

ARE YOU BUILDING THE RIGHT WEBSITE?

MANAGING YOUR FIRM'S WEBSITE REDESIGN



IDA CHEINMAN, SUBSTANCE151

@IdaCheinman @Substance151

WEBSITES MATTER MORE THAN EVER

68%

**CITE ONLINE SEARCH
AS THEIR #1 SOURCE
OF INFORMATION**

55%

**CITE FIRM'S WEBSITE
AS THEIR #2 SOURCE
OF INFORMATION**

75%

**JUDGE A FIRM'S
CREDIBILITY
BY ITS WEBSITE**

Source: Demand Gen B2B Buyer's Survey Report

A USER-CENTRIC WEBSITE

- 1 Intuitive and fast
- 2 Valuable
- 3 Conversational

THE AVERAGE WEBSITE LIFESPAN

1-3 YRS.

**RECOMMENDED
FOR A REFRESH**

3-5 YRS.

**RECOMMENDED
FOR A REDESIGN**

>5 YRS.

**TYPICAL AEC
WEBSITE SPAN**

THE WARNING SIGNS

- + It's out of alignment
- + It doesn't provide value
- + It's poorly designed
- + It's difficult to navigate
- + It's not mobile compatible
- + It's impossible to update
- + It ignores lead generation
- + It can't be found

DO YOUR HOMEWORK FIRST

- + Define your goals and desired outcomes
- + Agree on your “wish list”
- + Audit your brand and marketing assets

SELECT THE RIGHT TEAM

- + Internal web team
- + Outsource vs. in-house

REQUIRED EXPERTISE

**USER RESEARCH / DIGITAL STRATEGY /
SITE ARCHITECTURE & UX / VISUAL AND UI
DESIGN / TECHNICAL DEVELOPMENT /
COPYWRITING / SEO / AND MORE!**

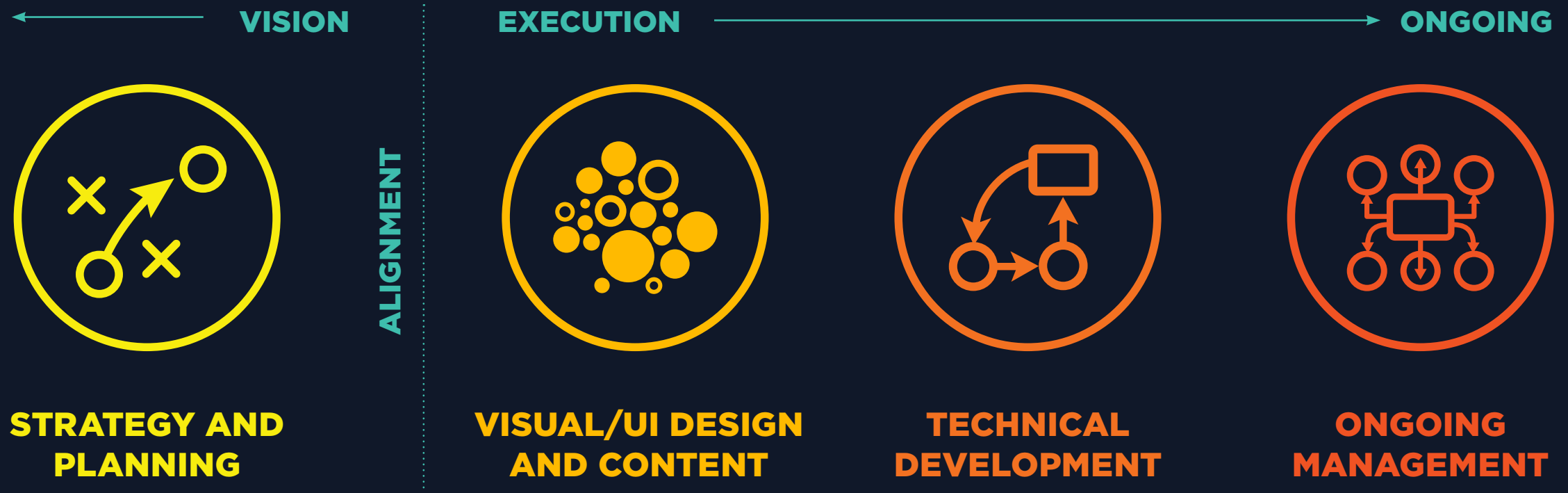
AGENCY SELECTION

AN AGENCY PARTNER HAS A HUGE IMPACT ON THE PROJECT AND OVERALL SUCCESS OF THE WEBSITE REDESIGN.

