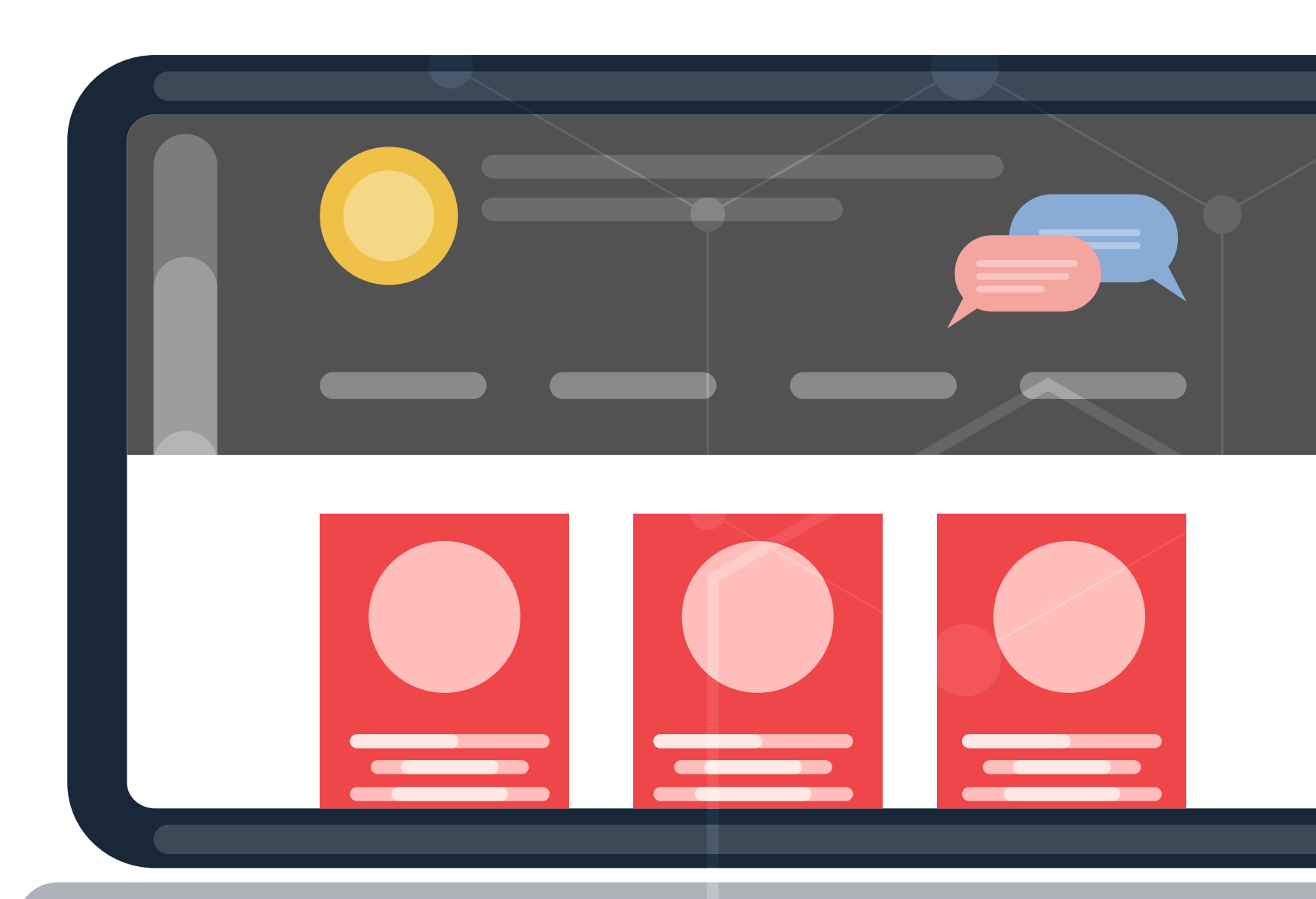
Use schema markup and Google tags to show search engines what to index.

# 8

# 9

## ADD ANALYTICS SOONER RATHER THAN LATER

Complete analytics data lets you set benchmarks and make comparisons about the performance of your site month over month.



## THINK LIKE A VISITOR

Google aims to guide users towards the sites that will give them the best experience. Put yourself in a potential customer's shoes and see how easy your website is to navigate, then make changes to simplify.

# 10

SEO is always evolving. There has been a major shift in making certain that content is optimized for users, rather than search engines. If you're planning a website redesign, make sure you're considering everything you need by contacting the Marketing experts at Engage 2 Engage.