

Website Guide

When you consider a website, whether for business or personal interests, there are a number of things you have to consider before you start.

This short guide is intended as a planning tool to help you put together everything you need to get the website you really want.

It will encourage you to think about what you need your site to do for you and how you want it to look as well as thinking about what assets (pictures, text, etc) you have to use on the site.

Firstly just some details so we know who you are:

Name:

Company name:

Address:

Phone number:

Fax number:

Email address:

Web address:

Now for the hard part

Why are you looking for a new website?

(A bit of background about your situation. Do you have an existing website with which you are unhappy, if so why? Is your business looking to expand, are you starting up for the first time? etc)

What is the purpose of the site itself – what do you want it to contribute to your business?

(Try to be specific if you can – examples may be “I want the site to generate sales directly from the internet”, “I want the site to deliver a professional shop-window that I can refer potential clients to” that sort of thing)

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What is your target audience?

(e.g. potential customers, existing customers, old, young, male, female, interests?)

What content do you want to display?

(When thinking about this, if possible decide how the information will be broken up into pages, what those pages will be, how many pages you will need. E.g. a standard sitemap for a small business might be 4-6 pages– Home page, About us and how we operate, Products and Services x 3, Contact. If you are unsure don't worry, we can help you. Just make a general list)

What functions will you need?

(e.g. online booking or shopping cart systems, password protected areas for members, chat forums, reply or enquiry forms, etc)

What personality do you want your site to have?

(We're getting into the hardest part. Try to think of some adjectives that you think sum up your business. Fun-loving, professional, sober, young, energetic, that sort of thing)

Are there any corporate guidelines?

(Are there particular colours you want to use predominantly? Do you have a particular font that represents you? Etc.)

What kind of effects do you like to see?

(Animated segments or areas of the page? Large text, small text. Lots of colour or lots of white space?)

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Are there any particular sites that you think contain the kind of look and feel you want for your own website?

(This is NOT about copying somebody else's site but it often helps to visualise the kind of thing a client wants by looking at other sites they like)

URL
URL
URL

Who are your main competitors?

(If you have any. If possible list their website addresses. It's always good to know what the competition are up to)

Who are you main suppliers?

(Again, if you have any. They might be useful for links and/or materials)

What assets do you have?

(By assets we really mean content for the website. This extends to logos, leaflets and other marketing material, advertising you have placed, logos, pictures – lots of pictures. Also please specify which of these you have in electronic form rather than just written.)

How are you planning to promote the website?

(Will search engines play a big part or is it direct referrals from yourselves or agents? Are you planning to buy advertising? How about mutual links with compatible sites?)

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Will content need to be updated and, if so, what, how much and how often?

Do you or your staff require training? If so, to do what?

What budget do you have?

(Don't worry, you will get a great deal of added value for your money but even if it was to prove that your expectations outweigh your budget, we could come up with a more viable alternative or perhaps construct a plan of ongoing improvements over time)

What is your timing?

(When does the site need to be completed? If timing is tight, are there stages that could be used as a timetable, e.g. presence online by XX date, fully functional by XX date?)

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