DEFINE YOUR BUDGET AND TIMELINE

ARE YOU BUILDING A TINY HOUSE OR A McMANSION?

NAVIGATING THE PROCESS



1. STRATEGY AND PLANNING

- + Evaluate your current website
- + Collect internal stakeholder input
- + Identify and research users and competition
- + Define success metrics based on goals
- + Benchmark data

HEAT MAPS

hotjar

crazyegg 



Microsoft

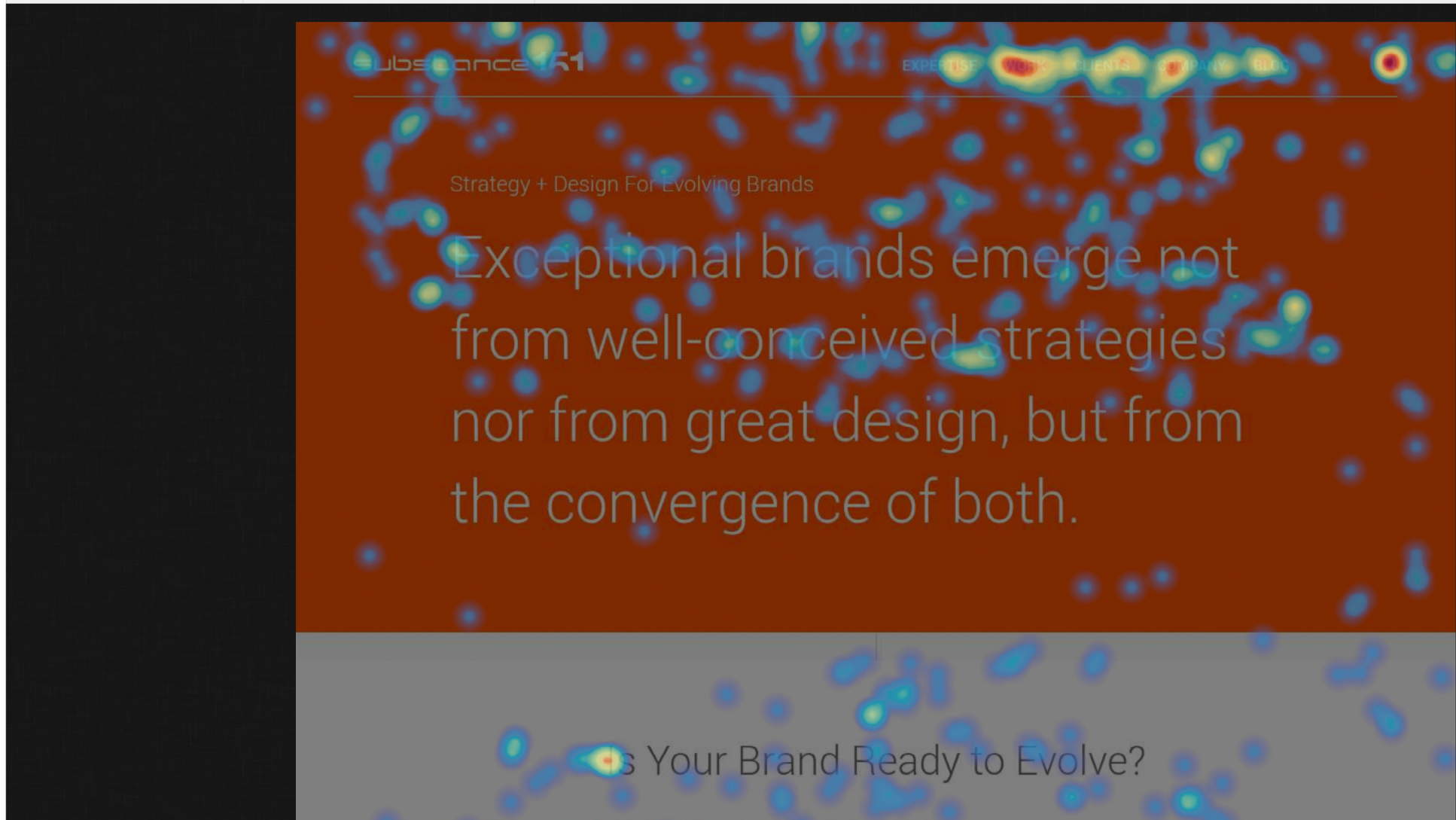
| Clarity

- Site Dashboard
- ANALYTICS
 - Heatmaps
 - Recordings
 - Funnels
 - Forms
- FEEDBACK
 - Incoming
 - Polls
 - Surveys
 - Recruiters

Heatmaps > home Share Heatmap

PAGE TARGETING SIMPLE https://www.substance151.com/ SCREENSHOT SOURCE https://www.substance151.com/

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 TYPE Click Move Scroll
View Data Download

