



WEB DESIGN AND REDESIGN

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Research

- Find websites you like and save the links:
 - Look at sites in your field, including your peers and partners
 - If there is a committee working on the website, engage them early, ask them to send you sites as well
 - If possible, view the sites on both large and small screens (desktop and mobile phone)
- List what you like about the sites you have selected
 - Images: type of images, size and location of images, placement of logo
 - Layout: single column, two columns, location of menu, structure of pages
 - Use: ease of use, clear, uncluttered, limited scrolling, easy to navigate, easy to find specific content
 - Visual: colours and fonts used
 - Extras: social media, donate button, calendar, newsletter sign up etc.
- Search the Web for information, for example, Google things like “SEO” or “Website Trends 2021”

Assessment

- What do you want your new site to do?
 - Is it like a brochure, will you share information and resources, is it for learning, is it for promoting your service, is it a social media hub?
- What will your visitors be looking for?
 - Information, help, resources, links
- Who is your audience?
 - What is the online experience of your visitors? What are their skills in search and site navigation?

Decisions

- Will you want a new logo, new colours?
- Will you add funder logos and logos of the organizations you belong to and/or partner with?
- Do you have time for a blog?
- What type of images will send your message?
 - Faces are ideal, people need to ‘see themselves’
- What do you want to keep that is on your current site?
- What do you want to add to your new site
 - E.g. social media buttons/links, icons, video, calendar, newsletter sign up, donation button, blog, live chat

Technical

- Where is your domain name registered now and will it stay?
 - Make sure you have access to the necessary usernames and passwords
- Where is your site hosted now and will it stay hosted there?
 - Make sure you have passwords

Structure

- What primary and secondary pages do you want?
 - Tabs are also called Parent and Child tabs
 - E.g., Home, About (Staff and Board profiles - pictures help), Contact (a map and picture is good), News (blog), Resources, Privacy Policy, Testimonials
- Space will be limited for primary tabs (the menu should not wrap to two lines) so think about how you can organize your content in a logical order

Content

- Who will write the content?
 - It is good to start thinking about content early - it will also help you decide on pages
- Content is important because it will help with Google and that will get you on page one!

Questions for a Web Developer

Things you will need to know:

- What is their workflow process and communication process?
- Do they offer hosting (do they manage a server)?
 - What is the speed of the sites on their server?
 - Do they offer a backup service?
- What security do they add to the sites they build?
- If you are moving, changing, or registering a new domain name can they help?
- What is the cost of an ongoing maintenance and update service?
- Do they have experience with AODA compliant sites?
- What platform do they recommend e.g., WordPress?
 - Do they use templates, or do they custom design sites?
- Do they offer content writing (if you are not creating your own)?
- Do they find images or do you?
- Will they add alt text to images, or will you need to do that?
- Will they do redirects from your old pages to your new pages?
- Do they have a portfolio and testimonials on their site which you can review?