



WEBSITES

THE DEVELOPER'S POV

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WHEN TO REDESIGN



WHEN DO I RE-DESIGN?

- When the site is broken
 - When maintenance and updates are too difficult or expensive
 - When it no longer keeps up with modern technology
 - When it's more cost effective to build new than to rehab the old site

 - It can be ok to rehab or change some things instead of starting from scratch, but it depends on the situation.
 - Are you doing a re-design with existing content or creating new content as well?
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**“MY BROTHER’S EX’S FORMER
NEIGHBOR AND I USED TO
WORK AT THE SAME GYM AND
HE CAN DESIGN IT FOR FREE!”**





WHY THIS DOES NOT WORK

- Design and leave, no ongoing support
 - Timetables are often difficult to stick to
 - Barriers to communication
 - Often stuck with a design graphics file that needs to be turned into a web site
 - Or a theme for a content management system
 - It will end up costing time, money, and create more problems than it solves.
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**SO WHAT DO WE DO?
DO WE HIRE A DESIGNER?**





HIRE PEOPLE TO DO

- Consulting
- Custom Development
- Initial setup, maintenance as needed.
- Logos

DO NOT HIRE PEOPLE TO DO

- Website design (tweaks are ok)
- Search Engine Optimization (SEO)
- Email services

**UP AND RUNNING
OR A REDESIGN FOR
UNDER \$100**



Premade Themes and Templates

- Whatever CMS you are using, you can buy pre-made themes for around \$60.
- **Benefits:**
 - Already designed professionally, tested, compatible across many devices and responsive.
 - Add usability to your CMS, easier to edit pages than out of the box.
 - Ongoing support
 - Ability to easily customize colors, add your own logo / branding.
 - No Design back and fourth taking up time and \$\$.

**THIS ALLOWS YOU TO FOCUS ON
CONTENT AND NOT DESIGN**

**TIME IS A PRECIOUS
COMMODITY**



COST TO GET UP AND RUNNING



Item	Cost
Template	\$60
Domain Name	\$15
Hosting	\$10 / m
Email	Free
CMS	FREE
Total	\$85

**WHAT IF I NEED TO HIRE
SOMEONE?**





APPROACHING A CONSULTANT

- Know what you want to communicate, not necessarily the best way to communicate it.
- Ask for multiple solutions to a problem, what they recommend and why.
 - Ask about alternatives, costs, and implementing projects in phases.
- Consultants should work with you to SOLVE problems, not say “how high” when you say “jump”.
- If your site is housed in a within university framework you’ll need to work with them.



THANK YOU!

Questions? Comments? Hate mail?
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Or come chat after the session