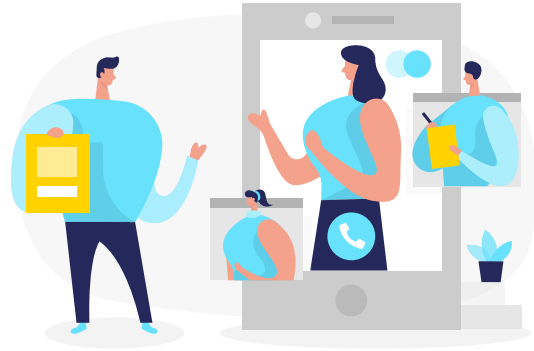




A step by step guide to planning your new website

Following these steps will make the process simple for both you and us when we build your website.

1

Define your goals

Decide what the website is actually for. Is it to increase sales or provide customer support? There will be a few objectives, but agree the main one first. These goals drive everything we do when creating your website and how you use it going forward. Write them down.



2

Know your audience

Be clear about who the website is aimed at. Discuss who your ideal customer is. Which of their problems do you intend to solve? The more targeted your site is, the greater it's chances of meeting your primary goal. Once you know for sure, write this down.



3

Agree your stakeholders

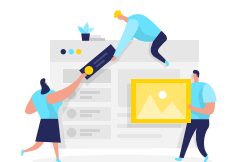
Get together and agree who in your team will be involved. Who will provide content and manage it on a day-to-day basis? Which of your people has final sign-off? Remember that your team isn't your audience. Be very clear about roles and write them all down.



4

Plan your content

Your audience and goals determine the content you'll need. Gather all your words, pictures, videos or PDFs. Consider what new content you need. Save it all somewhere and write a simple plan of what you will publish regularly and who will create it.



5

Write a blueprint

Combine your notes into a final scope document. This is the blueprint of your website. It will be a guide for us during the design. The blueprint is our brief and we will use it to create a sitemap and mock-ups. It will avoid uncertainty and ensure we meet the goals.



If you're unsure about any of these steps, drop me an email at rob@coldwelldigital.co.uk

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