Website Redesign, Done Right

From audit to launch, here's what goes into building a site that works hard for your brand.

Redesigning? It's More Than a Makeover

A website redesign is a strategic project that reshapes how your brand shows up, serves users, and meets business goals.

Here's a breakdown of what actually goes into doing it well - from planning to post-launch.

Discovery & Goal Alignment

Don't skip the homework. Before design begins, align on your business objectives, user needs, and pain points.

Interview stakeholders, audit your current site, and use those insights to guide every decision from here on out.

Audience and Messaging Strategy

Speak their language, not yours. Get crystal clear on who you're talking to.

Revisit personas, refresh your brand voice, and shape messaging that answers real questions and connects with the people you want to serve.

UX Planning and Site Architecture

No one likes getting lost. Design your site structure to guide users toward action.

Use logical page groupings, clear navigation, and intuitive pathways that make information easy to find and experiences easy to complete.

Content Audit and Copywriting

If it doesn't serve, cut it. Audit existing pages, prune the clutter, and fill gaps with focused, purposeful copy.

Write for real people, not search engines, and make every word earn its place.

Visual Design and Brand Alignment

Make it look like you - at your best.

Design isn't just decoration. It's how your audience perceives you.

Align colors, fonts, and visuals with your brand identity while prioritizing clarity, accessibility, and mobile responsiveness.

Development and CMS Configuration

Build smart. Launch faster. Choose tools that scale with you.

Set up a content management system that empowers your team to update with confidence.

Optimize for speed, stability, and mobile-first performance from the start.

SEO and Analytics Setup

Don't let Google forget you. Set up redirects, clean metadata, and optimize technical SEO so your ranking doesn't tank.

Track performance with GA4 and set benchmarks to understand what's working and what's not.

Testing, QA, and Accessibility

No bugs. No broken links. No excuses. Before launch, test every interaction, page, and form across browsers and devices.

Make sure your site is accessible to all users, meets legal standards, and delivers a seamless experience.

Team Training and Documentation

Hand off without chaos. Provide your team with the documentation and training they need to keep the site running smoothly.

Make it easy to manage content, troubleshoot minor issues, and stay consistent after launch.

Post-Launch Support and Iteration

Launch is just the beginning. Once the site is live, monitor how it performs.

Review analytics, gather feedback, and keep iterating. A great website adapts to your evolving business, audience, and goals over time.