

4-Step Digital Change Management Process

<div>PHASE 1</div> <div></div> <div>Signal the Shift</div>	<div>PHASE 2</div> <div></div> <div>Introduce the New Brand</div>	<div>PHASE 3</div> <div></div> <div>Build the Full Experience</div>	<div>PHASE 4</div> <div></div> <div>Transition & Optimize</div>
<div>GOAL</div> <div>Prepare your audiences for change with early visible updates.</div>	<div>GOAL</div> <div>Establish an early, credible digital presence that reflects the new brand identity.</div>	<div>GOAL</div> <div>Transition from a simple branded page to a fully realized website experience.</div>	<div>GOAL</div> <div>Phase out the legacy site carefully while protecting SEO, user experience, and brand trust.</div>
<div>KEY ACTIONS</div> <div><ul style="list-style-type: none">Update the logo, favicon, and primary brand assets on the current website.Add a homepage banner announcing the rebrand (linking to a detailed article).Publish messaging updates to explain the “why” behind the brand evolution.Notify internal stakeholders about what’s happening and when.</div>	<div>KEY ACTIONS</div> <div><ul style="list-style-type: none">Launch a branded landing page (built in the new CMS) with updated visuals, messaging, and positioning.Ensure the page reflects the new design system, tone of voice, and strategic direction.Collaborate with brand partners to fine-tune visual and narrative alignment.Begin introducing new brand elements across other digital channels (social, email, press releases).</div>	<div>KEY ACTIONS</div> <div><ul style="list-style-type: none">Expand the initial design system into a scalable, full-site component library.Build out high-priority pages (Home, About, Services, Contact, Careers, etc.).Extend full CMS capabilities to empower easy updates by your internal team.Implement core features, plugins, and functional requirements.Provide CMS training sessions for internal content owners.</div>	<div>KEY ACTIONS</div> <div><ul style="list-style-type: none">Finalize and align URL structure between the old and new sites.Implement 301 redirects to preserve organic traffic and search rankings.Monitor both the legacy and new sites in Google Search Console for issues.Publicly announce the full transition is complete — reinforcing the organization’s new direction.</div>