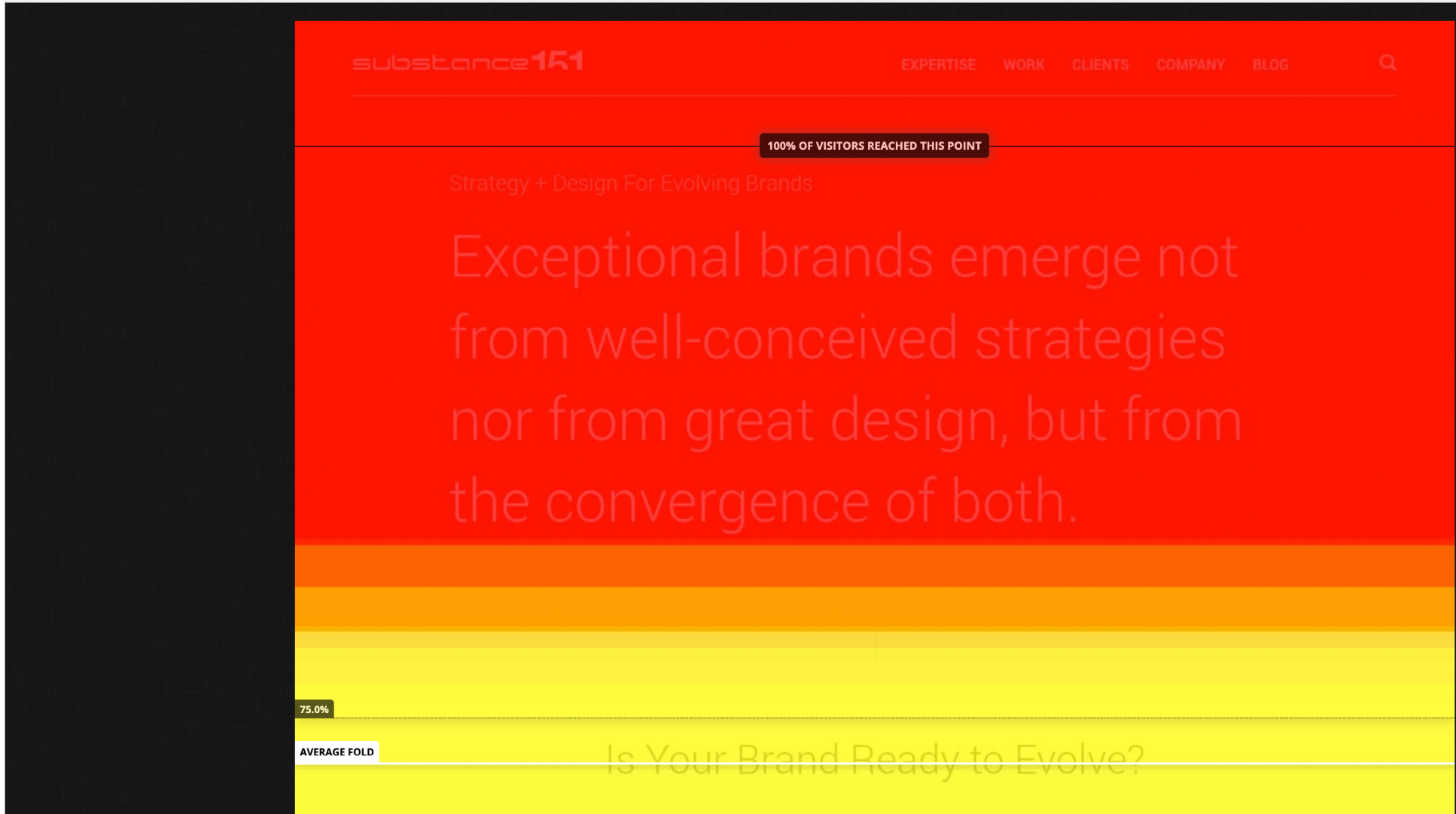


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Heatmaps > home Share Heatmap

PAGE TARGETING SIMPLE https://www.substance151.com/ SCREENSHOT SOURCE https://www.substance151.com/

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SET BENCHMARKS

**CREATING “BEFORE AND AFTER” METRICS
WILL SHOW IMMEDIATE IMPROVEMENTS
AND HELP TRACK THE REDESIGN GOALS
OVER TIME.**

INFORMATION ARCHITECTURE

- + High-level organizational structure
- + Wireframing or other means of prototyping
- + User journeys
- + Functional specifications
- + Administrative requirements

2. DESIGN

- + Create a rewarding user experience
- + Put your brand and culture front and center
- + Design for all screens and devices

LOADING

HELLO!

WELCOME TO **GRIP**

CONTACT US HERE

179 JOHN ST. 6TH FL
TORONTO, ONTARIO
CANADA M5T 1X4
PHONE 416.340.7111



BLAB! READ OUR ERUDITE MUSINGS & PROLIX BLATHERING ON OUR BLOG! BIG ORANGE SLIDE

GRIP LAB



00:00 | 00:00
DOWNLOAD MP3



THE FOLLOWING
NAVIGATIONAL
TECHNIQUES
AND METHODS
ARE AVAILABLE TO ALL USERS TO HELP
GET AROUND



CLICK &
DRAG



ARROW
KEYS



SCROLL
WHEEL



MENU

SMART SEASONED PEOPLE

GET TO BETTER IDEAS FASTER
NOW, TAKE THOSE INDIVIDUALS—FROM
