



Tips to Take Your Website from 'Mey' to 'Yay'

Take Culture Media

8 Tips to Take Your Website from 'Meh' to 'Yay'!

Take Culture Media Showcases Lessons Learned from Website Redesign

Take Culture Media which specializes in creating award-winning communications strategies and multimedia content that help strengthen clients' brands today shared tips from its own website redesign.

Play an active role

Whether you plan to redesign your website in-house or source it externally, play an active role in managing the process, said Ufuoma Otu, who worked closely with a project manager and developers at a Phoenix, Arizona-based company to redesign Take Culture Media's website. The initiative you display on the front end and the attention you give to communicating the site's vision early on will help drive momentum on your project and help make it successful.

Know what you want

This helps saves a lot of time, effort, revisions, and increases the likelihood of you and your developers creating a finished product you are happy with for a long time. Well, until it's time to redesign your website – again! Carve out time to peruse various websites you like, figure out various elements of them your team you can integrate into your site to enhance your users' experience. You can borrow ideas from across industries too. Is your site B2B incorporate a feature(s) that seem to be more prevalent in B2C sites – and vice versa. And put your own spin on it. Who knows, you could even start a trend.

Usability is king

It used to be content is king – it still is. So is usability. Welcome to the user experience kingdom. Always think of how your users will interact with your site. Envision this, test it, implement, and test again – on different devices and platforms. Scrutinize headings, text volume and placement, fonts, links, graphics (no lone hanging tab that link nowhere but bait users to click, even some talented but busy developers have been guilty of this!), photos, etc.

The general rule of thumb is: use fewer words, more photos or graphics (depending on your industry), and intuitive navigation.

The point is to make the user experience as smooth as possible.

Commit to an effective review process

The website redesign process is only as complicated as you and your team make it. It is true. Yes, the process will vary based on the size of the website, company or

project it's being built or redesigned for. How will you communicate changes primarily – by phone, email, in-person meetings? Who are the stakeholders who will green light progress and changes? For example, in smaller companies, the C-suite is more accessible and will play a more active role. In larger companies, department heads, may wield more influence on changes to be made. Figure out your review process upfront and stick to it as much as possible.

Be flexible

Stick to your process – yes. But on the flip side of that, be flexible. Was that a paradox? We just wanted to make sure you were paying attention. Creating or redesigning a site is a dynamic process, that happens in real-time and in tandem with changing needs, market changes, and other factors that are not always within you and your team's control. Provide vision and guidance, but be open to your team's interpretation of the vision expressed. You just might be in for a pleasant surprise.

Honor the creative process

It IS a creative endeavor; recognize it as such and not simply as a to-do item on your list. Or you can, but you may end up with a site with no real essence - and then you would have to call us to find your site's elusive soul. But seriously, recognize and praise what you like but be clear on what you don't like. Lead with praise before offering constructive criticism, and the next iteration of the site could very well knock your socks off.

Make it a visual canvas

The most stunning websites walk the fine line between using eye-catching colors and white space. This makes them visually appealing but makes the content easy on the eye. We all look at screens all day long, adopt an elegant site design that is simple and users will be glad to use, and even admire.

Share it

What good is a diamond no one can see? Once you finally have the website you are proud of, share it! Within your organization, with clients, on social media, on search engines by updating your relevant keywords.

**Thank you for
reading!**



**For more info, visit:
www.take-culture.com**