HARBOR TOOLS · PROJECT PLAN

# Company website redesign

A nine-year-old site, built for desktop, now meets an audience that is 68% on phones — this is the six-month plan to fix it.

| | |
|---|---|
| BUDGET | $64,000 |
| SCOPE | ~60 pages |
| LAUNCH | 2nd week of May |
| AGENCY | Bluebird Studio |


PRESENTED BY
Head of Marketing, Harbor Tools


OCCASION
Stakeholder kickoff

DATE
16 November 2026

**01** The 2017 site is losing us work

Phone traffic, phone experience, twelve inquiries a month.

**02** Three numbers define success

Inquiries, phone bounce rate, job applications — six months after launch.

**03** Four sections, about 60 pages

What is in scope — and the one thing deliberately left out.

**04** Who owns what

Owner, project management, agency, three reviewers.

**05** December to May, five phases

Requirements, design, build, testing, launch.

**06** $64,000, and where it goes

Four lines, including three months of fixes after launch.

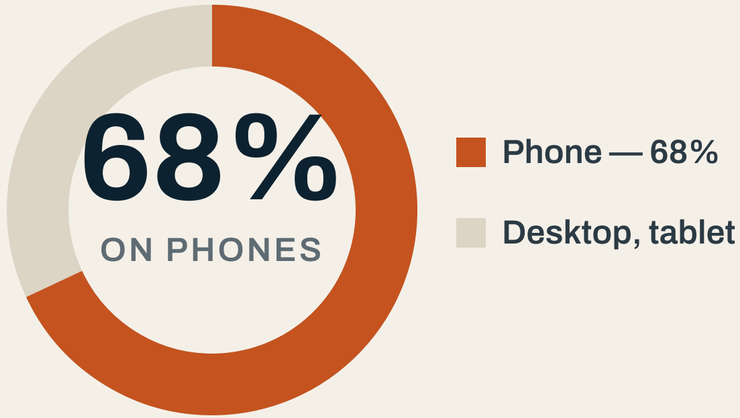
**07** Two risks, two standing rules

Late copy and creeping change requests.

**08** What we need from you

The three commitments that keep December on track.

# Most of our visitors arrive on a phone, and the site was never built for one.




**2017**

The year the current site launched. Nine years of patches, no rebuild.

**72%**

Of phone visitors leave without going any further. The site works poorly on phones.

**12**

Inquiries a month — the whole commercial output of the site as it stands.

# Success is three numbers moving within six months of launch.

INQUIRIES / MONTH

## 12 → 40

More than three times today's volume. The single clearest test of whether the new site sells.

PHONE BOUNCE RATE

## 72% → 50%

Twenty-two points off the phone exit rate. This is the mobile rebuild earning its keep.

APPLICATIONS / MONTH

## 5 → 15

From the careers page. HR gets a hiring channel, not a noticeboard.

All three are measured six months after the May launch — so the review date is November, not launch week.

# We rebuild four sections and about 60 pages — and we leave a second language for later.

**harbortools.com — new site** one responsive build, phone first

### About us

Who Harbor Tools is, where we work, how we are organised.

### Products

The catalogue — the bulk of the 60 pages and the route to inquiries.

### Careers

Roles and applications — the channel HR needs tripled.

### Contact

The inquiry form itself — rebuilt to work with one thumb.

**~60** pages in total across the four sections. Every page needs an owner for copy before build starts.

OUT OF SCOPE

## A second language

Not this time. A translated site doubles the content to write, review and maintain, and none of our three targets depend on it.

The build will not block it later — but it is not in this budget or this timeline.



# One owner decides, two people run it, one agency builds it, three reviewers check it.

OWNER · DECIDES

**Head of Marketing**

PROJECT MANAGEMENT · RUNS IT

## Marketing — 2 people

Schedule, copy chasing, the monthly change meeting, the single channel to the agency.

AGENCY · BUILDS IT

## Bluebird Studio

Design and build for all four sections, plus three months of fixes after launch.

REVIEWER · 1 PERSON

### Sales

Products and the inquiry form — does it bring the right leads?

REVIEWER · 1 PERSON

### HR

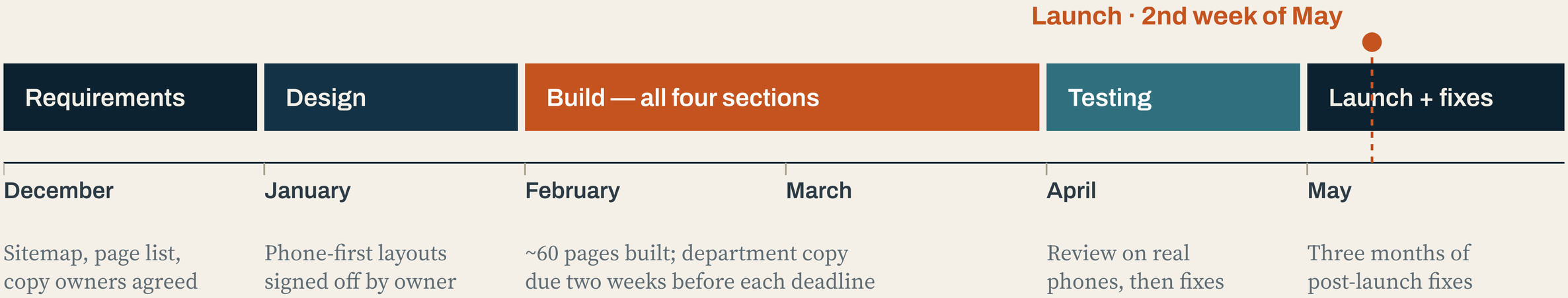
Careers — roles, tone and the application step.