EVERY DISCIPLINE—AND PUT THEM
UNDER ONE ROOF.
AND WHAT YOU GET IS
AMAZING IDEAS
UNPARALLELED EFFICIENCIES
BIG **COST SAVINGS**, AND, YES,

BETTER BUSINESS RESULTS

INTEDCOMMUN

SO, YOU WANT A
JOB?

WELL, THAT'S GREAT BECAUSE
WE'RE ALWAYS LOOKING FOR

DYNAMIC TALENTED GAME-CHANGING BOAT-ROCKING MAVERICK UNORTHODOX BRILLIANT VISIONARIES LIKE YOU.

FOR ALL JOB-RELATED INQUIRIES,
PLEASE **CLICK HERE**

jobs.griplimited.com



PEXER - BEST SOLUTION FOR YOUR BUSINESS

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's

GET STARTED

We Offer the Following Services

Finance

It is a long established fact that a reader will be distracted by the readable content of a page.

Consulting

It is a long established fact that a reader will be distracted by the readable content of a page.

Investing

It is a long established fact that a reader will be distracted by the readable content of a page.

Welcome to Our Pexer Business Group

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since.

- ✓ Fincial Planning
- ✓ Business Planning
- ✓ Print Design

LEARN MORE



WE LOVE OUR CLIENTS LET'S TALK!

Optio rapudiandae cubilia et. Aliqua tempor error donec! Adipiscing, iaculis nec voluptas assumenda natus ea iusto volutpat.

