PLANNING YOUR WEBSITE

WHAT ARE YOUR BUSINESS GOALS?

People think that they run a business to make money, provide security for their family and eventually to sell and retire to the beach. But, what are your reasons for running your business and how are you doing achieving those goals?

Your ideas?

HOW WILL YOUR WEBSITE HELP?

Fundamentally why do you have a website? Is it to sell directly? Is it to get people to join a mailing list? To get people to call you?
What is the result you want from someone visiting the site?

Your ideas?

HOW DO YOU SELL WHAT YOU SELL?

This is not always a simple answer. Are you looking to shift boxes or engage a customer for a long-term business relationship with sales occurring for many years to come? By defining how you sell what you sell you can 'pitch' yourself effectively to potential customers.

Your ideas?

CONTENT IS KING! BUT WHO WILL DO THE WORK?

Who in your company is going to be responsible for writing the content, collecting or taking the photos? Do you need outside help? Do the people you want to do the work have enough time to do the job effectively? What content do you have? Can your suppliers give you any help with this part of the site?

Your ideas?

POST LIVE MARKETING, GOING LIVE IS NOT THE END BUT THE BEGINNING

The Internet is not a field of dreams. 'Build it and they will come' is not a marketing strategy we recommend to anyone. How does the website fit within your company marketing plans? Do you have a system in place to get found in Google? Are you using AdWords? Do you send mass emails or newsletters? What marketing activity are you going to use to drive traffic to your website and ultimately to buy from you?

Your ideas?

Once you have worked out what you want your website to do for you, it is time to consider the content. Though not a 'must have' list of pages for your website, these are some of the more common parts of a website. The aim of **your website** is to tell people **why you are the company to deal with** to solve their problems or meet their needs.

HOME PAGE

First impressions last! The opening page of your website really is make or break for the visitor.

What are the most important things to put on your website opening page and what will make people contact you?

- _____
- _____
- _____
- _____

What is your memory hook / advert slogan?

- _____

What can you feature on the home page to make an impact?

- _____

ABOUT US

What is your why? What do you want to tell potential clients about you and your business, not about what you sell or what you do?

- _____
- _____
- _____

LOCATION

Where do you conduct business? At the clients home, in your office or your showroom?

- _____
- _____
- _____

MAIN PRODUCTS OR SERVICES

What are the main areas of business you wish to promote on the website?

- _____
- _____
- _____

COMMON QUESTIONS

What common questions do your customers ask? Can you answer these on the website to show your skills?

- _____
- _____
- _____

IMAGES AND VIDEOS

What images and videos do you have to add to the website to create an impression on the your visitors?

- _____
- _____
- _____

CUSTOMER TESTIMONIALS

Do you have any testimonials from clients that can help to reinforce the messages you are putting on your website?

- _____
- _____
- _____