Quick Reference: Website Redesigns for Healthcare Content Marketers

Start with content

The mitochondria is the powerhouse of the cell, and content is the powerhouse of your digital presence. A redesign isn't just about a pretty facelift — it's about transforming your content into a patient magnet and trust builder. This 4-part guide is your roadmap to preparing content that thrives after a redesign and powers your digital brand.

1. Pre-redesign planning: The content audit

Before jumping into design, you need a clear picture of your content's current state. Here's a quick checklist to get you started:

- ☐ **Inventory:** List all existing content by URL. What do you have?

- ☐ **Performance metrics:** Analyze traffic, bounce rates, conversions using Google Analytics or Semrush.

- ☐ **Content quality:** Identify content that's outdated, redundant, or underperforming.

- ☐ **SEO review:** Use tools like Semrush and Ahrefs to check keyword rankings and backlink profiles. Identify gaps.

- ☐ **User feedback:** Gather insights on what is and isn't resonating with your audience — interview external and internal stakeholders.

Why it matters: This audit helps you decide what content to keep, update, or delete. Don't drag dead weight into your new site — clean it up now to save time later.

2. Planning: Content strategy development

Your site should serve both your audience and search engines. Your strategy hinges on being findable, user-friendly, and technically sound.

SEO and structure:

1. **SEO-friendly sitemap:** Start with a sitemap that's both user-friendly and optimized for search engines. Preserve high-performing pages and group content logically.

2. **Keyword strategy:** Identify 1-2 primary keywords per page and optimize your content around them.

Content design for UX:

1. **Visual hierarchy:** Use headings, bullet points, and short paragraphs to make your content easy to scan.

2. **Navigation:** Ensure your site's navigation is intuitive, with clear pathways to key information.

3. **Mobile optimization:** Design for mobile first — because that's where your patients are searching.

Consistency in voice and tone:

1. **Voice guidelines:** Establish clear brand voice and tone guidelines. Are you approachable and empathetic, or professional and authoritative? Stay consistent.

2. **Content templates:** Create templates to standardize how information is presented across the site.

3. Execution: Creating and migrating content

Every piece of content on your site should serve a purpose. Whether writing new pages or refreshing old ones, focus on clarity, relevance, and value.

Content creation checklist:

- [ ] **Goal-driven:** Every piece of content should serve a clear purpose — inform, engage, convert.

- [ ] **SEO best practices:** Optimize titles, meta descriptions, headers, and alt text for your chosen keywords.

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- [ ] **Patient-centered language:** Write in plain language that's easy for all audiences to understand.

Content migration checklist:

- [ ] **Prioritize:** Focus on migrating high-performing pages first to maintain SEO rankings.

- [ ] **301 redirects:** Set up redirects for any URLs that change to avoid broken links.

- [ ] **Test, test, test again:** Check for broken links, missing images, and formatting issues before going live.

4. Post-launch optimization: Keep the momentum going

You did it! Sit back and marvel at your new website. And then get up again because the job is not done. Follow these steps to keep the ball rolling.

Post-launch checklist:

- [ ] **Monitor performance:** Use Google Analytics and Search Console to track traffic, bounce rates, and keyword rankings.

- [ ] **Gather user feedback:** Implement surveys or feedback forms to learn how users interact with your new site.

- [ ] **Continuous improvement:** Regularly update content based on performance data and user feedback.

Your website redesign is a chance to revitalize your content strategy. Focusing on content first lets you set up your site for sustained success. Remember, a great website isn't just about design — it's about delivering the right content to the right audience at the right time.

Need help?

Reach out to our experienced content specialists for personalized guidance. We're here to help you build a better website.

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