GET STARTED

READ MORE

What We Do



UI/UX DESIGN



GREAT USABILITY



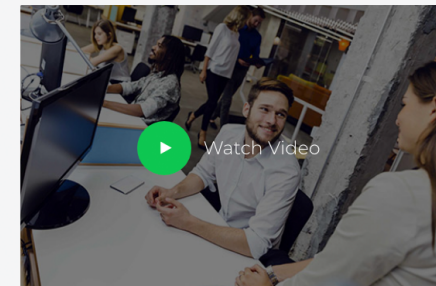
PREMIUM SUPPORT

About Us

Metus! Repellat itaque atque sagittis lectus, volutpat necessitatibus praesentium vestibulum atque quidem quaerat sapien. Ex dui aliqua orci dictum integer! est elit. Ipsam numquam. Accumsan explicabo vulputate quam aspernatur platea inventore iure vel ante.

Lectus faucibus, ex eveniet! Lacus ipsum repellendus habitasse malesuada dictum dolorem purus iure congue quibusdam! Rutrum, hic itaque. Irure nihil! Ducimus? Primis rem.

READ MORE



Watch Video

we are here to help.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquid, repellat.

LEARN MORE

WHAT WE OFFER



PRE-CONSTRUCTION



GENERAL CONTRACTING



CONSTRUCTION SERVICES



CONSTRUCTION
MANAGEMENT



BUILDING INFORMATION
MODELING (BIM)



DESIGN-BUILD

OUR HISTORY

OUR CONSTRUCTION COMPANY HAS BEEN FOUNDED 10 YEARS AGO, AT THE VERY PEAK OF THE BUILDING FRENZY IN THE US...

Since then we've built hundreds of commercial, government and private buildings and facilities. It may not sound like a lot, but if you estimate the manpower, working hours, materials, planning and correlating that were all involved in completing each separate project, then our productivity is immense!

LEARN MORE



We Build Your Dreams

Modern Building Company

CONTACT US

OUR SERVICES



Construction



Painting



Remodeling



Refurbishment



Hardwood flooring



House extensions

OUR COMPANY

We are a commercial design/build company providing full-service, end-to-end solutions for commercial construction projects. We can take your ideas, create a design and build a physical product that represents your vision and meets your budget. Because we use our own crews

LEARN MORE



DESIGN MATTERS!

48%

**OF PEOPLE CITED WEBSITE DESIGN
AS THE #1 FACTOR IN ASSESSING
THE CREDIBILITY OF A COMPANY**

94%

**OF PEOPLE CITED POOR DESIGN
AS THE REASON THEY LEFT A SITE**

Source: www.ironpaper.com

CULTURE

OUR CULTURE

BENEFITS

ABOUT OUR LOCATIONS

CURRENT OPENINGS

Engineering Possibility

Everything we make possible for our clients is a direct result of the power of our people – and that’s why we believe so strongly in enabling our employees to set over-higher standards for their work and lives, take on new challenges with gusto and love every minute they spend at their job. In fact, our entire culture is designed to ensure you feel supported, involved, engaged and important.

[JOIN OUR TEAM](#)

WHY CENTURY

What You Find Here

We offer many traditional and non-traditional benefits and dynamic office locations throughout the Mid-Atlantic. We invite you to learn more about Century; our work; and our commitment to people, community, and the environment.

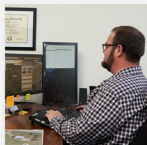
Be Part of the Team That’s Setting the Standard

CURRENT OPENINGS



What We Offer

These are just a few of our programs and activities. Regardless of what you choose to take advantage of, our goal for Century’s culture is quite simple: Help every employee exceed their own expectations of what’s possible so they can create a work life they wouldn’t trade for anything.



Century provides myself and my team with rewarding new challenges, opportunities for growth and a means to constantly master new skills.

Jason Wheatley, GISP
Associate Vice President – Information and Spatial Solutions, Hunt Valley



Your Opportunity to Have a Stronger Voice

Being part of a strong team focused on relationships and committed to a culture of collaboration, makes you stronger, too.



