



## **E-Guide #1: Planning your website**

So, you want a website eh? But just what do you want it to do? We've put together a list of a few things to think about when deciding what to do about your new website! Some of our suggestions might not apply to you or your project so don't panic if you haven't got an answer for them all!

### **What's lurking in the past?**

Do already have a website? What's it's address?

Do you want a completely new site, or a refresh of an existing site?

How do you monitor your current sites success?

Do you currently have any social networking accounts associated with the website/business?

If you're transferring hosting and domain names, do you have the related account details?

### **Who is it for?**

Who is the average visitor to your website? Does your site target them effectively?

What do visitors want from your website? Are they getting it?

What sort of experience do you want to give your visitors?

### **Out with the old...**

Why do you want a website? Is it for giving information, maybe gathering information or about getting interactive and closer to your customers/visitors?

Is search engine optimisation important right from the start?

How will people find or learn about your site? Social networks? Search engines?

Does the site need a blog? Would it benefit from having a one?

Do you need to be able to update and edit the content of the site yourself?

How many pages do you need?

How will the site be organised? What pages/categories/sections will you use?

Do you need ecommerce on the site (the ability for customers to purchase from you online)?

Who will supply the text and images for your website?

Is there an existing colour scheme or other branding that you need to use on the site?

Are there any similar sites you like?

What key functions would you like the site to have?

### **The details...**

When do you want to start your website project? When does it need to be completed by?

Are you planning on having an official launch?

Bearing in mind you need to allow for the design and build of the site, as well as web hosting, domain names and ongoing maintenance, what's your budget?

Do you need to include any policies or terms and conditions on the site?

*We hope that's given you a bit of food for thought and will help you get a better idea of what you want from your website. If there's anything we can help with feel free to give us a call on 0845 393 8033 for advice or arrange a time to discuss your requirements in depth!*