

## **Planning a website**

Questions to consider when starting your web project:

### **What do we want to achieve with our website?**

- Do we want our site to attract new business?
- Is it there simply to give us a web presence?
- Do we want to be number 1 on Google?
- Are we going to sell products over the internet?

### **Who is our target audience?**

- Who will be looking at our site?
- Is our website focused on business or non-business?

### **Website functionality**

- What do we need our website to do?
- Do we require a brochure site (provides information, contact details etc)?
- Do we need to have an online store?
- Do we want to have a blog or newsletter facility?
- How often will we update the site's content? Do we need to be able to do this ourselves or will we ask our web designer to do it for us?
- Will we want to develop our site's functionality in future eg a member's area? Does this have any implications for the initial design process?

### **Budget**

- Do we have a realistic budget for our website?
- Have we considered using web marketing (Google Adwords etc)?

### **Timescales**

- When do we need the site to go live?
- How long will it take us to gather the content and source images?

### **Content**

- Who is supplying the written content?
- Do we require the services of a copywriter?
- Do we require images, if so where are we getting them from?

### **Design**

- Do we have a colour scheme
- Which colours are suitable for our business?
- Does our business have a logo, if not where do we get one?
- What sort of look and feel will most effectively communicate who we are and what we do?
- What do we know about what our target audience is looking for in a website?
- Of the websites we use which ones do we like/dislike and why?

**Ideas**

- What are our competitors doing?
- Are their websites easy to use?
- What aspects of their website do we like/dislike?
- What will make our site stand out?

**Domain names and hosting**

- Do we have a domain name?
- Who will host our website?

We are here to help you create an effective website. Please contact us with any specific questions you may have and we will be happy to answer them.

Alternatively, if you are struggling to know where to start, or would like more dedicated support, why not consider booking a consultancy session. These offer an opportunity to work with an expert to scope and plan your web project in more detail.

Visit our website to find out more or call us on 0788 401 6295