Be Part of a Team That Loves Coming to Work

We’re always seeking bright and talented Landscape Architects and Designers that share our vision. We are looking for professionals that are passionate about building a better world, whether by healing larger systems or strengthening the communities where we live and work.

We foster team environment, so if you’re dedicated, creative, and collaborative we encourage you to apply regardless of current open positions.

To Apply:
Submit your resume and portfolio to careers@flourateeter.com.



Be Part of a Team That Invests in You

Employees at Floura Teeter are given the opportunity to work on a wide variety of projects in both our Pathways and Places studios, learning from the shared knowledge of all our project managers and gaining experience in all facets of project development.

Equally, we’re committed to fostering the next generation of leaders in Landscape Architecture by providing a supportive environment and the tools to succeed.

Our dedication to your career development includes a robust mentorship program; credit for professional association memberships and continuing education; and internal training.

To Apply:
Submit your resume and portfolio to careers@flourateeter.com.



Be Part of a Progressive Culture

We also believe that building a strong team requires more than growing individual skillsets. It’s also powered by a forward-thinking culture. That’s why we offer flexible scheduling, a hybrid work model, and volunteer hour matching.

To Apply:
Submit your resume and portfolio to careers@flourateeter.com.

Want to Have a Stronger Voice in Landscape Architecture? Join Our Team!

Being part of a strong team focused on relationships and committed to a culture of collaboration, makes you stronger, too.

[Explore a career at Floura Teeter](#)



What We Stand For

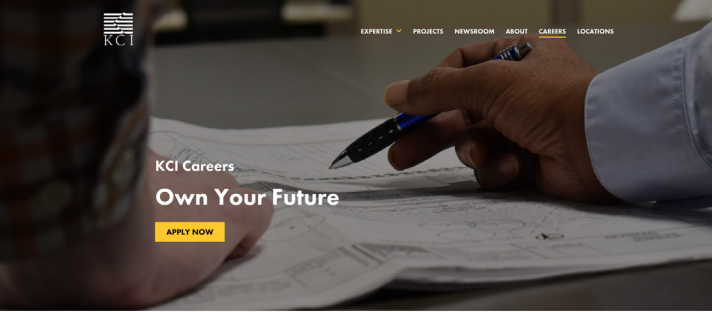
- 01. ETHOS WITHOUT EGO
- 02. PASSION FOR PROBLEM-SOLVING
- 03. CULTURE OF COLLABORATION
- 04. FOCUSED FORWARD



[Our Capabilities](#)

[Work With Us](#)

[Join Our Team](#)



KCI Careers

Own Your Future

APPLY NOW

KCI offers a broad range of consulting, engineering, environmental, planning, design and construction career opportunities. Whether you are an experienced professional, a recent graduate or new to the workforce, we invite you to join our innovative, talented and dedicated team.

Our firm is among the top engineering firms in the nation, and our 100% employee ownership gives our team a powerful stake in our own future. KCI strives to make a difference in people's lives and improve society while providing opportunities for personal growth and a vast network that rewards both individual and collective success.

APPLY NOW

Employee Stock Ownership Plan (ESOP)

KCI cares about our employees and their lives outside of the firm, not just today but for their futures as well. Our ESOP, combined with our 401(k) matching offers employees a retirement program that is first in its class in the engineering, consulting and construction industry. As employee owners, we are empowered to help improve the future of the company and create the atmosphere and opportunities necessary for KCI to be an industry leader.