REVIEWER · 1 PERSON

### Engineering

Product accuracy and anything technical we publish.

# Six months, five phases, one fixed date: launch in the second week of May.

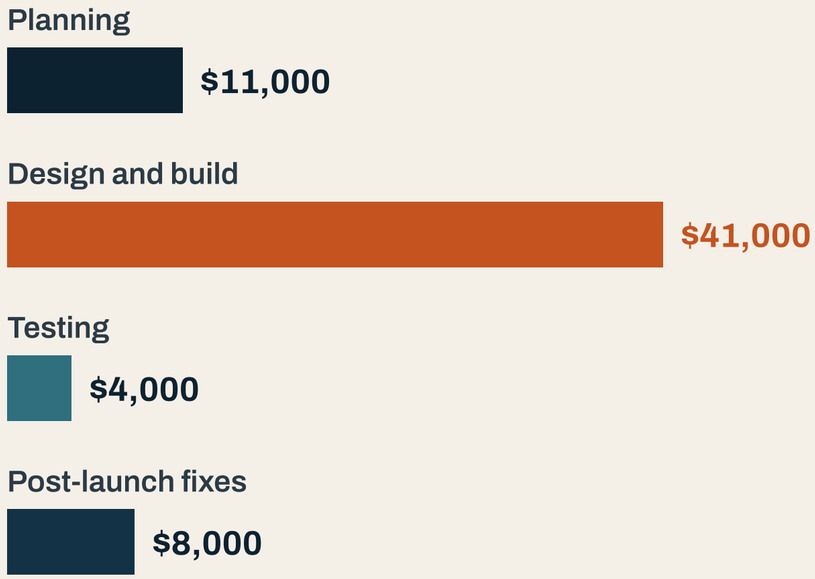



**Build is the long pole** — two full months, February and March, covering all four sections.

**Testing is protected** — April stays for testing. It is not a place to borrow time from.

# Two thirds of the $64,000 is design and build — and $8,000 is reserved for after launch.

| LINE | PHASE | AMOUNT |
|---|---|---|
| **Planning** | December | **$11,000** |
| **Design and build** | January – March | **$41,000** |
| **Testing** | April | **$4,000** |
| **Post-launch fixes — 3 months** | May – July | **$8,000** |
| **Total** | | **$64,000** |




Design and build is **64%** of the budget, matching the two months that carry the most work.

The **$8,000** for fixes is already allocated — launch week is not the end of spending.

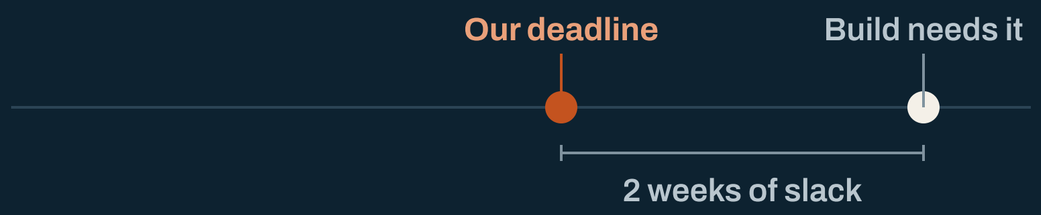
# Both things most likely to break this plan are ours to manage, not the agency's.

## Copy arrives late from departments

Sixty pages of copy come from people whose main job is something else. One late section stalls the whole build month.

RESPONSE

**Every copy deadline is set two weeks early.**

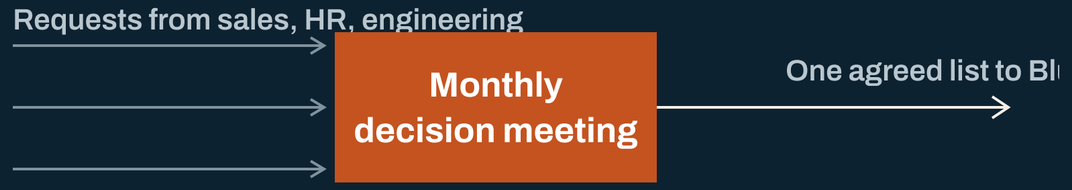



## Change requests keep growing

Small requests arriving one at a time, from several directions, are how a six-month project becomes a nine-month one.

RESPONSE

**All changes are decided together, at one monthly meeting.**



# A $64,000, six-month rebuild that turns phone traffic into inquiries and applications.

### WHY NOW

A 2017 site, 68% of visits on phones, 72% of them bouncing, 12 inquiries a month.

### WHAT SUCCESS IS

Six months after launch: 40 inquiries, 50% phone bounce, 15 applications a month.

### WHAT WE BUILD

Four sections, about 60 pages, phone first. A second language is out of scope.

### HOW IT IS RUN

One owner, 2 PMs, Bluebird Studio, 3 reviewers, one monthly change meeting.

**Dec**

Requirements · $11,000

**Jan**

Design signed off

**Feb–Mar**

Build · $41,000 with design

**Apr**

Testing · $4,000

**May → Jul**

Launch week 2, then $8,000 of fixes

**3.3×** the inquiries, 22 points off the phone bounce rate, 3× the job applications — that is the whole case for the $64,000.

WHAT WE NEED FROM YOU TODAY

# Three commitments, and December starts on time.

## 01

### Name your reviewer

One person from sales, one from HR, one from engineering — named before December, not during it.

## 02

### Accept the early deadlines

Copy dates are published two weeks before the build needs them. That slack is the plan, not padding.

## 03

### Bring changes to the monthly meeting

One meeting a month decides all change requests. Nothing goes to Bluebird Studio around it.

NEXT STEP

**Requirements workshop — December**

QUESTIONS TO

**Marketing — project management (2)**