

Redesign Roundtable:

When Should Your Organization Consider a Full Site Redesign?

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Your digital experience is critical for engaging with consumers, and it can have a massive effect on business success. To improve its performance, you may be making iterative changes. But sometimes, a full overhaul is the best way to reach your goals. To determine when it's time for a redesign, consider four key areas: business strategy, findability and SEO, UX content strategy, and UX design and technology.

1

Business Strategy

A redesign may be on the horizon if:

- Your digital experience no longer meets your business goals — either because your site isn't driving success or because priorities have shifted
- The identity or architecture of your brand is changing, perhaps due to a merger or acquisition
- Your competitors provide a better digital experience

2

Findability & SEO

Early warning signs that a redesign is imminent include:

- Falling traffic over time — This is often a first indicator that your website isn't as findable as it could be
- Decreased engagement — Whether you're tracking conversions from specific pages or looking at the data on new and returning users, less engagement will impact your bottom line
- Disrupted user flow — A redesign can reorganize your navigation, improve your internal linking structure, and enhance your calls to action to drive conversions

3

UX Content Strategy

It may be time for a redesign if your site doesn't:

- Provide a good user experience on all devices
- Meet federal accessibility guidelines that require an inclusive experience for all users
- Represent all your facilities, doctors, and services in the best possible way

4

UX Design & Technology

You have just seconds to make a good impression and capture users' attention when they land on your site. Because of this, it's important to keep up with advances in:

- Technology, such as faster application speed and new functionality that provides users with convenient self-service options
- Design, including modern, no-column page layouts that support engaging user experiences and break down large walls of content into smaller, attractive snippets

5

Ways to Evaluate Your Digital Experience

Geometric can help you identify opportunities and approaches to improve your website's performance. Ask us to assist with:

- UX audit that evaluates key areas of your website from a consumer perspective
- Interviews or testing with members of your target audiences to see how well your digital experience meets their needs and expectations
- Analysis of your site's findability and SEO performance

We can also arm you with data and rationale to make the case for a redesign to your internal stakeholders.



“Your decision whether to redesign should be driven by research that can validate assumptions and help you do what’s best for your consumers and your business.”

Lindsey Steinkamp
Sr. UX Researcher



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Sr. UX Researcher

Lindsey uses her diverse background in design, user experience, search engine optimization and digital strategy to help healthcare organizations achieve their goals. As a senior UX researcher at Geonetric, she systematically studies target users and digital patient journeys to collect and analyze data to inform opportunities for improving the overall experience. Lindsey helps complex organizations, such as multi-state health systems and academic medical centers, enhance digital experiences and improve the ROI on digital investments.



Emmery Betzer
Sr. Web Designer and Developer

As a senior web designer and developer at Geonetric, Emmery blends technical know-how with a keen sense of style to help clients meet core objectives and push their brands forward. Between new implementation and redesign projects you might find her researching new and emerging design trends or brainstorming ways to streamline the iterative design process. Emmery holds a Bachelor of Fine Arts degree from Iowa State University in graphic design with an emphasis in website programming.



Elizabeth Boenish
Web Content Strategist & Writer

A former healthcare marketer at a large health system, Elizabeth is passionate about helping people make educated decisions about their care. At Geonetric, Elizabeth creates and structures content that follows writing for the web best practices, aligns with organizational goals, and meets the needs of your community. Elizabeth has worked with healthcare systems across the country, including Virginia Hospital Center, PIH Health, Olmsted Medical Center, and UNC Health. She holds a bachelor’s degree in marketing from the Mt. Mercy University.



Michael Leonard
Sr. Digital Marketing Strategist

Michael is an experienced digital strategist with skills in multiple aspects of SEO, SEM, keyword discovery, and content creation. His varied history includes helping traditional publishing companies make the transition to digital and helping some of the most prestigious universities in the country build acquisition strategies through social media, display advertising, and content strategy. As a senior digital marketing strategist, Michael helps health systems of all sizes increase their market share.



Want help accelerating your digital experience strategy?
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