Life at KCI



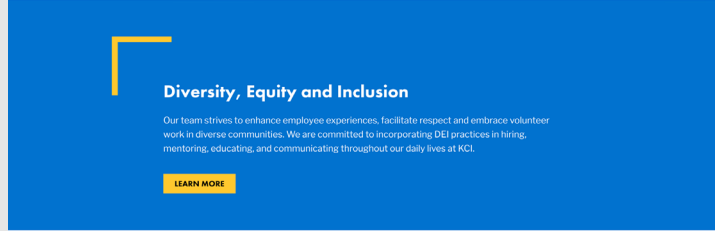
- Internal professional development classes
- Guidance for new hires through our mentoring program
- Wellness and fitness rewards activities
- Employee-led committees with focuses such as diversity, equity, and inclusion and sustainability
- Paid volunteer opportunities
- Flexible options to work from home

Benefits

KCI is committed to providing employees a competitive salary with quality benefits. A sample of our benefits package includes:



- Medical, dental and vision insurance
- 401(k) retirement plan with employer match
- An employee stock ownership plan
- Tuition reimbursement program
- Group term life insurance
- Paid leave and holidays
- Employee assistance program



Diversity, Equity and Inclusion

Our team strives to enhance employee experiences, facilitate respect and embrace volunteer work in diverse communities. We are committed to incorporating DEI practices in hiring, mentoring, educating, and communicating throughout our daily lives at KCI.

LEARN MORE

Start Your Career With KCI

KCI offers opportunities for students, recently graduated individuals and members of the military to gain exposure to various departments across the company through office, field, design, drafting, data analysis and other tasks with internal programs.

FOR STUDENTS

FOR RECENT GRADS

FOR MILITARY MEMBERS

Employee Voices

We value different perspectives from our team across the company and invite employees to share their personal experiences about their time with us. To learn more about life at KCI, check out these blog posts from employees ranging from new hires to established professionals.

VIEW ALL



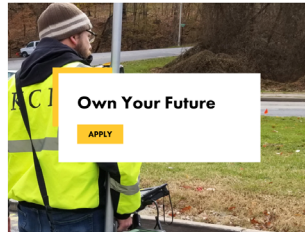
JANEL STEWART
Making a Difference Through Mentoring



MEGHAN GARRETT
Volunteer Experience



WILSON
Emerging Leadership Training at KCI



Own Your Future

APPLY



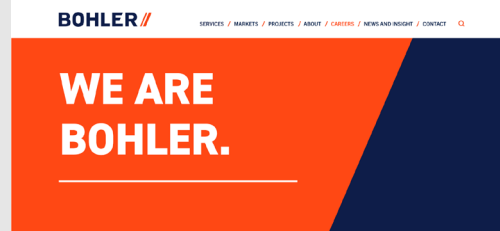
Projects
Newsroom
About
Careers

Equal Employment Opportunity
Notice to Recruiters
Privacy Policy

Locations
Project Bid Information



Design: Substack x KCI



WE ARE BOHLER.

Our Culture

Benefits

College Recruitment

Openings

The Bohler Way

The Bohler Way defines our values and actions and positions us to deliver on our purpose, creating an environment for motivated people to relentlessly pursue growth and accomplishment.

LEARN MORE

WHAT IT'S LIKE TO WORK HERE

Our desire to turn ambitious goals into results drives our daily efforts and actions.

Adam Walsh
President & CEO



Why Bohler

At our core, we are a company that has been successful by hiring ambitious professionals and empowering them to accomplish their personal and professional goals.

Learning and Development

Women in Engineering

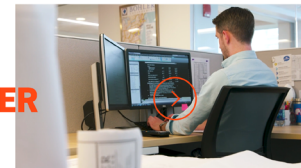
JOIN OUR TEAM

As leaders, it's not our job to do great things. It's our job to empower our staff to do great things.

Aaron Rembo, P.E.
Principal
Baker

LIFE AT BOHLER

JOIN US TODAY



Careers at Treanor

We support our employees with competitive benefits and a work environment that values inclusion, wellness, collaboration, and growth.



Together, we design the world we want to live in

At Treanor, every team member is a multidisciplinary capable of contributing to respect their job description. We work together to see the big picture and optimize for positive change, and we provide them with the resources, time and support they need to succeed. If you're ready to work with a passionate team doing meaningful work, you're invited to join us.



Comprehensive benefits

Professional development

Internships that make memories and careers

Our goal is that employees enjoy working for us—that they enjoy the projects they work on, they are thriving, and providing environments for others to thrive.

