



Website Planning Document

Here are some great questions to help you to figure out what you'd like your website to do for your business. You can share your notes with us to help us to get the ball rolling.

1. What is the purpose of my website?
2. What makes my product or service different? What is my unique selling point, is it price, service, quality etc? What makes my business stand out from the others?
3. Who are my audience? Who will be looking for my product and service? Your brand and online marketing strategy must appeal to your target market.
4. What do I want people to do when they visit my website? Call? Make an online enquiry, sign up for a newsletter, purchase goods?
5. How will people find my website? Should I use social media to enforce my web presence? Is online advertising an option for me?
6. How will I ensure I don't lose visitors? Capturing information via a newsletter sign up is a great way to ensure that you retain your visitors contact details.
7. How will I measure results? There are web tools that you can use to measure results such as Google Analytics. We can help you with that.
8. How does the website fit into my overall marketing plan? Decide what proportion of my time and budget I can allocate to it.
9. Who will be responsible for the website content? Compiling content for the website build can be time consuming. Assigning someone to this task is by far the best way to manage the project, or allow time in your own diary for it..
10. Which websites do I like that do it well. Our clients are always inspired by competitors websites, let us know what you like and which bits you'd like to have as part of your site and we can make it happen.

Food for thought? We thought so, Now you should have a really clear picture of what you want out of your website.