

# DMD's Website Redesign: A Thought Starter Plan

Prepared by Monika Consunji · For Beth Ard · DMD Systems Recovery

*This is a thought starter, not a finished plan. I built it to give us a structured starting point so when we sit down together on Day 1, we're reacting to something real rather than starting from a blank page. I built it around what I heard in our conversation: the 90-day website goal, AEO/GEO as a north star, the co-creator dynamic you described, and the reality of a lean team moving fast. Every section is open for revision.*

## WHAT I HEARD

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Before building anything, here's what I took away from our conversation:

- The website needs to work for both humans and machines: AEO and GEO are the north star.
- A working prototype in 90 days is non-negotiable. The timeline is already ticking and DMD needs change now.
- Content needs a complete uplift which means moving away from old-school B2B and toward compelling, human storytelling that also performs in AI search.
- Beth is the content expert and brand authority. My role is to build the architecture and systems that let your content do its best work.
- Gated content is holding us back. Ungating is the right call for both humans and machine crawlers.
- A contractor is already identified for the redesign build. Our job is to give them everything they need to execute.

## THE PLAN

<b>DAYS 1–30</b>	<b>Discover &amp; Listen</b> <i>No decisions. No redesign. Just deep research before touching anything.</i>
<b>DAYS 31–60</b>	<b>Structure &amp; Align</b> <i>Collaborate on architecture, content direction, and contractor enablement.</i>
<b>DAYS 61–90</b>	<b>Build, Review &amp; Launch</b> <i>Execute against the plan, pressure-test everything, and go live.</i>

## DAYS 1-30: DISCOVER & LISTEN

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*Moni's true onboarding phase. No decisions. No redesign. Just deep research before touching anything.*

### Stakeholder Discovery

- Interview Beth, sales leadership, and key department leads on what's working, what's broken, what do buyers actually ask for?
- Understand current GTM motion such as how does DMD go to market, who are the target personas, and what content do sellers need most?
- Review current messaging map Beth or DMD has built and understand how it connects to the site.

### Current State Audit

- Inventory all existing pages, assets (images, videos, case studies, services), any error pages, and gated content.
- Get website understanding by building an initial sitemap of what exists today.
- Assess how DMD currently shows up in machine search (AI overviews, generative results, and answer engines) to establish a baseline.
- Evaluate each page for basic AEO/GEO readiness: Is content structured for both readers and crawlers? Are FAQs present? Is gated content blocking machine access?

### Competitive Research

- Review Intechra, Alta, and Apto’s website structure, content approach, asset library, and how they show up in AI-generated search responses.
- Identify gaps and opportunities: what are they doing that we’re not, and where can DMD stand out?

### Day 30 Deliverable

- Summary findings report that includes current state, competitive landscape, and initial strategic recommendations.
- Recommend a page priority order for the prototype as not all pages carry equal weight, and the 90-day timeline requires deliberate decisions about what ships first.
- First alignment session with Beth to pressure-test findings and agree on direction before moving into structure.

## DAYS 31 - 60: STRUCTURE & ALIGN

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*Collaborate on architecture, content direction, and contractor enablement. Beth leads on content vision. I lead on structure and systems.*

### Sitemap & Architecture Workshop

- Workshop new sitemap with Beth: what to keep, what to kill, what to create new.
- Agree on taxonomy, page hierarchy, and navigation logic that supports both the user journey, 2026 website best practices such as accessibility, and machine readability.
- Map content to personas: which pages speak to which buyers, and what action should each page drive?

### Content Direction & AEO/GEO Integration

- For each key page: define the human goal (what should a visitor do?) and the machine goal (what question should this page answer?).
- Identify FAQ and structured content opportunities: AI search surfaces your brand in generated responses.
- Flag all gated content for ungating: freeing it for both human visitors and machine crawlers.
- Identify content gaps: new pages, updated messaging, video opportunities (used as content, not background design elements that slow machine reads).

### Contractor Enablement

- Develop a detailed brief for the Webflow contractor that includes the sitemap, design direction, page templates, messaging guidelines, and AEO/GEO requirements baked in.
- Create a messaging and brand reference document so contractors can execute without constant back-and-forth.
- Establish review checkpoints so Beth has final say on every page before it goes to build.

## DAYS 61 - 90: BUILD, REVIEW & LAUNCH

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*Execute against the plan, pressure-test everything, and go live with Beth's final sign-off on every page.*

### Prototype Build

- Work alongside contractor to build the new site in Webflow: reviewing pages against the sitemap, messaging guide, and AEO/GEO standards.
- Ensure all images have alt text descriptions, metadata is complete, and page structure allows machine crawlers to read and summarize content accurately.
- Confirm Google Analytics and any tracking pixels are properly configured before launch to establish baseline data so we can measure performance from day one.

### Gap Fills & Content Creation

- Address content gaps identified in Day 30 and Day 60: new pages, updated messaging, case study needs.
- Incorporate GTM feedback from sales and CRO stakeholders ensuring the site supports the sales motion.

### Final Review & Go Live

- QA review across key devices and browsers before go-live ensuring the experience holds up for the humans side of the equation.

- Stakeholder review with Beth and key leadership. Beth has final approval on all pages before launch.
- Pre-launch AEO/GEO check: test how the site surfaces in AI search tools and confirm machine readability is in place.
- Go live.

## HOW WE'D WORK TOGETHER

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*A few tools I'd bring to keep us aligned and moving fast. Not a prescription, just what I'd show up with on Day 1.*

- **Miro** for workshoping sitemap, page architecture, and collaborative design thinking together.
- **Excel / Sheets** for content inventory, page audit, and messaging scoring matrix so we have a shared source of truth on what exists and what it's doing.
- **Claude / ChatGPT** for copy ideation, AEO/GEO content drafts, and contractor brief generation; AI as a force multiplier for our thinking, not a replacement for it.
- **Stakeholder interview guide** for a prepared agenda and findings document for every discovery conversation.
- **Weekly check-ins or sprints** for brief structured touchpoints to track progress, surface blockers, and keep Beth informed without unnecessary meetings.
- **Contractor brief and brand reference doc** for everything a contractor needs to execute without constant back-and-forth: messaging, sitemap, design direction, AEO/GEO requirements, and review checkpoints.

## OPEN QUESTIONS FOR BETH

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*I need your thinking on these before any of the above becomes a real plan.*

1. What does the existing brand and visual identity work look like? How much can we carry forward into the new site, and what needs to be rebuilt?
2. Who are the internal stakeholders who need to weigh in on the website, and what does their review and approval process look like?
3. For the Webflow contractor what's the current scope of their engagement, and where does my role end and theirs begin?
4. What's your instinct on which pages matter most to get right first — are there specific sections of the site that are higher priority for the 90-day prototype?

## PARKING LOT: IMPORTANT, NOT DAY 1

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*These are real priorities and intentionally left out of the first 90 days to stay focused on the website. They'll need attention once the site is live.*

- **Hootsuite audit:** Evaluate whether current tool setup is maximizing content signals and scheduling capabilities, or whether an alternative better serves the team.
- **2027 Event Calendar Strategy:** Build a strategic event framework tied to buyer audiences and GTM goals.
- **Contractor Briefing System:** Develop a scalable content engineering framework so contractors can execute on brand consistently without individual hand-holding.
- **Content modernization beyond the web:** Social, video, case studies, and thought leadership aligned with the new messaging map.
- **Demand generation and email strategy (Microsoft Dynamics):** Align email communications to the new content and messaging system, collaborating with other departments to enable a consistent tool experience.

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*This document is a starting point. The real plan gets built together.*

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