Amy Behrman, Director of Human Resources at Treanor



1 5



Meet Joy Coleman

Principal, Specialty Leader, Historic Preservation

Joy loves rehabilitating historically significant and iconic buildings. These buildings are the heart and soul of the people, and she enjoys being a positive part of each.

The doorway to a better future starts here

Sound like a good fit? Learn more about current opportunities to join our team.

Apply to work at Treanor

MOBILE EXPERIENCE

70%

**OF B2B SEARCHES ARE
MADE ON PHONES**

80%

**OF B2B BUYERS USE
A MOBILE DEVICE AT
WORK**

77%

**OF SR. EXECUTIVES
USE THEIR PHONE TO
RESEARCH BUSINESS
SERVICES**

Source: Blue Corona

CONTENT IS WHY PEOPLE COME TO YOUR WEBSITE

- + Differentiated, on-brand message
- + Useful, relevant information and educational/thought leadership content
- + Lead generation content and CTAs
- + Search Engine Optimization (SEO)

3. TECHNOLOGY

- + Content Management System (CMS)
- + Third-party systems integration
- + Domain registration and hosting

BEYOND CMS

- + Personalization
- + Chatbots and messaging
- + Marketing automation



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Hello, Adidas! Let's optimize digital experiences for your athletes.

Optimizely makes it easy to test and personalize your website and mobile app.

[LEARN MORE](#)

[TEST IT OUT](#)





Still awake? Let's optimize digital experiences for your customers.

Optimizely makes it easy to test and personalize your website and mobile app.

[LEARN MORE](#)

[TEST IT OUT](#)



CONVERSATIONAL MARKETING

Hey, Substance151! Thanks for checking me out!



Unlock Pipeline with the Right Conversation for Every Situation

Accelerating qualification and conversion comes down to having the right conversation. So that enterprise buyer who's been engaging with your marketing for weeks gets a very different experience from the small business CEO just browsing your homepage for the first time. It's the power of the right conversation, at the right time, every time.

LEARN MORE

The screenshot shows a chat interface with a blue header for 'Chelsea Ward'. The conversation starts with the 'Applinks Bot' asking if the user wants to become their next story. The user responds with 'This year' and 'You're funny'. The bot then says 'Mamabot always said so! Here's Chelsea who can help you get there.' Chelsea Ward then introduces herself as the account manager and asks how she can help. At the bottom, there is a text input field with 'Reply to Chelsea', a smiley face icon, a 'GIF' button, and a paperclip icon. The footer includes 'Chat ⚡ by Drift' and a link to 'View our privacy policy here'.

Chelsea Ward

Applinks Bot

It looks like you've checked out our customer success stories. Are you looking to become our next story this year or next year?

This year

You're funny

Applinks Bot

Mamabot always said so! Here's Chelsea who can help you get there.

Chelsea Ward

Hey Talia, I'm your account manager! How can I help?

Reply to Chelsea

Chat ⚡ by Drift [View our privacy policy here](#)

your logo here

A search bar with a magnifying glass icon on the left and microphone and camera icons on the right.

Google Search

I'm Feeling Lucky



Search



Contact



Join Us

Creating a more interconnected, livable world

What can we help you find?



What can we help you find?

transportation



Transportation - Market

Transportation - Service

Transportation Planning - Service

Underwater Inspection - Service

Traffic & ITS - Service

Public Involvement - Service

Highways & Roadways - Service

Pavement Management - Service

Structural Engineering & Inspection - Service

Contractor Support Services - Service

4. LAUNCH AND ONGOING MANAGEMENT

- + Get the word out
- + Budget for CMS and plugins updates
- + Get CMS training and documentation
- + Keep content fresh
- + Track, measure, adjust and repeat

TOP COMMON MISTAKES

- 1 Failing to define goals and success metrics first
- 2 Involving too many people
- 3 Having inadequate budget and unrealistic timeline
- 4 Not treating a website redesign like a “real” project
- 5 Not building with continuous improvement in mind



QUESTIONS?

SLIDES AND RESOURCES

**IDA CHEINMAN
PRINCIPAL/CREATIVE DIRECTOR
SUBSTANCE151**

IDA@SUBSTANCE151.COM

